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Edito



he first issue of our magazine received over 2000 orders at the Cosmoprof Fair in Bologna, where 44 Turkish companies were participating.

As we mentioned in the first issue, the aim of BeautyLand is to promote Turkish brands and sempanies in the

is to promote Turkish brands and companies in the international cosmetics sector. We're proud of the countless emails we received after the fair, all of which have further reinforced our belief that we're on the right track and doing a good job. I would also like to add that we forwarded on to companies those emails that we believed would be of particular interest to them.

Next up is the Beautyworld Middle East Fair in Dubai on 7-9 June. Last year a total of 693 firms from 44 countries participated in this fair, with 14,351 people from 101 countries in attendance. This year 39 Turkish companies will be taking part in this massive organization, and we'll be handing out the second issue of our magazine there. What will cosmetics professionals from all over the world find in the second issue?

First of all, let me state that this issue will contain detailed information on 260 very special products. Our "BeautySpy" has everything from face and body creams to deodorants, hair gels, colorful perfumes and make-up specially designed for young girls, personal care and hygiene products, wet towels, colorful cosmetics, shampoos, hair creams, and a whole lot more, all tried and tested by our experienced staff of cosmetics experts.

This issue's special report on "Mud and Clay" looks at the mud and clay sector and products in Turkey. Our "Trendsetter Perfume" section is more graphically orientated, consisting of photos that are sure to garner a second glance. We also picked out the best and most luxurious spas along the Turkish coast in our "SpaWorld" section. Meanwhile, on our "Profile" pages, we met up with four different companies as our editors took an in-depth look at some of their star products.

The guest of our "CultureWatch" section for this issue is the internationally renowned evangelist of Sufi mystic music, Mercan Dede, whose mastery with the reed flute synthesizes Eastern and Western themes to produce an eclectic feast for the senses. We had a little trouble fitting in all the international accolades and accomplishments of Turkey's foremost Sufi artist, but we believe that our interview will instill you with the same feelings of peace and harmony that his music inspires. I wish you all an enjoyable Beautyworld fair.

With kind regards, Murat Akyüz IKMIB Executive Board Chairman



Colors of the rainbow

Golden, silver and pearl...Luster dominates this season's make-up. These palettes in brilliant colors reflect the joy of living.

These palettes in brilliant of these palettes in brilliant of the palettes in brilliant of the palettes in brilliant of the palettes in brilliant of the palettes in brilliant of the palettes in brilliant of the palettes in brilliant of the palettes in brilliant of the palettes in the p

Sparkly golden compact powder. Erman www.er-man.com

6. FIRST TIME Water Shine Gloss.

Contains vitamin E&A. Erman www.er-man.com 7. GLOBAL Crazy Life. Silvery nail lacquers

Gül www.gul.com.tr 8. ORKİDE FLOWER Dipliner. Liquid eyeshadow. Comes in 6 different color options. Orkide www.orkidecosmetics.com

9. COLEEN Lip Gloss. Comes in 4 different color options.

Komet www.kometkozmetik.com.tr
10. GOLDEN ROSE Extreme Sparkle

Eyeliner. Comes in 9 different color options. Erkul www.goldenrose.com.tr
11 ISARELLE DUPONT Glitter Eyelin

11. ISABELLE DUPONT Glitter Eyeliner. *Giz www.gizcosmetics.com.tr*

12. COLEEN Glitter Eyeliner. Sparkly, golden eyeliner. Comes in 6 different color options. *Komet www.kometkozmetik.com.tr*

13. CATHERINE ARLEY Silky Touch Glitter Eyeliner. Comes in 6 different color options. Alfar www.alfar.com.tr

14. FIRST TIME Diamond Eyeshadow. 12 different color options with sparkles or pearls. *Erman www.er-man.com*

15. JANE ASHLEY Jewel Sparks. Nail polish with a wide variety of colors. Shadia www.shadiacosmetics.com

16. ISABELLE DUPONT Extravagant Lip Lacker. Long lasting results. Lipgloss in 15 different color options. Giz www.gizcosmetics.com.tr

17. ISABELLE DUPONT Lipstick. Sparkly lipstick comes in 40 different color options. Giz www.gizcosmetics.com.tr

18. FIRST TIME Crystal Eyeshadow. Comes in 6 different sparkly color options. *Erman www.er-man.com*

19.GOLDEN ROSE Multicolor Diamonds Lipgloss. Comes in 15 different color options. Erkul www.goldenrose.com.tr

20. FIRST TIME Eyeliner&Eye Shadow.
Different color options for sparkly eye
make-up. Erman www.er-man.com

21.GOLDEN ROSE Sparkly Nail Lacquer. Comes in 90 different color options. *Erkul www.goldenrose.com.tr*



PHOTO: METİN BAKIRKAYA PRODUCTION: GÖKÇE HİLAL BURDURLU WORDS: AYDAN SÜMERCAN



DROPS OF VITALITY

A good fragrance gives vitality to the product, impress the message, supplies good mood to the applicator and substantially is a complex combination of natural and synthetic aromatic chemicals. From a Fragrances provide the finishing touch to a wide range of products starting from perfumery to household cleaners as in follows;











FRAGRANCES FOR COSMETICS

Shampoo, Shower Gel and Hair Conditioner, Baby Shampoo Liquid Soap, Suntan Oil and Lotion, Air Freshener Version Perfume, Cologne, Baby Cologne and Aftershave Aceton, Hair Sprey, Hair Gel and Briyantine Body Deodorant, Roll-On and Deo Stick, Cream and Lotion Car Freshener, Cologne and Wet Wipe, Make up Products Mouth Care Products

FRAGRANCES FOR GENERAL CLEANERS

Powder Detergent, Dishwashing Detergent Cream and Gel Detergent, General Purpose Cleaning Softener, Mechanical Powder Cleaner Hard Block Soap and Soft Soap, Carpet Shampoo Window Cleaner, Acidic, Alcali, Peroxide Products Toilet Blocks and Cleaners

FRAGRANCES FOR OTHER PRODUCTS

Incense, Fragranced PE Masterbatches Candle and Parafin Wax, Aromatheraphic Massage Oils Allergen Free Products, Shoe Care Products



FROMA KİMYA GIDA VE AMBALAJ SANAYİ TİCARET LİMİTED ŞİRKETİ

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- CAL Strawberry essence spray cologne. 200 ml. Pamir www.mysticalparfum.com
- 2. TRENDY Body Splash series; Pomegranate, Magnolia & Amber, Aqua. 160 ml. Roxanne www.roxanne.com.tr
- 3. LANA Cologne Freesia Relief & Freshness. Global Horizon www.globalhorizon.com
- 4. ANGIE Eau de Cologne series; Crazy Fruits, Flower Power. 55 ml.
- 5. GINGER Eau de Perfume series; Daisy Girl, Flower Girl. 50 ml. Atak www.atakfarma.com

- 6. SHE Candy Can Baby Lips lipgloss. Hunta whunca.com
- 7. SHE Eyes Cream eye shadow. Hunca www.huk
- 8. RAINBOW Girls series; Chi Chi Girls, Trusty Girls, Hyper Girls. 40 ml. Kozak www.kozakcosmetic.com
- 9. SHE Cherry Like Lip Jelly. Hunca www.hunca.com
- 10. RAINBOW Kid's Eau de Toilette. 50ml. Kozak www.kozakcosmetic.com
- 11. FIRST TIME Trio eye shadow make-up. *Er-man www.er-man.com*
- 12. SHE Lippy Lolipop lipstick. Hunca www.hunca.com



Perfect visage

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Comfort



DUBAI WORLD TRADE CENTRE

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- waterproof mascara. Shadia www.shadiacosmetics.com
- 2. ISABELLE DUPONT. Black, high defining eyeliner. Giz www.isabelledupont.eu
- 3. FLOWER. Extra volume mascara. Orkide www.orkidecosmetics.com
- 4. VERA. Purple, waterproof eye&dip liner. Vera www.verakozmetik.com
- 5. GOLDEN ROSE. Black, style mascara.
- Erkul www.goldenrose.com.tr
- 6. ISABELLE DUPONT. Dual impact mascara. Giz www.isabelledupont.eu
- 7. FIRST TIME. Waterproof mascara. Er-man www.er-man.com
- 8. CATHERINE ARLEY. Silky touch, extra volume flower mascara Alfar www.alfar.com.tr

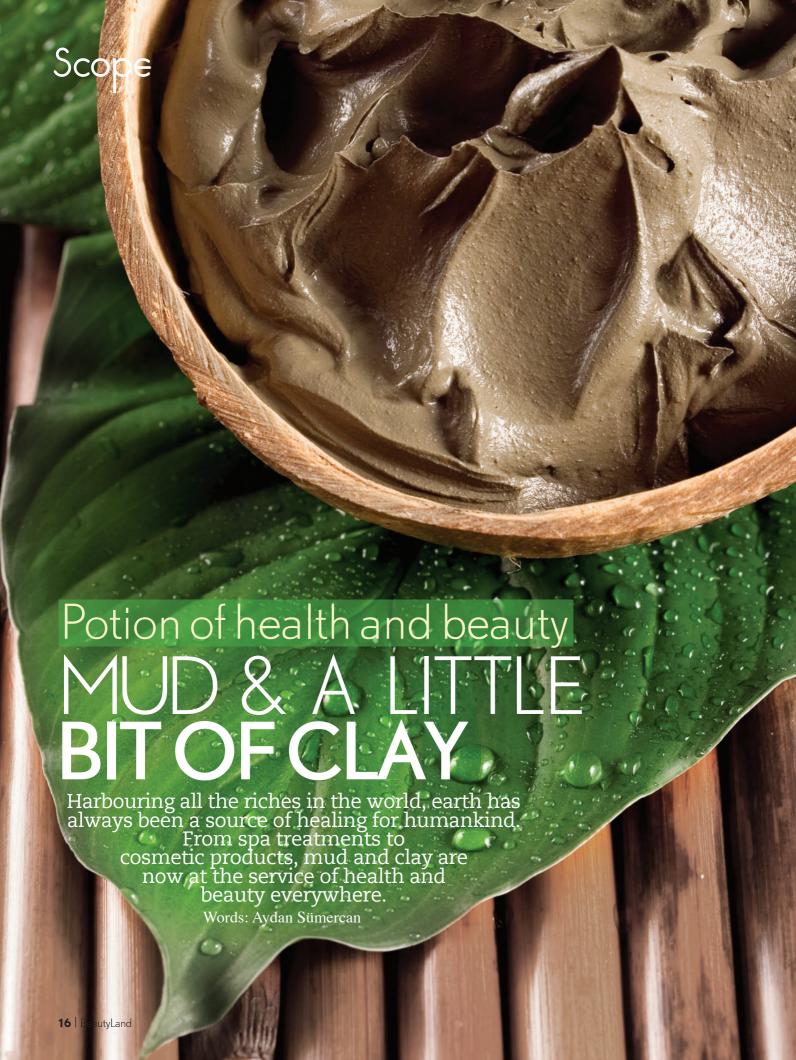
- **9. SHEIDA.** Powdery kohl liner. Dark blue&light green. *Nural www.sheida.com.tr*
- 10. SHIVAJY. Extravagant, waterproof mascara

Shadia www.shadiacosmetics.com

- 11. FIRST TIME Ultra volume glamour, provitamin mascara. *Er-man* www.er-man.com
- 12. COLLEEN. Extra curling 3x1 mascara. Komet www.kometkozmetik.com.tr
- 13. GOLDEN ROSE. Black, extreme volume mascara. Erkul www.goldenrose.com.tr
- 14. ISABELLE DUPONT. Thick, long, curly lashes mascara. Giz www.isabelledupont.eu
- 15. NUX BELL. Glitter pencil. Vera www.verakozmetik.com
- 16. FIRST TIME. Black, liquid precision liner. Er-man www.er-man.com

- Erkul www.goldenrose.com.tr
- 18. SHIVAJY. Extra volume mascara. Shadia www.shadiacosmetics.com
- 19. VERSION. Black eyeliner pencil. Vera www.verakozmetik.com
- 20. FLOWER. Voluminous double mascara. Orkide www.orkidecosmetics.com
- 21. COLLEEN. XXL Volume mascara. Komet www.kometkozmetik.com.tr
- 22. GOLDEN ROSE. 3D Fantastic Lash mascara. Erkul www.goldenrose.com.tr
- 23. FLOWER. Black dipliner. Orkide www.orkidecosmetics.com
- 24. ISABELLE DUPONT. Perfect colors, volume mascara. Giz www.isabelledupont.eu
- 25. VERA. Eyebrow pencil. Vera www.verakozmetik.com







e it brown, green or white, mud has been known to humankind for its healing qualities for centuries. As a subject for myths, even though the heroes and the geography may change, the message intended always remains the same:

The father is either Agamemnon or a Byzantine nobleman. His daughter gets sick with bruises all over her body. Since the sickness is incurable, the father is forced to leave her in a swamp to die. However, the girl, covered with mud in the swamp gets healed and returns home both healthier and more beautiful than ever. In another story, after a long period of battles, Agamemnon does as the oracle says and leads his wounded and sick soldiers to the swamps of Balçova where they get cured. Today the area is sometimes referred to as the Agamemnon baths.

Mud has also been used by many famous women throughout history, thanks to its cleansing and purifying qualities. For example, Queen of Sheba and Cleopatra, who were famous for their beauty, are said to be taking mud baths to keep their skin beautiful. Japanese women have resorted to mud masks to give their skin the porcelain white complexion. African women also used mud mixed with clay to protect their hair from the sun and to straighten them....

Earth and water

Scientifically referred to as "peloid", mud harbours many rich materials in its structure. Although the content differs depending on the source, mud is always rich in minerals: Calcium, magnesium, silisium, iron, zinc etc... It may also contain chemical and organic materials such as iodine, thermal seaweeds and selenium. The structure can get even stronger when elements such as titanium, potassium, lead and silver are also present.

Since the oxygen can only penetrate a few centimetres, the underground treasures' contents remain well preserved. Thus emerges its healing power, resolving oedema, soothing pains and healing wounds. When applied warm, its minerals and oligo elements support rheumatism treatments, balance the metabolism, relax the muscles, open the joints and stop arthritis.

What's more, it boosts up morale, decreases stress and strengthens self esteem; you immediately feel your soul cleansing while you're covered in hot mud, and you feel the effects right after the treatment.

Mud is at the service of beauty as well as health. Since it's a very strong cleanser, it penetrates the pores, cleansing







Mud is at the service of beauty as well as health. Since it's a very strong cleanser, it penetrates the pores, cleansing and smoothing the skin. Oily skins love mud as it's a strong absorbent of oil.



and smoothing the skin. Oily skins love mud as it's a strong absorbent of oil. Mud masks and treatments are the most popular spa treatments as they yield quick results. With its rapid effects, mud also lifts up the morale, supporting weight loss treatments. It decreases the body size by resolving oedema, flushing out toxins and firming the tissues. The vitality and firmness (slimming) of the body can be observed right after the treatments. Hot mud mask helps the skin to receive the following treatments and products much better by increasing the body heat and circulation.

Mud in cosmetics

Mud is the most effective cleanser in nature, but it has its minor shortcoming too. It cleanses very well, but it cannot be cleaned up easily and does not always smell so good. That's why the treatment packs containing mud intended for home use and the mud used at spa centres usually contain aromatic essences to block out the smell. Presented in more user friendly packages, mud appears in skin and hair scalp care products, as well as in soaps or shampoos as a cleanser. Today, treatment sets of many cosmetic companies offer products containing mud.

The use of mud in treatments

Skin: Cleanses and illuminates the skin of the face, neck and the décolleté. It is recommended especially for the cleansing of oily skin. When applied as a mask, it pulls together the skin texture, firms it, smoothes it and adjusts its colour.

Hair: It is used for balancing the secretion on the hair scalp and deeply cleansing the hair scalp, and is applied as a mask to clean the hair.

Body care: When applied lukewarm, it spreads as a thick layer, revitalizing and smoothing the skin.

Healing mud varieties of Turkey

Wherever water meets earth, there appears mud. As earth

Scientifically referred to as peloid", mud harbours many rich materials in its structure. Although the content differs depending on the source, mud is always rich in minerals: Calcium, magnesium, silisium, iron, zinc etc...



Kozmetika www.kozmetika.com.tr





Scope



sometimes comes into contact with mineral spring waters, it becomes a healing mud, and its own rich structure spreads health. Gushing out from the heart of the earth, mud carries all the riches within itself and generously offers them. The healing mud varieties of Turkey differ depending on their locations. There are four types of mud that are certified by the Ministry of Health. These mud types and their main locations are as follows:

"Peat" which looks like swamp and contains high amounts of organic materials: For example Denizli Tekke swamps... This type of mud, often called "moor", looks like a swamp and has a very dark colour. As it's formed by the rotting plants in the swamp, it is rich in organic materials and contains oestrogen. Especially good for rheumatism.

Mineral water mud: This type of mud exists near thermal mineral water sources. When the soil in these areas is naturally mixed with water, it gains a muddy texture. The best example of such healing mud in Turkey is the Susurluk Kepekler mud. It is used to cure rheumatism, dermatological problems and arthritis. Tuzla Thermal Baths are also an example of mineral water mixtures.

Mud obtained from rocks: Here the healing power is the earth itself. Water is added during application and the soil is turned into mud. For example the Afyon-Sandıklı mud is derived from mixing the specially prepared clay-type red soil with water heated to 68 degrees. Sandıklı mud, which contains organic materials, also harbours high amounts of radioactivity. It is recommended as a pain relief, muscle relaxant, oedema solvent and as a cure for rheumatism. It is also used for anti-cellulite and weight loss treatments.

Bottom mud: This type of mud is formed deep down at the

Whatever the earth finds, it keeps, and as oxygen can only penetrate a few centimetres, the contents are always well preserved and enriched.

Dermokil www.dermokil.com.tr



bottom of lakes and seas, as well as areas where rivers reach the seas forming a delta. It is actually a type of clay and is named depending on the area it's found, such as lake clay, sea clay and river clay. The best example of its kind in Turkey is situated in Dalyan and is a popular daily tourist attraction. Many international celebrities have also visited this place to experience a mud bath. When applied medically and used for treatments, it bears a high potential for effective health and beauty care.

Another example of bottom mud can be found in Kayseri. The Tuzla Palas lake mud is situated 40 kilometres north-east of Kayseri in Central Anatolia and is regarded as the only salty lake that has withstood the negative effects of humanity. This lake is a part of the Palas valley. According to the analysis performed by Istanbul University, the mud from the lake has healing effects on rheumatism and certain skin and gynaecological diseases. The western coast line of the lake is used for mud baths during summer months and these baths are recommended for skin diseases and rheumatism.

Clav

Let's talk a little about clay. Just like mud, clay is also found in various colours throughout nature, and these colours vary depending on the content. For example, when it contains peroxide, it has a reddish colour. Blackish colour indicates a content of manganese bioxide, whereas purple tones indicate organic materials. Thanks to its absorbent qualities, clay is always wet and is difficult to find in nature in its pure state. The white coloured pure clay is known as kaolin and is mainly used of porcelain production.

The use of clay goes way back in history, just like mud. For example, in ancient Rome, all the animal ashes and fat accumulated at the Mount Sapo – where animal sacrifices took place – poured into the river Tiberius with the rains. It is said that the ashes that mixed with the waters of Tiberius were used by women as a skin and hair care product. Cleopatra, on the other hand, owes her beauty to the loamy sands of the river Nile, which she combined with urine. In Anatolia, women of Sivas are known for centuries to use natural clay to heal skin wounds and cleanse the skin and the hair.

Why clay? Because clay rids the body of the toxins with its absorbent qualities, and cleanses the skin with its mineral content. Clay contains materials and minerals that are good for the human body, such as silisium, iron, aluminium and magnesium.

Actually clay plays an important role in the world of cosmetics. When we briefly look at care products, we'll see that all the cleansing masks and the cosmetic products aimed to cure skin blemishes and other problems caused by oily skin, actually contain certain amounts of clay. We've mentioned the absorbent qualities of clay. Body wraps that contain clay is quite popular among spa treatments and those who wish to slim because it firms and shapes tissues right after the initial application. It is used similarly in institutes and clinics for cellulite treatments and weight loss programs.



Clay rids the body of the toxins with its absorbent qualities, and cleanses the skin with its mineral content.





With the products of our choice you will never have a bad hair day again.

PHOTOS: METİN BAKIRKAYA PRODUCTION: GÖKÇE HİLAL BURDURLU WORDS: JBİD ERDOĞAN



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www.blespandora.com 2. BLES PANDORA Anti-Cellulite

Complex.
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200 ml. With its luxurious, nourishing, soothing texture and relaxing perfume, Rebul Lavender Spa Body Massage oil relaxes your skin and you feel a sense of well-being and peace. Rebul Kozmetik

4. LAPITAK Moisturizing Cream&Perfume.

50 ml. Helps the renewal and revitalization of the skin by antioxidant properties and helps prevent the formation of wrinkles. Provides special

Tutku Kozmetik www.lapitak.com 5. ARKO NEM Fruity Nursing Cream. 300 ml. With its special formula including Cotton 24 Complex it keeps your skin mooitly works and layour still work through 24 hours

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6. KATRE Skin Salt.

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150 ml. Deep moisturizing for smooth, soft, and silky skin.Comes in a wide range of aromas. Kozmoplus

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60 ml. With its long-lasting moisturizing effect, softens the skin and supports the needed care. Tutku Kozmetik

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10. DOAL&DOAL Foot Care Cream.
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Yaşarlar www.yasarlar.com.tr
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12. BENGISU Anti-Cellulite Cream.

45 gr. Refreshes moisturizes and strengthens your skin with herbal extracts and vitamins against cellulite. Erbil

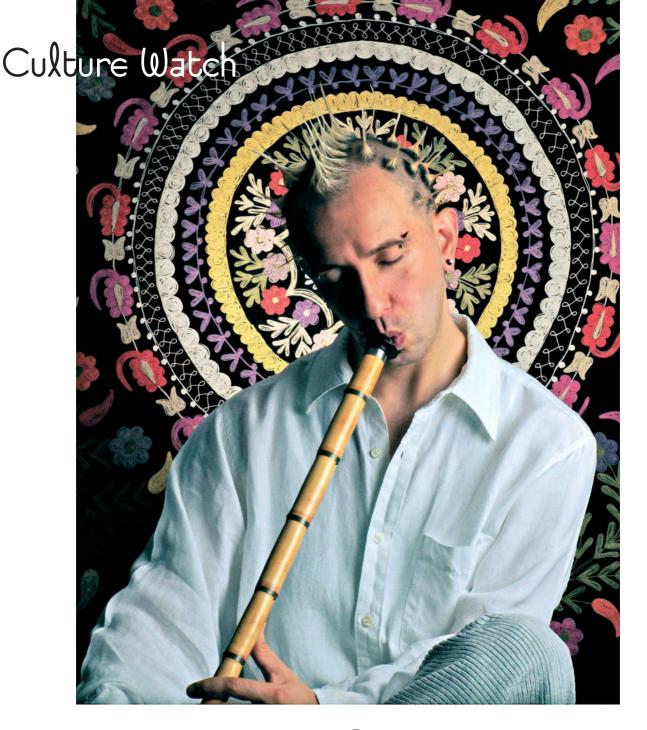
13. VALERIAN Foot Care Spray.
35 cc. Gives skin a pleasant, fresh feel ad prevents annoying smell caused by sweat.
Sedef Doğal Ürünler

14. DOAL&DOAL Foot Care Spray.

30 ml. With its anti-perspiring and anti-allergy formula, it decreases the perspiration level longtime. Also helps to prevent bacteria. Yaşarlar www.yasarlar.com.tr

Hair at ease





Evangelist for Sufi mysticism MERCAN DEDE

Mercan Dede (a.k.a. DJ Arkin Allen), builds a bridge between the East and the West by blending the spiritual tradition of the Easters Sufi music with sounds of contemporary music.

> Interview: Nejla Burnazoğlu Turner Photos: Yağmur Kızılok, İsmail Necmi, Laura Berg

is name is Arkın Ilıcalı. His musical journey which started with the "ney" he personally crafted from plastic water pipes - due to the impossibilities of college life – led him to an unbelievable success. To give you an idea, here's a few of his achievements: He performed live at the Montreal Jazz Festival in front of an audience of 150,000 people; he captivated audiences at important music festivals like New York's 2-day-long GlobalFest, Montreux Jazz, Jazz a Vienne, Popdeurope, Etnosur and Rhythm Sticks; he toured the United States; appeared on the cover of Global Rhythm Magazine – America's most-read music magazine; entered the World Music Chart Europe directly at number 6; his albums, "Su" and "Nefes" reached the number 1 spot on the World Music Chart Europe; his album "800" reached the number 1 spot on World Music Chart Europe in April 2008; fashion giant Ralph Lauren used Mercan Dede's song Napas from the album "Nefes" during his 2009 Spring-Summer fashion show...

"Contemporary Dervish" Mercan Dede, released the album titled "800" commemorating the 800th birthday of Rumi. These songs that "see the world through the eye of the heart" made us feel Rumi deep inside our souls. What path did Mercan Dede take to achieve this?

First of all thank you very much for referring me as "Contemporary Dervish", this only reflects the kindest of yourself. However I consider myself just a simple person who tries to find a way to reach his own heart and nothing more or less. I accept ever comments about my music, it does not matter negative or positive I respect them all. Only thing I can say is that my music reflects who I am, how I see the world in a very honest and sincere way, therefore the path I passed through and still walking is the path I am trying to explain with sounds in my albums, words can not describe and music is the only way I can express my feeling about this path.

Your musical style is definitely not ordinary. There has to be a story behind it...

Again my music reflects who I am, if you think it is not ordinary that means my life is not ordinary and while saying this I am not referring anything about myself being special or higher than anyone else, every single life has the amazing potential to be extraordinary and maybe I am just aware of this more than some other people. That is pretty much all.

Among all your works, are there any that you thought did not come out as you've liked it to or that you regard as your "favorite"? In other words, do you differentiate among siblings?

Well, you said it beautifully I can't and don't make any separation between my children or brothers and sisters, they are all part of me and reflect certain aspects of me. If I create something that I feel it is not right or honest enough, I don't release, I don't delete them either. They just wait for their time to be mature. Again if they are not matured yet that means I am not matured either, so I am the one who should take the responsibility.



Mercan Dede's concert was reviewed by various press and music critics including Global Rhythm Magazine who made a cover story on him and his music calling his performance at Joes Pub; "one of the best world music performance of recent years".





When do you become Mercan Dede and when do you become DJ Arkın Allen?

It is not about timing, it is about choosing the right language with right people. All this names and titles are just a preferences about the communication, both Arkın Allen and Mercan Dede say the same thing, they chose different language; the language that I feel I can connect with people in most comfortable way.

We know that you promote the younger generation. Mercan Dede does not refrain from sharing his knowledge and he offers guidance. Do you feed your soul in return, or is this a deliberate approach taken to introduce new talent to the sector?

The way we raise both in family, school and life is about taking, no one is teaching us the meaning of giving. That's

maybe why more we have more poor we got, more things we have more unhappy we are. I try to do opposite of this, not that I have anything special to give anyone, I am just sharing what I have, if this has any help to anyone how grateful I am to life to give me the opportunity to let me experience this. I think giving is the most simple and kind way to show our precision and thankfulness towards life.

You have 20 albums of collaborations and 8 individual albums. The Seyahatname and Nar albums were combined and released in the United States. How was the reaction? Surprisingly positive and kind. Gratefulness of worldwide recognition for my music made me create all this albums. I was wonderfully surprised to find out that my last 3 albums all got number 1 in world music charts and believe me, in this charts there are world music artists that I admire hugely and

even being in the same list with them is a great honor for me. I think this success and recognition has very little to do with me as a person. I believe as a simple servant I am doing my part and generous source of life sending a message to let me know its precision as a form that people called "success". I call it "generous and incredibly kind" gift; gift that tells me I am in the right path.

The "Turkish Season" in France kicks off in Paris on the 4th of July with your concert. Will you be involved in other concerts or projects within this event?

I believe so, last few weeks we got more invitation from different festivals and events in France; we will try to do our best to introduce our culture and love of Rumi as much as we can globally.

We and the rest of the world got to know you through your music. Now we're introduced to your painting work. And they're far from being the works of an amateur. Is it that you always had such projects which we begin to hear of now, or is this a result of a sudden desire?

Well, as my music they are definitely very amateur works. In fact I studied visual arts (I never studied music in my life). I had my BFA (Bachelor of Fine Arts degree) at University of Saskatchewan and MFA (Master of Fine Arts degree) at Concordia University in Canada. I studied with great professor/artists and also did teach visual arts for 2 years at Concordia University. I think it is just the feeling, it felt it was right time for painting and I started to paint again last year and I felt it was like my music, simple, honest and reflected who I am. I am neither musician nor painter, I am just someone used to share things he sees in life with sounds, and now I would like to share things I hear with colors.

You're also writing a book. Two books at the same time, actually. Does this suggest an expression of an artistic accumulation?

I believe so... I am not a writer and when I try to write I realize such a terrible writer I am; (specially after reading "Suskunlar" by Ihsan Oktay Anar and recently "Aşk" by Elif Şafak). But then I realize that this is exactly the point why I should write, you don't have to be anything special in order to do anything, you just have to listen your heart and follow its direction. For me, at the end it is not about being a musician, not about being a painter or writer, it is just about being simple and ordinary and doing something helps you to learn who you are and not worry about anything else. I never ever expect anyone would hear something special from me, or see any painting that take their breath away or read something life changing. Maybe, just maybe, it will make them question their own life and say "If someone with no talent, nor financial backing can do this, I can do it better" and start doing whatever makes them happier and feeling alive. If I can help only one person even try to follow their dreams for a day or even few hours, how wonderful is that? How wonderful is that?

www.mercandede.com



Although he declined to show his recent paintings and visual art works, feeling he is not yet ready, he is however giving signals to including visual arts in his future projects.

















Spa World

SUMMERSPAS

We compared the spas of the most stylish hotels located on the turquoise coasts of Turkey.

Words: Tuğçe Tekmen



With therapists specializing in Thalassotherapy, the Thalassothérapie d'Akdeniz provides sea water therapies, massages and sea water cosmetics. As well as programs aiming to rid the body of toxins, the centre also offers slimming and anti-cellulite therapies. With dieticians working in coordination with the Aspendos Hospital, guests can enjoy individually prepared special diet menus and fitness programs. These special programs, shaped by a combination of various elements, enable all your cells to renew themselves.

Not to be missed: Sea water and seaweed therapies, Lymph drainage massage.

www.maritim.com.tr Tel: +90 242 710 02 00

SILENCE BEACH RESORT, ANTALYA

Located outside the city, this is the most comprehensive Thalassotherapy center in Turkey. For those who really wish to rest or receive treatment, we recommend the Silence Beach Resort with the peaceful climate of Antalya.

Not to be missed: The Thalassotherapy pool. www.silencebeachresort.com Tel: +90 242 744 00 00

SUNGATE PORT ROYAL, ANTALYA

Spread out on a huge are of 8.000 square meters, the Sungate Spa offers all the details enabling a physical, mental and spiritual union. With its staff from the Far East, specializing in Indian, Thai and European massages, the centre provides mystical massages and therapies such as the Yina & Yang body massage, Kohala Stone and Aromatherapy massage, Thai herbal and hot vapor packages and Balinese massage.

Not to be missed: Medical massages like Manual Therapy, Classic Massage, Osteopathy and Check-up Therapy. www.sungatehotels.com Tel: +90 242 824 97 55

XANADU RESORT HOTEL SHANG-DU, ANTALYA

In harmony with the hotel's architecture, the Shang-Du Spa takes its name from the Mongolian city of the Kubilay Khan period in the 13th century, well known by its unbelievably beautiful gardens. Be sure that you'll receive a royal treatment during your time in the spa. The deluxe packages for couples are quite popular.

Not to be missed: The Body Contour Slimming Massage





decreases the visibility of cellulites by breaking up the fat in the hips and the upper legs, as well as ridding the body of toxins. The toning and firming body care, Thermo-Modellage, is a supplementary care increasing blood circulation.

www.xanaduresort.com.tr Tel: +90 242 710 00 00

SHERATON ÇEŞME HOTEL & SPA, İZMİR

With around 300 days of sunshine around the year, Çeşme offers a variety of thermal health facilities. It's been observed that the thermal cares decrease high values of blood pressure, cholesterol, hemocystein and strengthen the functioning of the heart, the veins and the respiratory system. Çeşme Sheraton Spa offers both thermal waters and sea water with the healing qualities of their saline content.

Not to be missed: Balneo and Thalassotherapy tubs, deluxe treatments applied at the Thai suites in the garden area. www.sheratoncesme.com Tel: +90 232 723 12 40

IZMİR PRINCESS HOTEL THERMAL & SPA, İZMİR

Located inside a forest, close to many historic and holy locations such as Ephesus, House of the Virgin Mary, amphitheatre and the Celsus Library, and away from the

noise and the crowd of the city, the İzmir Princess Hotel Thermal & Spa is also guite close to the city. It has fascinating view as well. The spa section offers many applications like seaweed treatments and aromatherapy.

Not to be missed: The Mermaid and the Pleasure of İzmir treatments.

www.izmirprincess.com.tr Tel: +90 232 239 12 22

ELEGANCE HOTEL LIFE SPA. MARMARIS-MUĞLA

If you're longing for a quiet weekend away from the chaos of the city, Life Spa is just for you. The centre offers more than 20 types of skin care, hand-feet care and body care treatments, as well as a mixture of eastern and western massage techniques. Traditional massages that promote cell renewal and rid the body of toxins, together with their soothing qualities, guarantee total vitalization and rejuvenation.

Not to be missed: 4 Hands Sultan Massage. Indian Head Massage, Klang Massage, Honey Therapy Massage, Hot Chocolate Massage.

www.elegancehotel.com Tel: +90 252 417 81 30

HILTON DALAMAN GOLF RESORT & SPA, DALAMAN-MUĞLA

This branch of Hilton bears many "firsts" among the hotels of the Hilton family. Its spa offers 158 different types of applications, from yoga and reiki to holistic exercises, natural treatments and music therapy. The Hilton Dalaman Golf Resort & Spa lies away from the city, right in the heart of natural beauties and historical sites.

Not to be missed: Gourmet restaurants like Finess, Tao and Champagne&Oyster among its 21 different restaurants and bars. The ruins of Kaunos nearby, and many sites of natural and cultural value, such as Dalyan, Ölü Deniz Lagoon and Göcek.

www.hilton.com.tr Tel: +90 252 286 86 86

RIXOS ROYAL SPA, BODRUM-MUĞLA

Operating only during the summer season, Rixos Royal Spa is a luxurious centre offering refined pleasures with all of its aspects. Located within the natural beauty of Zeytinlikahve, one of Bodrum's most exquisite bays. Therapies of interest: Chocolate, Balinese, Indian, Thai, Hawaiian, Chinese, medical and aromatherapy massages and Balneo Therapy, seaweed chamber, algae therapy.

Not to be missed: Thalasso Spa.

www.rixosroyalspa.com Tel: +90 252 337 11 22

THE LIFECO, BODRUM-MUĞLA

If you're looking for real detoxification, you must visit LifeCo's center located in Bodrum's Türkbükü area. Here, you can rid and cleanse your body of toxins with programs of 4 to 7 days. You can also enjoy traditional Balinese, Thai, Lymph Drainage and Chi Nei Tsang massages, reflexology, and zonal massages like the head and the back, applied by Far Eastern and Turkish

therapists in special massage rooms decorated with natural exotic plants. Spacious dry saunas with the views of the inner gardens and the Infrasalair Saunas used in Turkey for the first time, brought especially for those who are intolerant of heat will help you rid yourself of toxins, while the salt vapor brought from the Himalayas, containing 84 types of minerals will supply the vital minerals your body needs.

Not to be missed: As well as the Detox program, make use of the genetic test, food intolerance test, live blood analysis, biologic age test, bio terrain, colonic hydrotherapy and acupuncture.

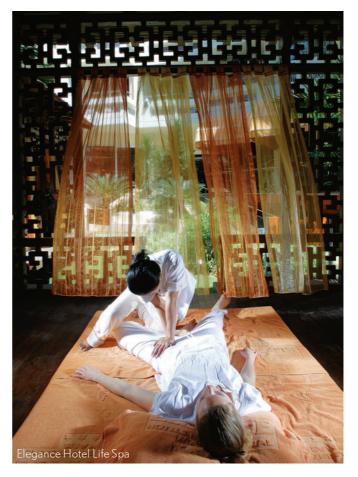
www.thelifeco.com.tr Tel: +90 212 325 32 80

THE MARMARA BODRUM, MUĞLA

One of the world's best known boutique hotels, The Marmara Bodrum is worth a visit with its magnificent views and delicious, healthy meals. Its spa section received the "Best Spa Hotel of Turkey" award at the "World Travel Awards", one of the most prestigious awards in the tourism sector. Among the massages offered is the Hot Chocolate Massage smoothing the skin, the Sports Massage usually applied to athletes, soothing Oriental Massage, the Lymph Drainage Massage relaxing the lymphatic glands, and the Hopi Ear Candles adjusting the balance of the body.

Not to be missed: Dead Sea mud therapy with caramel and the Caviar treatment.

www.themarmarahotels.com Tel: +90 252 313 81 30

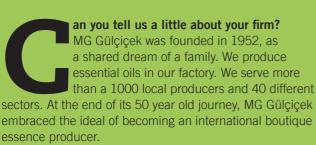


Profile

"IWAS CONVINCED THATIHAD FOUNDTHE PROFESSION OF MY LIFE!"

Mişel Gülçiçek, the CEO and founder of MG Gülçiçek, who is devoted to his job with a great passion, shared with us his half-a-century old adventure with essences.

Interview: Serli Gazer Photo: Cihan Keskin



How long have you been involved in this business?

I've been in the essence business since high school. At the time, I began working first as a sales manager and then as an essence importer. The further I got involved the more the scents encapsulated me. Thus I was convinced that I had found the profession of my life, with all my senses.

What type of products does your firm have?

Our firm designs essences for hundreds of brands with

a product range of over 40.000, aimed to compose a symphony of essences with a strong R&D department. We have our signature on the scents of many products like perfumes, deodorants, colognes, room sprays, car fresheners, skin care products, sun oils, talc powders, shower gels, liquid soaps, baby products, wet tissues, nail polish removers, detergents, surface cleaners, fabric conditioners and candles.

What's the most popular product?

Especially the anti-allergenic essences which we've started exporting to 3 leading global companies are recently the most popular products.

Which countries are in your distribution network?

We have a wide distribution network spanning from the West to the Far East. We work with companies of various sizes and thousands of brands. As we are a boutique



essence firm we treat everyone who comes knocking on our door asking for essences, with equal attention. Our firm is just like Istanbul; it reflects a mosaic of very different cultures. We smell all continents and produce essences that suit the tastes of all continents and cultures.

We work with brands that use MG Gülçiçek essences in their products that are received with interest by the final consumers in many countries, from America to China.

What's the current situation of the cosmetics sector in Turkey? What do you foresee for the future?

As far as the cosmetics sector is concerned, Turkey has demonstrated a significant growth throughout the last decade. The number of brands and the range of products have increased in personal care and cosmetics products. Many producers of varying sizes started to do research and development for new products.

How widely are care products consumed in Turkey?

Until a decade ago, main target was women. Lately, with big global brands in Turkey underlining the importance and social necessity of male grooming with their advertising campaigns, local producers are encouraged to develop care products for men. Today, male consumers are able to enjoy many services through retail and hair saloons. We're now convinced that using facial cream or applying a hair product does not require discretion and that it is a natural necessity. There is a wide use of deodorants in our country. According to their budgets, consumers prefer using deodorants rather than perfumes in order to smell good.

It's often said that cosmetics firms have not suffered from the effects of the global crisis, but in fact benefited from them. Is this true?

The use of cosmetics will continue regardless of the crisis. Cosmetics sector was among the few sectors that survived during the Second World War. In today's crisis-stricken environment, although the consumers review their budgets in order to try and cut back on many necessities, there's never a disturbing shrinkage in the food and cosmetics sectors. Few expenses regarding cosmetics may surprisingly appear in their budgets just for morale.

What do you think is the main cosmetic/beauty product that everyone must own?

Soap, shampoo and perfume.

WHICH ONE IS FOR YOU?

Here are the essences that are preferred mostly by the cosmetics sector all around the world. Mr. Gülçiçek underlined the function of each essence.



ORANGE BLOSSOM: If you are a high-spirited, sociable and affectionate person, you can choose a flowery and fruity scent. Orange blossom will encapsulate you while lifting your spirits. Fresh and feminine, it can be used for eau de cologne-type products as well.





JASMINE AND ROSE: If you are a passionate, hot and sexy person, you may choose a perfume that features jasmine and rose at its high notes and oriental scents like amber, musk and cinnamon at its central notes. They are featured in all perfumes that exude a feminine vibe. They exist in similar personal care products as well.

GINGER:

If you are an ambitious, brave and heady person, a perfume that features ginger, pink pepper or patchouli will increase your courage and boldness. It's widely used in Far Eastern perfumes. It's a rarely used raw ingredient in Turkey.







Profile

"THOSE STRESSED BY THE CRISIS FIND COMFORT IN LOOKING GOOD"

We talk about color cosmetics with Atomizer Kozmetik coordinator, Alptuğ Vanş.

Interview: Serli Gazer

an you tell us a little about your company?
Atomizer Kozmetik A.Ş. is one of the leading cosmetics companies in Turkey. We have been in the sector for 47 years. Our aim is to offer the highest quality products possible.
Atomizer Kozmetik has 23 registered brands, and we continue to expand our R&D capacity yearly.

In which countries are your products sold?

Many countries oversea: Albania, Azerbaijan, Bulgaria, Romania, Egypt, Libya, Jordan, Syria, Iran, Saudi Arabia, Kuwait and Dubai in the U.A.E.

Our company produces goods that are of the same quality as any imported product. Atomizer Kozmetik offers a more economical option for those who don't want to – or can't – fork out extra money for an imported brand. Our company also engages in "private label production" for foreign brands.

How long have you been in this line of work?

I've been at Atomizer Kozmetik for five years now. Our aim as a team –and my personal aim in particular– has been to offer the best service possible to our customers.

What range of products does your company offer?

Colorful cosmetics and personal care products. We always follow the latest trends in the international cosmetics sector and seek to develop new items through our R&D work.

What are the advantages of being a producing firm?

We can produce and market new products quickly. Due to this potential, we can often position ourselves among the trendsetting companies in the cosmetics sector.

What's your star product?

All of them appeal to certain types of customers and

certain needs. We appeal to a wide range of people, so different products do well in different demographics.

Does your company participate in fairs?

We participated in three fairs this year: the Cosmoprof Beauty Fair in Bologna, the BeautyWorld Fair in Dubai/UAE and the BeautyEurasia fair in Istanbul.

What is the Turkish cosmetics sector like now?

The Turkish cosmetics sector is very competitive, and features a range of excellent local and imported brands and products. All companies want to develop and market new products and brands every year. The sector is comprised of 70% imported products and 30% local.

What is the color cosmetics sector like now?

Turkey has a very dynamic color cosmetics sector. It's a \$54 million sector, not including the selective products.

Who are the big powerbrokers in the cosmetics sector?

I think the main demographic that has the most impact on the cosmetics industry is the youth. 47% of those between 18 and 34 use personal care products in Turkey. There's a \$1 billion cosmetics industry in Turkey that's growing at a 15-20% rate a year.

How has the economic crisis affected the industry?

Those who have stressed out during the economic crisis seek solace in cosmetics products. You'll find that in times like these, people want to look good to perk themselves up and fortify their morale. For example, after the 2001 crisis, the cosmetics sector was the only sector in Turkey that actually grew. Turkish companies are also somewhat protected from the crisis because they have a good level of exports.

What cosmetics product do you think everyone should have?

Those who want to draw attention to their eyes will opt more for eye make-up, etc.

Is there anything you'd like to add?

My message to consumers is this: Don't forget that beauty and personal care products aren't just aesthetic but can also affect one's overall health and well-being. So it's important to use them wisely. Also, as a local producer, we believe it's important that Turkish products sell more and gain more of the overall cosmetics market.

TRIED & TESTED

New to colorful cosmetics, Atomizer offers rich make-up options, all of which have been through rigorous dermatological testing. Our cosmetics editor Nil Otova tries out the new Kajal products; the most popular brand of the company.



include small mirrors. It's functional and practical. It also has a rich color selection.



SHINING MAKE-UP Two products that add brilliance and luster to the eyes: the Shimmer Eye Powder is a very fine powder and is presented in the form of a salt shaker. Just a little goes a long way. Meanwhile, the Shiny Eyeliner is presented in

lipstick form, and it gives great color without creating any hard outlines or contours.

LIP MAKE-UP The range of Kajal Lipstick products includes both bright and dull options, each of which include sweet smelling perfumes. The Liquid Lipstick can be easily applied with the soft brush that comes with it, giving very clear and defined color along with a wet and inviting overall look.



KAJAL

Kaial Nailpolish comes in a rich selection of colors that can be applied easily with the brush. The mother-of-pearl and silver varieties are particularly eye-catching.



POWDER The Kajal

Terramarine series offers two color options: the Troy can be used as powder, while the Ephesus can be used as blush. It spreads easily due to its soft texture, giving a natural look and also providing UV protection.

Profile

35 YEARS OF **EXPERIENCE**

We spoke to Yasemin Öncel, the owner and a second generation member of Innova, a brand that strengthens its position within the cosmetics sector by the day.

Interview: Serli Gazer Photo: Cihan Keskin



What type of products does Innova have?

Innova has a wide range of products aimed to provide an effective solution to the needs of all skin types and age groups. We serve our customers through perfumeries,

chain stores and pharmacies, with a big team of expert beauty consultants. In 2008, following the release of the sun care products, we've launched new perfumes for both women and men. All raw materials and active ingredients, as well some parts of packaging, are imported from Switzerland, France, England and Italy, and produced and packed in Turkey.

What is Innova's mission?

Throughout the 35 years since its establishment, the most important principle of Innova has been the providing of high quality, effective products to the consumers at reasonable and affordable prices. We'll continue to produce in line with this principle.

What's new in 2009?

In 2009 a new brand called DermoCare-Innova has been created. DermoCare is our new brand which aims to grow every season with new products. Thanks to its reasonable



prices and product contents, it is very suitable for widespread distribution. Formulated to cover the basic needs of the skin and developed for skins which do not suffer from a very specific problem, DermoCare's product range offers face, body, hand and feet care products containing pomegranate-olive-apricot extracts as well as single-use sachets of anti-perspirant deo-napkins and sun care products containing cacao-carrot oils.

What's the most popular product?

The first product that comes into my mind regarding Innova is the Mask Beautenova, a deep cleansing and revitalizing product which rids the skin of blackheads and acnes. Mask Beautenova has become an Innova classic.

What's the current situation of the cosmetics sector in Turkey? What do you foresee for the future?

Compared to developed countries, the volume of the cosmetics sector in Turkey is still small. It's estimated to be at a level of 2 billion USD at most. However, the existence of a young population rapidly increasing in numbers and educated in a much more conscious way, as well as the part played by the printed-visual media in raising awareness about people's needs and choices, eventually leads to an increase in the demand for care products. 70% of the cosmetics sector in Turkey consists of imported products, while 30% is locally produced. The annual growth rate of the sector is around 15-20%. In the following years, we believe that there will be a significant growth in the market for men's care products.

It's often said that cosmetics firms have not suffered from the effects of the global crisis, but in fact benefited from them. Is this true?

While all sectors have suffered from the global crisis, this is not totally applicable for the cosmetics sector. This is because people usually decide not to cut back on cosmetic products like they do in other expenses, as these products help them feel better and boost their morale during hard and stressful times.

What's the main cosmetic/beauty product that everyone must own?

I think the "must have" products for skin care are the cleansing products. We should care for our skin, day and night, just like brushing our teeth. Daily creams, serums and periodically applied supportive masks are important for protecting, balancing and cleansing the skin.

TRIED & TESTED

Our cosmetics editor Nil Otova checks out the new line of products from Innova. They're both good for the skin and good for the looks! Photos: Tuna Yılmaz



ANTI-AGING

Matrix-lift has great fragrance along with active components that make this perfect for those who are over 40. Meanwhile, the Lipogard has Coenzyme Q-10 that energizes skin cells and provides a youthful and fresh look throughout. The products come with detailed instructions on use and effects.



Profile

LAVENDER AT ITS MOST BEAUTIFUL

Speaking of their products diffusing a wonderful smell of lavenders, Rebul's exports manager Cihan Bayraktar says, "We're moving forward by the day. We're renewing ourselves quite rapidly and thanks to the competitive market, the product quality is improving a lot."



Interview: Serli Gazer

an you tell us a little about Rebul?
We've started as Rebul Pharmacy in 1895
in Istanbul. Today we're operating both in
pharmaceutics and cosmetics. Parallel with
the increase in demands, we've increased
our production in 2008.

What's your mission?

With all our franchises in all regions, our presence in chain stores and exports made to 24 countries, we're determined to exist firmly on the foundations laid in 1895.

Which countries do you export to?

To countries like United Arab Emirates, Iran, Syria, Azerbaijan, India, Jordan, Macedonia, Algeria, Egypt,

Qatar, Georgia, Palestine, Cyprus, Bulgaria, Saudi Arabia, Iraq, Ukraine, Romania, Bosnia & Herzegovina and Kuwait.

What type of products does Rebul have?

Perfumes, deodorants, lavender cologne, spa products and post-shave products.

What's the most popular product?

RebulMEN Sport. It has been chosen as the men's perfume of the year in 2008.

Does your firm take part in international fairs?

Yes, alongside the fairs in Turkey, we definitely take part in fairs in Italy, Ukraine and Dubai.

How do you see the current situation of Turkey's cosmetics sector?

We're moving forward by the day. We're renewing ourselves quite rapidly and thanks to the competitive market, the product quality is improving a lot.

What are your opinions regarding the sector?

As a person following the global trends very closely, I can say that if we compare quality and prices, Turkey is the country with the most reasonable prices. I believe that Turkish companies are able to compete in the global arena with their high product quality.

How widely are care products consumed in Turkey? Is there an increasing trend?

These days, people in Turkey are sparing a portion of their incomes to beauty and care products, no matter what their income levels are. Some products which used to be regarded as luxury products are now available in all households.

Is the cosmetics sector exempt from the effects of a global crisis?

There is no such thing as being exempt from the effects of a crisis, but it's true that the effects are minimal compared to other sectors. The reason for this is that nowadays cosmetic products are regarded as essential needs.

What's the main cosmetic/beauty product that everyone must own?

Perfume, as it will make the person feel special and happy.

Why is the main ingredient of your products is layender?

We choose lavender, because it is an indispensable Meditteranean herb which has been used repeatedly in history; it heals the skin, calms us and is the source of peace of our souls. This precious herb was named after the Latin word "lavation" and it has succeeded in cleaning, purificating, fighting against germs, calming us, healing our pains and beautifiying us.

What are your foreseen products for 2009?

We have already added a brand new member to our Colors perfume series which addresses to teenage girls and women. Colors Lilac. The serie is now complete with Lilac. We will also be seeing a series of improvements in our Rebul men series in 2009. Our aim is to become the indispensable accessorie of teenager girls with a new and fit as fettle series soon.

TRIED & TESTED

One of Turkey's most established cosmetics brands, Rebul presents its new line of spa products that are based around a lavender theme. Our cosmetics editor Nil Otova puts the new products to the test. Photos: Tuna Yılmaz



GIFT SET FOR WOMEN Two

products sold in a green heartshaped box. The Rebul Jasmine (Rebul Yasmin) has a flowery, sweet, fresh feminine smell, and the spray deodorant that comes with it completes the set with matching jasmine scent.





SHAVING KIT

Two products designed to suit the right skin and man type: Rebul For Men After Shave Cologne has an anti-irritant complex that cools and soothes sensitive skin, while the After Shave Balm has a soft and moisturizing effect that perfectly tops off the shaving experience.





REBUL MEN PRESTIGE Two products that are sure to please any man: Rebul M E N Prestige has an oriental and arboreal fragrance that lightens up on the skin and assumes a subtle texture after application. The matching deodorant completes this set nicely.

REBUL LAVANTA The Rebul Lavender

(Rebul Lavantası) is considered a classic. It's presented in a glass bottle that captures the pure essence of this cooling and soothing aroma. It also won a gold medal from the World Quality Control Center in 1981.

Beauty Report

PERSONAL **HYGIENE**PRODUCTS **IN THE** TURKISH **COSMETICS** SECTOR

In the last few years, 100% natural soaps, shampoos and other products have taken on a bigger and bigger share of the Turkish cosmetics industry. National companies have increased their exports of these products, especially in natural soaps. The high international demand for olive oil and laurel soap has spurred a growth in **EXPORTS** for these products in particular.

Turkish soap producers have created their own brands and have been **successful** in marketing these brands interrnationally. When it comes to personal **hygiene** products, about 40% of the hand/face/bath soap market is consumed domestically, while 60% is exported overseas. Most producers are based in Istanbul - the heart of Turkish

According to statistics released by KOSGEB (the directorate for promoting and developing small and medium-scale businesses), there is on average 10.000 personnel working in cosmetics firms in

industry and trade. The other foreign companies in the sector mainly operate through license agreements, joint ventures or through partnerships with local production firms.

DID YOU KNOW...

That in the Turkish cosmetics sector;

- There are small-scale modern facilities that can engage in flexible production
- Excess capacity prevents a production bottleneck
- There is a high percentage of qualified personnel
- Increased export capacity has created an economy of scale
- Standards are no longer forcibly applied
- A high degree of brand recognition has been achieved in neighboring countries due to proximity
- Companies produce WOTIG-Class products because they follow and apply the latest technological trends and developments
- Permanent production and output efficiency has been achieved due to companies having had to adjust their operations to the **economic** Crisis
- World class products are sold at very reasonable prices

EXPORT VALUES IN THE TURKISH COSMETICS SECTOR IN THE FIRST QUARTER OF 2009.

Cosmetics exports jumped from \$49 million in January 2009 to \$52 million in February of the same year. In March the growth in

Of all the hand, face and bath soaps that are produced in Turkey, 60% are exported.

exports continued, reaching \$62.5 million, making the first quarter figures for 2009 \$163.5 million. 47% of exports is comprised of soaps and topical active organic products. 18% of exports is comprised of shaving products, deodorants and toiletries.

The number of firms producing cosmetics and personal hygiene products that are registered with the **Ministry of Health** is 1372.



100% NATURAL AROMATIC PRODUCTS

The 100% natural Aisha products are focused on total wellness with their aromatic and healing qualities. The bath and body products only contain pure essential oils, and are prepared with regard to their aromatherapeutic qualities. Aisha products do not contain any additives and support organic agriculture. The products are dispersed into six ranges, namely the Bath Series, Baby Series, Children Series, Mother Series, Home Series and Mature Skin Series. Aisha www.aisha.com.tr

LAVENDER SCENTED SHOWER SESSIONS

The Lavender Spa shower gel by Rebul is produced with the lavender extracts distilled from the lavenders of a village called Grasse in Southern France. With its rich and softening texture, the Rebul Lavender Spa shower gel softens while cleansing and generates relaxation with its scent. The elegant bottle of the lavender shower gel is also worth mentioning. Rebul www.rebul.com



ANTI HAIR LOSS HAIR SERUMS >>

With their multi vitamin contents, the Demola Professional anti hair loss serums delay hair loss by strengthening the hair roots and support development of new hair. Available in packs of 30 serums, the Demola Professional serums are recommended to be used in cures of 15 days. Demola www. demolacosmetics.com



FROM BRONZE TO PINK! WHICH ONE IS YOUR BLUSH?

Blush, which is the second basic layer of a make up process, is applied directly after foundation. The color cosmetics sector which produces blushes with many different tones for different skin complexions has gained a new momentum in recent years with blushes that give the skin a bronze tint. This pressed powder which is applied with a brush is ever present in women's bags.



FOR THOSE WHO CARE ABOUT HYGIENE

Canlady ultra hygienic pads provide maximum protection for women even in their most intense days. Featuring a soft layer which transfers wetness swiftly to the inner layer, a wide and sticky lower face and a protective wings, these pads are available in various sizes and packages for different needs. Astel Kağıtçılık www.canbebe.com.tr





FOUNDATIONS IN DIFFERENT FORMS

Foundations in different forms, produced by Golden Rose, are highly preferred for various types of usage. The pressed powder that is applied with a wet brush is an intense concealer of pimples and spots on the skin. Liquid foundation provides a silky look while protecting the skin against the harmful rays of the sun with its UV filter. Foam foundation, on the other hand, creates a matt look. Golden Rose www.goldenrose.com.tr





In our last issue, the name of General Manager of Erkul Kozmetik; Faize Gediz was misspelt as Faize Atak. We apologize from her and our readers.



ÖMER PURE OLIVE OIL SOAPS

Ömer Soaps are produced by Nena Import and Export using 100% pure olive oil. Ömer Soaps contain vitamins E, D and K and bring the nourishing qualities of olive oil to your bathrooms. The soaps can be used on the face, the body and the hair. Olive oil soaps are known for their positive effects on skin diseases and their anti-dandruff qualities. Evoking a sense of hygiene with their scents, the soaps are presented with an attractive packaging of 100 and 200 grams. Nena Import and Export Tel: +90 216 4111028



HEALTHY CLEANING FOR NAILS

Saran Nail Polish Remover: Nourishing and flower scented. *Şifa Kimya www.sifakimya.com*

Qualite Nail Polish Remover: Its glycerin formula is effective against breaking nails. The pump bottle provides easy use. *Adnan Akat www.aakozmetik.com*

Lana Nail Polish Removing Wipes: Does not contain acetone, nourishes the nails and removes nail polish without a fuss. Available in packs of 10. Global Horizon www.globhorizon.com Melissa Nail Polish Remover: Removes nail polish without damaging the nails thanks to its intense formula. Melissa Kozmetik www.melissakozmetik.com

Global Nail Polish Remover: Easy-to-use with its bottle which comes with a sponge. Nourishes the nails with its glycerin content. *Gül Kozmetik www.gul.com.tr*

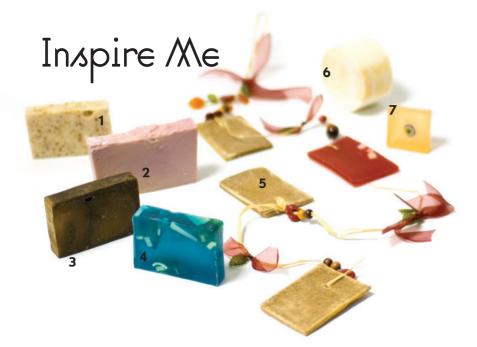






HAIR REDUCING FACE CREAMS

Bioxet reduces and weakens unwanted hair permanently by directly affecting the hair roots. Following a total removal of unwanted hair by a means of one's preference, the cream is applied to the intended area with a gentle massage. The cream also covers the daily needs of the skin. As a 100% natural product, Bioxet does not have any side effects. Biota www.bioxet.com



PURE ORGANIC SOAPS A FROM KATRE SABUN

- **1. Grape Seed Soap.** With anti-oxidant effects. The grape extract is absorbed by the skin while the grains rub.
- 2. Red Clay Soap. Fights against acne. Can also be used for oily skin and hair.
- 3. Juniper Tar Soap. Fights against acne and has an anti-septic effect.
- 4. Water Soap. Has a mild usage on hands and face.
- 5. Decorative Soap. For bathrooms.
- **6.** Peppermint Flavoured Soap. With pumpkin loofahs. Boosts the blood pressure, removes the dead cells from the skin, fights against cellulites.
- **7. Decorative Transparent Soap.** With Devil's Eye detail. *Katre Sabun www.katrenatural.com*



SPONGEBOB SQUAREPANTS SIGNED PRODUCTS FOR KIDS

Introducing cartoon characters to personal care products, Tradeks presents Spongebob to the children. This Eau de Toilette which energizes with its fresh scent is also preferred for its pretty package.

Tradeks Tel: +90 216 317 7579



HEALTH THROUGH CLAY

Thanks to the clay composites used in its content. the Dermokil products cleanse the pores on the skin and help you achieve a healthy looking skin. Available in a range of products suitable for different skin types, Dermokil is especially effective on acne-ridden skin. The hair products nourish the hair while clearing dandruff. Dermokil's moisturizing cream with UV filters delays the development of wrinkles. Ezel Kozmetik www.dermokil.com.tr



LHAIR DYES FOR A PROFESSIONALS

The Lilafix Professional hair dyes achieve great results in decorations and shades, without damaging the hair. Producing cream and liquid hair dyes and hair care products, Lilafix Professional also features herbal products in its portfolio. Lila Kozmetik www.lilafix.com



A HAIR REMOVAL PRODUCTS FOR DIFFERENT AREAS

The Episiva natural hair removal products are formulated for different parts of the body. The products are applied to the intended area following a total removal of the hair at the roots. The products lead to impressive results if used regularly. The deodorant form available for underarm use also functions as a regular deodorant. With serums available for an intense care for thicker hair roots, the Episiva hair removal products do not cause oversensitivity. Alpaya www.episiva.com



THE MUST HAVE OF ALL A MAKE-UP SETS: LIPSTICK

Lipstick, which has been the indispensable beauty element for women for centuries, is thought to have originated in the ancient times by crushing semi-precious coffee beans. Throughout history, lipstick has sometimes been prohibited and sometimes been subject to an increasing hype thanks to its use by the movie stars. In the 1990s, with the invention of liquid lip colors, the lipstick industry has become an integral part of the world of cosmetics. Here are this season's favorite colors.

- 1.Golden Rose www.erkulkozmetik.com.tr
- 2.Catherine Arley www.alfar.com.tr
- 3. Pastel www.pinkar.com
- 4. Orkide Flower www.orkidecosmetics.com
- 5.Clavis www.zumrutkozmetik.com.tr
- 6. Colleen www.kometkozmetik.com.tr
- 7. Pastel www.pinkar.com

DEFINITE SOLUTION FOR BAD ODORS

The liquid hand wash Maladour, produced by Froma Kimya, provides a definite solution for bad odors. Neutralizing the odor instead of masking it, this liquid soap can also be used with room sprays, deodorants and dish washers. Maladour, which creates a lasting effect, doesn't alter the scent of the liquid it's combined with. Froma Kimya www.fromakimya.com



EVERYONE'S FAVORITE COLOR IS DIFFERENT

An indispensable make up product for women is nail polish and although the fashion changes each year, everyone has a different favorite color. Thought to have been used first by the Japanese and the Italians, nail polish seems like it's going to continue its journey as an object of affection for centuries to go. There's definitely a nail polish you'll love among the ones we chose for you. 1. Golden Rose. www.erkulkozmetik.com.tr 28.5. Global. www.gul.com.tr 3. Orkide Flowe. www.orkidecosmetics.com 4. Catherine Arley. www.alfar.com.tr 6. Pastel. www.pinkar.com 7. Colleen. www.kometkozmetik.com.tr



BEFORE AND AFTER SUN PRODUCTS

Roen Maximum Protection Organic Sun Oil: Contains 7 different types of herbal oils. It enables you to benefit from the sun at an optimum level during tanning while it blocks the harmful rays.

Roen www.roen.com.tr

Roen After Sun Gel: An after sun gel that combines Aloe Vera with olive leave extracts. It reduces redness while moisturizing your sun dried skin. Roen www.roen.com.tr

Bles Pandora Anti Aging Sun Gel: This gel which contains healing oils like Jojoba, Shea oil and Panthenol enhances the flexibility of the skin while decreasing the aging effects of the sun.

Suitable for face and body. Pandora www.blespandora.com

ProAqua Kakao Yağı: Helps you achieve a lasting tan with its natural content, while moisturizing the skin. *Şifa Kimya www.sifakimya.com* Hops Self Tanning Wipes: Tanning with a single napkin! Hops' self-tanning wipes help you achieve a homogenous tan in a short period of time. Suitable for face and body.

Sapro www.hops.com.tr



CLEANSING WITH ROSE EXTRACT

Rosense skin cleansing products
helps you cleanse your skin
delicately with its non-soap
content while nourishing it
with rose extracts for a healthy
complexion. Available as cleansing
milk, cleansing foam and tonic,
Rosense cleansing products are
suitable for all skin types and come
in very elegant bottles. The Rosense
moisturizer is recommended after
cleansing as part of a daily skin
care routine. Gülbirlik
www.rosense.com

CONTACTFILE

PERSONAL CARE PRODUCTS

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SOAPS AND CLEANING PRODUCTS
HAIR CARE AND COLORING PRODUCTS
MOUTH CARE PRODUCTS
DEPILATORIES
HYGIENIC PEDS
BABY CARE PRODUCTS
MEN'S GROOMING PRODUCTS

MAKE-UP PRODUCTS AND COLOUR COSMETICS

MAKE-UP AND MAKE-UP REMOVER PRODUCTS
EYE CARE AND MAKE-UP PRODUCTS
NAIL PRODUCTS

SKIN CARE PRODUCTS

SKIN CARE PRODUCTS SUN CARE PRODUCTS

FRAGRANCES

FRAGRANCE AND ANTIPERSPIRANT INDUSTRIAL OILS AIR FRESHENER PRODUCTS



www.immib.org.tr immib@immib.org.tr Address: DIS TİCARET KOMPLEKSİ - A BLOK Cobancesme Mevkii, Sanayi Cad.

34197 Yenibosna - Bahçelievler/ İstanbul Turkey **Tel:** +90 212 454 00 00 **Fax:** +90 212 454 00 01

The companies listed are all members of IKMIB. The list is in alphabetical order.

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MAKE-UP PRODUCTS AND COLOR COSMETICS

SKIN CARE PRODUCTS

FRAGRANCES

AGROSOL DIŞ TİC. LTD ŞTİ.

28815 SOK. NO:10 K3/11 COLAKOĞLU CENTER BORNOVA-İZMİR

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APS AMBALAJ PAKETLEME SANAYİ ve DIŞ TİCARET A.Ş.
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