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**STUDY OF THE EFFICIENCY OF GROWTH REGULATORS**

**OF THE FIRM "POLIDON AGRO" WHEN GROWING**

**“PINK PARADISE” TOMATO**

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*The article provides information on the influence of physiologically more active substances, growth regulators on the growth and development of plant vital processes, on tomato cultivation. Questions are raised about the impact of growth regulators. The aim of the study was to determine the effectiveness of tomato cultivation under KBR conditions using growth regulators. External environmental factors have a different effect on plants. Temperature variability, lack of moisture, lack or excess of minerals. The presence of many factors of exposure requires numerous methods of protection against adverse effects on the crop.*

*The paper describes the technology of using growth regulators in growing tomato crops. The experiments were carried out in 2018 - 2019 in the training experimental greenhouse of the Kabardino-Balkarian State Agrarian University. The results of the action of the organomineral complexes Polydon Bio Profi, Polydon Bor, Polydon Polyfight, and Polydon Bond, which are the products of Polydon Agro, are obtained. There were 3 treatment options with different drugs at certain stages of Pink Paradise tomato cultivation, one of which was a control option. Based on the results of the experiments, conclusions are drawn, the most effective options for further recommendations to production are identified.*

**Keywords:** Growth regulators, “Polydon Agro”, Pink Paradise, tomato, organomineral complex, processing.

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