

## **ABSTRACT**

The main topic of this work is food supplements, their legislation and other theory connected with them, the main focus is on plant nutraceuticals, of which are chosen food supplements marketed to support immunity system – echinacea, sea buckthorn and oyster mushroom, food supplements to support psyche – St. John's wort, ginkgo and valerian and dietary supplements to support body fitness – tribulus, garcinia and psyllium. Subsequently, the topic focuses on the marketing of nutraceuticals, its modern ways and the possibilities of increasing the students' awareness in this field through the principles of media education. In the practical part, 112 students aged 15-19 are presented with a lecture presenting the topic and inviting students to raise their interest in the subject. The feedback of the lecture is provided by a questionnaire whose questions correspond to the hypotheses set by the author.

## **KEYWORDS**

nutraceuticals, media education, marketing, *Echinacea*, *Garcinia*, *Pleurotus*, *Hippophae*, *Gingko*, *Plantago*, *Hypericum*, *Valeriana*, *Tribulus*