

The invention relates to the medicine, in particular to the pharmacy and cosmetology, and may be used for preparing the gel base for the medicinal and cosmetic means. The base for the gels contains (in mass %): copolymer of acrylic acid (0.60-1.70), propylene glycol and/or glycerol (4.50-9.00), ethanol (5.00-10.00), 15-25% aqueous ammonia solution (0.25-0.85), formaldehyde (0.08-0.12), the purified or drinking water – the rest. As the base for the gels carbopol, or sacap, or acmid, or acsam may be used. The base may also contain the aromatizer (0.1%) and/or the stain tropeolin, or the acidic red, or indigo carmine (0.01%). The extracts of the medicinal plants (0.6%) are also used as ingredients of the base (St. John's-wort, wormwood, marticary, bur-marigold, sweet balm, lycopodium, aloe, wild rose, lavender, peppermint, sage). The technical result attained consists in increasing transdermal penetration of the active substances and prolonged treatment and cosmetic effects of the base itself.