

Beauty LAND

TURKEY

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275

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*make-up *baby care
*hygiene *and much more...

MAKE-UP

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Cosmetics

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for every
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04 - 2009



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The amount of interest towards BeautyLand – which covers the innovations within the Turkish cosmetics sector as well as monitoring its current situation – is increasing by the day. The positive feedback we get makes us take pride in what we do and demonstrate that we're on the right track.

The third issue of our magazine was presented at the Intercharm 2009 and Cosmoprof Asia 2009 fairs in Moscow and Hong Kong, generating a substantial demand which maximized our joy.

The next fair we'll be taking part as IKMIB will be the Intercharm Ukraine 2010 which will take place in Kiev on 10-12 February. The next stop following that will be the Cosmobelleza 2010 which will take place in Barcelona, Spain on 6-8 March. We are having info-stand participations at both of these fairs and of course we will be at these fairs with this issue.

In this issue we're focusing on make-up. You'll find our special lifestyle shoots on the Trendsetter pages. Scope section delves into the history of make-up. The special guests of our Profile pages are the distinguished firms, Hobby, Kozmi, Shadia and Kopaş. The newest and the best products take the center stage on our BeautySpy pages.

We wish a good winter season for our sector, hoping you enjoy the new issue of BeautyLand, full of great features and hundreds of products...

**With kind regards,
Murat Akyüz
IKMIB Executive Board Chairman**





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Beauty Spy

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These pocket size hygiene wipes keep you clean all day long with their beautiful scents and anti-bacterial formulas. And bigger sizes for daily use...

PHOTOS: METİN BAKIRKAYA
PRODUCTION: MELİKE TÜMER
WORDS: MERVE KAYA

ULTRA COMPACT Baby wipes. Soft, thick and resistant baby wipes. *Arsan* www.arsankimya.com



NEMDİL Wet wipes. Contains no alcohol. *Fulya* www.fulyakozmetik.com.tr



BAMBOLA Wet wipes. Alcohol-free and anti-bacterial with aloe vera. *Ida* www.idaltd.com



HOPS Jasmine perfumed wash cloth. *Sapro* www.sapro.com.tr



NEMDİL Wet wipes. Alcohol free wet wipes. *Fulya* www.fulyakozmetik.com.tr



LANA Daily hygienic cleansing. Daisy flower scent. *Global Horizon* www.globhorizon.com



FRESHMAKER Intimate external genital use. Especially for women. *Fulya* www.fulyakozmetik.com.tr



BAMBOLA Wet wipes. Hygienic and alcohol free. *Ida* www.idaltd.com



ULTRA COMPACT Wet wipes. Especially designed to cleanse, soften and moisturize the skin. *Arsan* www.arsankimya.com



FRESHMAKER Wet towel wipes. Anti-bacterial and alcohol-free. *Fulya* www.fulyakozmetik.com.tr



BAMBOLA Intimate wet wipes. Effective cleansing wet wipes for external genital use. *Ida* www.idaltd.com



FRESH RUNY Wet towel wipes. Cleanses with its alcohol free formula. *Fulya* www.fulyakozmetik.com.tr



*A smooth to
touch your skin...*



Beauty Spy

Soap opera

With the inevitable trend of returning back to nature, everyone's turning to the miracle of nature for health and beauty. And the miracle manifests itself in plant based soaps.



1. OMER Pure olive oil soaps. *Omer Soap* www.omersoap.com
2. ZEYTIN VS. Hand made soap. *Zeytin vs.* www.zeytinvs.com
3. ZEYTIN VS. Natural olive oil soap with vanilla. *Zeytin vs.* www.zeytinvs.com
4. TAZE Olive soap with sytrax. www.tarizzeytin.com www.ta-ze.com.tr
5. KOMILI Care Therapy. *Komili* www.komili.com.tr
6. KATRE Natural soap. *Katre Natural* www.katrenatural.com
7. DURU SPA Beauty Soap. *Evyap* www.evyap.com.tr
8. ARKO NEM Night Cream Bar. *Evyap* www.evyap.com.tr
9. ACTIVEX Anti-bacterial soap. *Evyap* www.evyap.com.tr
10. BERRY Lemon beauty soap. *Tat Kimya* www.tatkimya.com
11. ADATEPE Olive oil soap with bay leaf. *Adatepe Zeytinyağı* www.adatepe.com
12. ADATEPE Olive oil soap with orange. *Adatepe Zeytinyağı* www.adatepe.com

dalan d'Olive

The miracle of the olive oil holds the natural secret to your beauty.

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Restore the natural beauty your skin deserves. Benefit from the ancient beauty secrets of olive oil, the essence of dalan d'Olive.



Beauty Spy

Care for yourself

Comfortable and easy-to-use products suitable for both men and women.

BANAT Acrobat tooth brush. Specially designed to have a handle on tidiness and hygiene. Banat www.banat.com

FRESH WHITE Sensitive tooth paste. Fights against tooth decay and helps teeth to maintain their natural whiteness. Yaşarlar www.yasarlar.com.tr

FRESH WHITE Mouth care spray. Prevents bad breath resulting from smoking, starvation and oral infections. Yaşarlar www.yasarlar.com.tr

İLAYDA Toothpaste. Provides efficient protection against tooth decay and protects naturally white teeth. Arı Kimya www.arikimyasanayi.com

FE Nail File. Stainless steel. Ataş www.atasgroup.com

GABRİNİ Make-up removal wipes. Practical makeup removal tissues. Kadioğlu www.gabrini.com

FE Four piece manicure set. Stainless & Solingen steel. Ataş www.atasgroup.com

ISABELLE DUPONT Facial cleansing and make-up removal wipes. Makes you feel soft and supple with its herbal extracts. Giz www.gizcosmetics.com.tr

GLOBAL Nail polish remover. Enriched formula with Vitamin E. Gül www.gul.com.tr

BAMBOLA Make-up removal wipes. Eliminates facial and eye make-up effectively. İda www.idaltd.com

BAMBOLA Nail polish removal wipes. Cleans your nails without acetone. İda www.idaltd.com

ISABELLE DUPONT Lipbalm. Unisex natural balm stick. Giz Cosmetics www.gizcosmetics.com.tr

KATRE Bath salt. Remedy for exhausted feet and body. Katre Natural www.katrenatural.com

VEPA Professional brush. Comfortable grip and soft bristles. Vepa www.vepafirca.com.tr

CAXA Whitening toothpowder. Specially formulated to remove tooth stains and reduce plaque. Bağdatlı www.bagdatlias.com



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A close-up, high-angle portrait of a woman with short, straight blonde hair. She has dramatic eye makeup, including dark, thick eyelashes and blue eyeshadow that extends from the inner corners of her eyes down towards her cheeks. Her lips are painted with a soft, pinkish-red lipstick. The lighting is soft and focused on her face, creating a slight shadow on the right side. The background is dark and out of focus.

Scope

From facial coloring to
MAKE-UP

The warmer touches that are becoming more and more apparent in recent make up trends have their roots in the East. What lies beneath is the centuries old adventure which tells the story of how facial coloring evolved into make-up...

Words: Aydan Sümercan

Nature has spruced up the males of many creatures with myriads of color. The mane of lion, the magnificent antlers of deer, the incredible tail of peacocks... and many other bird species have their males decorated with finely colored feathers. Maybe that's what influenced the early human dwellers as it was initially the men who colored themselves in order to appear well in front of their gods, to impress their enemies, to chase away evil spirits and to scare the game while hunting. There's no doubt that the women decorated themselves too, but we're uncertain on the exact period when they started to use color purely out of aesthetic concerns. However the roots of the use of color as a means beautification, which in turn will evolve into make-up, are gradually unearthed by archeological researches, proving that this habit goes way back in the history of mankind. Some written sources indicate that the art of make-up was created thousands of years ago by the Egyptians. The most ubiquitous of the make-up applications, the eye liner, which is undergoing some kind of a revival recently, is the oldest of the make-up products invented and used by the Egyptians. Eye liner has also been used by the Indian men and women since the ancient times and then it spread over to the Arab world and the Mediterranean region.

What's an eye liner?

In the simplest of terms, an eye liner is dust with a color palette ranging from brazen black to grey, derived from the mixing of minerals with lead, sulphur and animal fat. It is used as a cure as well, due to the healing qualities of the minerals in its content.

However the content and use of eye liner varies from country to country. The main function of the eye liner is to protect the eyes from the sun, the desert winds and the blowing sand. It was even used for curing certain irritations. Therefore eye liner appears on the males of the Bedouins, Berbers and the Touareg. The only difference in the way women utilize eye make-up is in aesthetic target aimed to be achieved. (Of course contemporary eye liners are not produced with the same formulas of the ones used then)

In Ancient Egypt the face was regarded almost like a painter's canvas. Turquoise, green, red and earth shades were outlined with eye liner in order to emphasize the eyes. If we look at the wall paintings in the tombs, there appears no difference between men and women in terms of make-up. That's because together with eye liner, the use of eye shadow and balms was introduced as well. Moreover, the



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For the smoky eyes make-up, a distinct base stretching towards the eyebrows is prepared with brightly colored pastel eye shadows.

priests specialized in preparing the eye shadows and balms and adopted them as privileges, both aesthetically and symbolically. Therefore, it's apparent that make-up was not reserved solely to women in those days.

Many years later, returning home from the Holy Land, the Crusaders brought along the eye liners and eye shadows of the East. In contrast with the "colorful" women of the East, the virtuous women of the West had to be plain and simple.

Time and the changing beauty criteria...

Actually all the women of the Mediterranean used eye liner in later periods. Egyptian, Jewish, Greek and Roman women, all lined their eyes primarily for health reasons, but more often than not, for beautifying their eyes. Reflecting on beauty, one immediately imagines pink cheeks, rosy lips and nicely lined eyes... And this is maybe the only criteria for beauty that has remained unchanged for thousands of years. However the color red was reserved only for the enclosed ladies of the harem or the elegant courtesans.

For example, while the virtuous Greek ladies who spent most of their time at home didn't need to put on make-up so often, the elegant courtesans enjoyed their beauty by putting on red lipstick and a full make-up. Roman ladies were bolder in terms of make-up and applied many colors. However, the amount of time people spend these days to get tanned was spent for being fairer in those days, with materials like plaster, chalk and anything that's whitening being applied on the face... When Christianity strictly forbade women from putting on make-up and applying color, the use of eye shadow fell





In the 1990s the eyes began to be shaped with various light and shadow effects. Eye lashes were emphasized by intense mascara and thereupon brightness is becoming more and more dominant in contemporary make-up trends.



into the monopoly of courtesans once again. We can see that there are different understandings of beauty in various places in the world. Even today, the multicolored faces of the men and women of the primitive tribes in Africa and Australia are contrasted with the obsessive paleness of Japanese women. For the Japanese, the whiteness of a woman is an indication of her beauty!

Before the smoky eyes...

The trend of creating a new make-up concept in each season began in the mid-20th century, regulated by certain rules. However the make-up concept of the 21st century allows women to define their own beauty individually.

It's true that the 20th century gave way to the destruction of many taboos, but make-up never ceased to shape up beauty. The answer to the question of how to become a beautiful woman changed throughout the decades:

- * In the 1920s eyebrows were thinly drawn and the eyes were outlined with dark eye shadow. Lips are small, neat and tailed.
- * In the 1930s eyebrows were thinly drawn and the eye lids were shadowed towards the nose. Lips are small and tailed.
- * In the 1940s eyebrows were still very thinly drawn with tips falling towards the tips. Eye lids were lightly colored with the eyes lined with a thin eye liner and decorated with false eye lashes. Lips were colored with red lipstick recently introduced and quite in vogue.
- * In the 1950s eyebrows got thicker and were raised at the tips. Lips got plump and the frame of the eye was emphasized with a thick eye liner, with tails drawn towards the temples.
- * In the 1960s eye lids were completely painted with a dark colored eye shadow. The eyes were emphasized with a thick eye liner and false eye lashes. Pencil drawn eye lashes were added to the lower lids. Lips were covered in matt lipsticks.
- * In the 1970s eyebrows became thinner once more, sometimes even completely shaven. Eye liner was applied inside the lids as well and the eye lashes were intensified with mascara.
- * In the 1980s lip gloss began to appear on all lips.
- * In the 1990s the eyes began to be shaped with various light and shadow effects. Eye lashes were emphasized by



The most ubiquitous of the make-up applications, the eye liner, which is undergoing some kind of a revival recently, is the oldest of the make-up products invented and used by the Egyptians.

Scope

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Light and shadows...


Therefore in the 21st century, the role that light is playing in the achievement of beauty became more apparent with the addition of reflective materials in make-up. A successful make-up relies heavily on light anyway. These days, the intense eye make-up of the women of the East is reinterpreted to add depth to the eyes and the smoky eye make-up is thus created. This make-up trend has added to the seasonal palettes, the eye liners as well as shiny coal-black eye shadows. Eye liner and mascara is becoming the indispensable accessories of make-up. Make-up brushes are also important but let us not forget that eye shadows are distributed better with fingers.

For the smoky eyes make-up, a distinct base stretching towards the eyebrows is prepared with brightly colored pastel eye shadows. The lightest hue is applied to the corner of the eye. Then, using a brush, dark smoke and glittering coal black shadows are applied. These shadows which will add depth to the eyes have to be weakened towards the temples. The colored shadow needs to be used underneath the eyes as well, while glittery shadows should be applied underneath the eyebrows for a touch of sheen.

The best result is achieved by using four compatible colors on the eyelids. The new season features beautiful purples, violets, pinks, fuchsias and complementary grays and blacks, and of course all being shiny... After color and shadow is achieved, the eyes should be defined with a black eye pencil and the end points should be accentuated with an eye liner. The final application is the mascara on both the upper and lower lashes.

Blushes continue to be used in this new trend too. Maybe the lip glosses will be replaced with matt lipsticks, but as bright lipsticks are ever so popular, they will have a place in this make-up trend as well.



A close-up portrait of a woman with dramatic green eye makeup and glossy red lips, looking down at a bowl of green grapes. Her hair is pulled back, and her skin is smooth and glowing. The background is plain white.

Maybe the lip glosses will be replaced with matt lipsticks, but as bright lipsticks are ever so popular, they will have a place in this make-up trend as well.

Beauty Spy

Green Dreams

The colour of nature brings peace and relaxation.

PHOTOS: TUNA YILMAZ
PRODUCTION: MELİKE TÜMER
WORDS: MERVE KAYA





1. İMAJ Ultra Fix&Shine Hair Spray: More volume for fine hair with the UV filter. Ukip; www.ukipcsmetic.com
2. NUX BELL Waterproof Eyeliner: Two different tones of green. Vera; www.verakozmetik.com
3. OLIVE LINE Natural Shampoo: Strength from the chamomile and olive oil. Pereja; www.pereja.com.tr
4. FARMASI Hand & Body Cream: Softness from lime. Tanalize; www.farmasi.com.tr
5. GOLDEN ROSE Silky Touch Eyeshadow. Erkul; www.goldenrose.com.tr
6. FONEX Spa Shower Gel: Special for spa lovers with sea moss extracts and sea salt. Iltimat; www.fonex.com.tr
7. ISABELLE DUPONT, AGLIMMER Nail polish: For those with the fire of youth still burning with them. Giz; www.gizcosmetics.com.tr
8. KLIVYA Hair Gel: For a strong and indestructible hair style. Ari Kimya; www.arikimyasanyai.com
9. ULTRA COMPACT Liquid Hand Soap: Beauty from kiwi. Arsan; www.arsankimya.com
10. DALIN Baby oil: The right choice for babies. Kopaş; www.kopas.com.tr
11. BOOTY Eye Shadow Quartet: Easy application with soft texture. Aysan; www.aysankozmetik.com.tr
12. FIRST TIME Palette Eyeshadow: All tones of green. Erman; www.er-man.com.tr
13. EROMIS Antibacterial Moisturising Hand Soap: Contains moisturising agents to help soften and nourish your hands. Euromis. www.euromis.com
14. SIORE&SIORE The One Eau De Toilette: The ultimate address for an impressive fragrance. Yildiz; www.siorecosmetics.com
15. SEBUME PARIS Intensive Moisture Shampoo: Trio Care Complex with wheat protein. Giz; www.gizcosmetics.com.tr
16. İLAYDA Shampoo: Apple care for normal hair. Ari Kimya. www.arikimyasanyai.com
17. ZEYTIN VS. Hand Made Soap: Natural care for face and body with olive oil. Zeytin vs. www.zeytinvs.com
18. ZEYTIN VS. Hand Made Natural soap: With jasmine and natural fibre. Zeytin vs; www.zeytinvs.com
19. SHEIDA Eye Liner: A special product for those who enjoy extraordinary styles. Sheida; www.sheida.com.tr
20. DURU SPA Beauty Soap: With massage effect. Evyap; www.evyap.com.tr
21. KATRE Natural soap: With rosemary, coconut and palm oil. Katre Natural; www.katrenatural.com
22. BERRY Beauty Soap: Skincare soap with apple extracts from the Spring Freshness series. Tat Kimya; www.tatkimya.com
23. ACTIVEX Antibacterial Soap: Natural protection of bacteria blocking system. Evyap; www.evyap.com.tr

Beauty Spy

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Tanalize www.tanalize.com

FARMASI Baby bath. Leaves baby skin silky and soft.
Tanalize www.tanalize.com

DALIN Baby diaper rash cream. 3 in 1 formula soothes and prevents diaper rash while protecting babies' sensitive skin against wetness.
Kopaş www.kopas.com



BABY SOFT Baby powder. Suitable for both mothers and their babies.
Ela www.elacosmetics.com

ECI Baby liquid soap. Cleanses baby skin with its aloe vera extracts.
Sora www.soracosmetics.com

GABRINI Baby cologne. Suitable for both mothers and their babies.
Kadoğlu www.gabrini.com

FRESH'N SOFT Cotton wet towels. Specially developed with a combination of cotton and water, for newborn babies.
Kardeşler www.freshnsoft.com

DALIN Baby wipes. Provide a soft and reliable cleansing with its special lotion and pleasant scent.
Kopaş www.kopas.com



BAMBOLA Comfort wipes. Hygienic and alcohol free wet cleaning towels that help cleanse the skin.
Ida www.idaltd.com



ULTRA COMPACT Baby wipes. Soft, thick and resistant baby wipes.
Arsan www.arsankimya.com



HOPS Baby wipes. Provitamine B5 formula helps to prevent nappy rash.
Sapro www.sapro.com.tr



SPONGEBOB SQUAREPANTS Eau de Toilette. Scent of the children's favorite cartoon character.
Tradeks www.tradeks.com.tr

DEX Baby soap. Softens baby skin with anti-allergic formula.
Tat Kimya www.tatkimya.com



VEPA Yombi tooth brush. Specially designed for little mouths and small hands.
Vepa www.vepafirca.com.tr



EXTRA ELSE Wet towel wipes. Reliable with its extra soft material.
Aslanbaba www.aslanbaba.com



FARMASI Baby cologne. Refreshes skin and leaves a cool, clean and fresh feeling.
Tanalize www.farmasi.com.tr

Fruit jam

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ULTRA COMPACT Liquid hand soap. Softens with natural moisturizers.
Arsan www.arsankimya.com

FARMASI Body splash. Enriched with vitamins and oils leaving the skin pleasantly fragranced and relaxed.
Tanalize www.farmasi.com.tr

FARMASI Face scrub. Apricot extracts with vitamin E and glycerin.
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FARMASI Body scrub. Massage gently to your body.
Tanalize www.farmasi.com.tr

FARMASI Hand and body cream. Use daily to enjoy an instant effect.
Tanalize www.farmasi.com.tr

SEN Shower gel. Enriched with glycerin and vitamin E formula, maintaining natural moisture.
Kozmoplus www.cosmoplus.com.tr

AKAT GARDI Cologne spray. Day-long hygiene with citrus extracts.
Akatar www.akatkozmetik.com.tr

AQUA Beauty soap. Moisturizing and revitalizing formula.
A. Sunucu www.sunucusoap.com

ARKO NEM Face, hand and body cream.
Eyyap www.eyyap.com.tr

LANA Lemon wet wipe. Chamomile extract relieves and moisturizes the skin.
Global Horizon www.globhorizon.com

GLOBAL Nail polish removal. Keeps you fresh with tropical fruit extracts.
Gül Kozmetik www.gul.com.tr

LANA Lemon wet wipe. 10 towels.
Global Horizon www.globhorizon.com

PHOTOS: METİN BAKIRKAYA
PRODUCTION: MELİKE TÜMER
WORDS: MERVE KAYA

ZEYTİN VS. Bath salt with bergamot. Prepared with natural salts and essential oils.
Zeytin Vs. www.zeytinvs.com

LANA Shower gel. Provides a healthy and younger appearance.
Global Horizon www.globhorizon.com

TANGO Anti-bacterial liquid hand wash. Suitable for all family.
Kozmo www.kozmokimya.com

KOMILI Care therapy. Helps you soften your skin and provides fresh scents.
Komili www.komili.com.tr

DALIN KIDS Liquid soap. Sweet fruity extracts bring fun and hygiene together.
Kopaş www.kopas.com.tr

GABRINI Moisturizing lipstick. Perfectly protects lips from sunlight and cold.
Kadioğlu www.gabrini.com

DALAN Fruits vitamin care soap. Softens the skin with berry extracts.
Dalan www.dalan.com.tr





A crescent for
every design

HİREF

Hiref combines Anatolian culture of art across Turkey with an understanding of contemporary design and enjoys a magical space where you can find eclectic designs of a wide range of products from home accessories to office materials—all formed in the hands of Turkish craftsmen.

Words: Besray Köker Photos: Tuna Yılmaz

What was the need behind creating a brand like this one? The answer is simple, indeed. Imagine looking for a gift that will remind your guest from abroad of Turkey but not being able to find what you are looking for. If one of you knows about marketing and the other knows about design; it is just a golden opportunity. Hiref, which offers a relief from the shortage of brands in Turkey has spotted a gap as such in the market, and it has made a distinguished name for itself with successive collections since 2004.

Ebru Çerezci

After TED Ankara College, Ebru Çerezci graduated from Middle East Technical University, Faculty of Architecture, Department of Industrial Design. She worked in desktop design in the private sector before creating Hiref with her business partner Güvenç Kılıç in 2004. Çerezci and Kılıç, who worked for different firms at the time, sought for a significant gift that they could give to the people they met when they went abroad, or to their guests from other countries. Yet, they were unable to find what they were looking for: hand-made items with good packaging which not only expressed a modern understanding of design but also reflected Turkish identity. In other words, products from Anatolia which possess brand value through an understanding of today's design concepts. On this note, Çerezci says that Kapalıçarşı (The Grand Bazaar) is a tremendous brand in its own right, but there is hardly any concern for product design there. She adds that she and her business partner noticed that those firms were good at their specialty areas, but there wasn't a brand possessing a broad concept which embraced Anatolia. Seeing this gap was the first step of their entrepreneurship. And they established Hiref.

Meaning of Hiref

During the establishment phase, they went through an intensive period of research that took a year and a half. They travelled across Anatolia seeking to find the best makers and artists. They aimed to create a brand that would meet Western standards by sharing their designs with these makers and artists. They also did a lot of desk work going through the field literature and poring over books and articles. It was via this research that they came across Ehl-i Hiref, a civil organisation established in the 15th century, during



Ebru Çerezci and Güven Kılıç created hand-made items with good packaging which not only expressed a modern understanding of design but also reflected Turkish identity.





the reign of Bayezid II. This organization had the support of the sultan and operated as a kind of trendsetter at the time. For instance, it sought to coordinate the ornamental styles in different mosques of the period, say, one in Edirne and the other in Kars. It also gathered the best artists and masters under its roof, supporting them and generating work for them. Çerezci says that they were very impressed by this organization and she accentuates how amazing it is that the state offered such a big protection for the artists under its umbrella. However, they found the name Ehl-i Hiref too long; so, they shortened it and called themselves simply Hiref. The word Hiref, of Farsi origins, means 'arts' and Ehl-i Hiref, 'the masters of their arts'.

The crescent theme

Çerezci says that the firm consisted of just herself and her business partner when they started and that they worked with some glass, some copper and some tiles. She adds that they started with some tiny capital and used their small budget only for photo-shootings and catalogue printing. Ebru Çerezci is attracted to the crescent form, and she has been using the theme in all her designs since her first collection. 'Speaking as a designer, it's impossible not to be impressed!' she says. 'It was a form that could be seen everywhere and yet, not exploited by some. Neither was valued and appreciated to the extent it deserves; it is a geometrically beautiful form.' The team decided to continue with the theme, but it was after 7 or 8 collections that they decided to use the crescent

also as their logo. The main reason was their encounter with the question 'Is this Hiref?' in regard to the pieces without a crescent. When the demands of the clientele overrode, they started to place a small crescent on the side or on the back of each item.

The debut collection

When the team started to form their first collection, they didn't even have an office. They produced one sample item for each design, started the photo-shootings and managed to come out with a good catalogue. Their plan was to work with made-to-order items as they didn't have the chance to keep stocks. They received very good feedback after distributing the catalogues, and their big moment came when they received an offer from Beymen in 2005. Hiref products started to be sold at Beymen Home Corner and created such a large demand that Hiref became the best-selling brand under Beymen. This was such great motivation for them that they expanded their team, moved to a new office, increased the number of their manufacturers and started keeping stocks as they went in retail business. Hiref started to master brand awareness and new collections came one after another.

The latest collection

Hiref's latest collection, presented in December 2009 consists of 36 pieces. The design team have worked with filigree and created a collection ornated with onyx. The collection enjoys a

wide variety of items including trays, jars, napkin holders and tumblers. There are also trays for Turkish coffee and Turkish delight containers. They have created a set named Hiref Office for office clients. Hiref has aimed to warm up today's minimal, super-serene and bland offices and included in its collection pieces like diaries, paperknives, paperweights and blotter pads. Çerezci says that Hiref clients are fond of their offices and that the brand has a long way to go in terms of developing their office concept.

The variety of materials

Ebru Çerezci works with over 350 artisans across Anatolia and also has a design team of four. As designers, they are lapped in luxury as there is an abundance of materials. For instance, Hiref's collection titled 'Anatolian Beliefs' includes symbols such as the horseshoe, wheat branch, dove and pomegranate. These are made of a variety of materials like glass, hand-carved wood, silver and meerschaum. And many more materials are waiting to be discovered.

Hiref in Turkey and around the world

A return to origins is the new trend across the world. People have started to turn to their cultures and value the nuclear family. Habits are now shaped as required by cultures. Çerezci emphasizes that they managed to predict this in advance, and they were embraced by everybody when they first started to grow as a brand. In other words, they received a tremendous amount moral support. Hiref is devoted to the rich and fascinating culture of Anatolia prior to the Ottoman period. The brand has a branch each at İstinye Park and Kanyon in İstanbul and aims for growth in the Gulf region. They have opened their first branch in the region in Jeddah. Qatar, Kuwait and Dubai branches are on their way. Hiref has also come to an agreement with a big chain store in the US and wishes to open a branch in the US soon.



Hiref's latest collection, presented in December 2009 consists of 36 pieces. The design team have worked with filigree and created a collection ornated with onyx.



TrendSetter

WELCOME TO THE LAND OF FANTASY

Discover the beautiful colours
of the winter months...



PHOTOS: METİN BAKIRKAYA
STYLING: ECE ÇAĞLAR
STYLING ASSISTANT: BERİL ARICAN

Thanks to Imaginarium and Toyzz Shop. www.imaginarium.com.tr www.toyzzshop.com



Lipsticks:
Shivagy (Shadia), Isabelle Dupont (Giz), Booty (Aysan),
First Time (Er-Man), Flormar (Kosan), Flower (Orkide)



Eye shadows:
Golden Rose (Erkul), Ju-Di, (Zümrüt)
Gabrini (Kadioğlu), Flower (Orkide), Colleen (Komet)





Eye shadows:
Colleen (Komet),
Jane Ashley (Shadia)

Lipsticks:
Rapsodi (Kadioğlu), Jane Ashley (Shadia),
Flormar (Kosan)



Lipsticks: Colleen (Komet),
Golden Rose (Erkul),
First Time (Er-Man), Flormar (Kosan)

Nail polishes: Golden Rose (Erkul),
Morley (Shadia), Moda (Ataç)



Blushers: Booty (Aysan),
Flormar (Kosan), First Time (Er-Man)

Lipsticks:
Rapsodi (Kadioğlu),
Isabelle Dupont (Giz)

Eye shadows:
First Time (Er-Man), Flower (Orkide),
Catherine Arley (Alfar), Booty (Aysan),
Moda (Ataç), Colleen (Komet)





Nail polishes:
Gabrini (Kadiođlu), Moda (Atađ),
Shivagy (Shadia), Vernis (Pineapple),
Crazy (Global), Flormar (Kosan),
Morley (Shadia)

SPACENTERS

The SPA culture in Turkey is not solely reserved to Istanbul. Here are some of the most exotic SPA centers from all four corners of Turkey. Words: Tuğçe Tekmen

The constraints and demands of modern working life offer little or no scope for flexibility when it comes to satisfying our most basic and natural needs. Spending 8 to 10 hours at a desk has come to be accepted as a normal part of everyday life. In such a demanding environment, rest and relaxation have become essential in terms of maintaining one's health and sanity. That's why we did a little research on Spa's, which are one of the most popular forms of relaxation today. Let's take a look at how to be at peace with your body, with a little pampering thrown in for good measure. Relaxation is the first principle of the massage and spa concept. When you go to a spa center you should learn what kinds of massages and spa therapies are on offer and pick the right one for you depending on what part of your body needs the most attention. Besides helping reduce the levels of stress and induce an increased feeling of relaxation in the body, massages also help improve the circulation and the general functioning of the organs. It relieves the tension that accrues in the muscles and reduces pain. But there's something important that has to be kept in mind: those who have serious ailments should not undertake spa therapy without first consulting their doctor. Because massaging intensifies and quickens blood circulation, those who may have some kind of infection can be at risk because massaging will increase the chances of the infection spreading throughout the body. Also, all the body's functions are in synch with biological points that are situated along various bodily pathways, or "meridians". So it's important to keep in mind that if undertaken without prior research, a massage and spa therapy may actually be harmful. The right amount of pressure has to be applied to the right points. You

should always and only go to professional trained therapists. Massage may help indicate certain ailments before any symptoms have formed.

N. CYPRUS

Kaya Artemis Diana Spa & Health Club

One of Cyprus's biggest holiday establishments, Kaya Artemis Resort & Casino provides many services such as fitness, Oriental and classic massages, body and facial care, paraffin cares, Turkish and Finnish hammams, depilation, aromatherapy and hydrotherapy at the Diana Spa & Health Club. With its climate and the exotic beach, it's definitely a place for all seasons.

Highlights: Its architecture which is a replica of the Artemis Temple and its exotic beach.

www.kayatourism.com.tr Tel: +90 392 630 60 00

KÜTAHYA

Güral Harlek

This is a serene and heavenly setting amid a pine forest with the freshest air and the cleanest water. It provides all kinds of facilities with its spa and other hotel activities. Instead of wasting time in the hectic traffic of the city you live in, you can hop on the next plane and find yourself receiving a massage in the middle of nature.

Highlights: Unique spot of nature within a pine forest and the complementary healing qualities of the thermal water.

www.guralharlek.com Tel: +90 274 245 24 50

MUĞLA

Elegance Hotel Life Spa

If you're longing for a weekend break, away from the hubbub

of the city, you should consider Life Spa which offers over 20 different types of hand-foot and body care. It also provides myriads of possibilities of the eastern and western massage cultures. With all kinds of massages that are effective in ridding the body of toxins and generating cell renewal through traditional techniques, while creating a sense of calm, you can be sure that you'll experience ultimate vitalization and regeneration.

Highlights: 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

The smallest being 36-45 square meters and groundbreaking in many ways within the Hilton establishment, the Spa of the Hilton Dalaman Golf Resort & Spa features 158 different types of applications, from yoga and reiki to holistic practices, natural cares and music therapy. A unique temple of calm away from the city, amid natural beauties and history.

Highlights: The gourmet restaurants such as Finess, Tao and Champagne&Oyster which are only a few of the 21 different restaurants and bars within the facility. Nearby natural and cultural attractions include the Kaunos ruins, Dalyan, Ölü Deniz Lagoon and Göcek.

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

Rixos Royal Spa

A luxury SPA center that guarantees the most refined of pleasures, The Rixos Royal Spa is open only during the summer season. It is located in Zeytinlikahve which is one of the most exquisite bays of Bodrum, amid a strikingly beautiful nature. Some of the therapies that might draw your attention are: Chocolate, Balinese, Indian, Thai, Hawaiian, Chinese, medical, aromatherapy massages and Balneo therapy, seaweed chamber, algae therapy.

Highlights: Thalasso Spa.

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

The Marmara Bodrum

One of the best known boutique hotels of the world, The Marmara Bodrum is a "must go" place with its magnificent vista and its delicious and light dishes. Its Spa section has received the "Best Spa hotel in Turkey" award in the prestigious "World Travel Awards". Among the massages applied here is the Hot Chocolate Massage which smoothes the skin, the Sport Massage intended for those who engage intensely in sports, the relaxing Oriental Massage, the Lymph Drainage Massage which relaxes the lymph nodes and the Hopi Ear Candling which helps the body balance.

Highlights: The Dead Sea mud cure with caramel and the Caviar cure.

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

The LifeCo

If you're seeking total detoxification then you definitely have to visit LifeCo's facility in Bodrum's Türkbükü district. Here,

you can enroll in four or seven-day programs and rid your body of toxins. You can also try traditional Balinese, Thai, Lymph Drainage and Chi Nei Tsang massages, as well as reflexology and zonal massages focusing on the head and the back. All these massages are applied by oriental and Turkish therapists in special massage rooms decorated with natural exotic plants. While ridding yourself of harmful toxins at the spacious dry sauna rooms overlooking the inner garden, which are equipped with Turkey's first Infrasalair Saunas specially brought in for those who cannot stand the heat, you can recompense your body's lack of minerals with its salt steam which contains 84 types of minerals.

Highlights: Alongside the detox program, try the genetic test, food intolerance test, live blood analyses, biological age test, bio terrain, colonic hydrotherapy and acupuncture.

www.thelifeco.com.tr Tel: +90 252 377 63 10

SAKARYA

Richmond Nua

We're once again far away from the hectic city life and arrive at the shores of the Sapanca Lake. There are no curing applications at the Richmond Nua Wellness Spa, but with the detox and hypoxi program you can lose one size in four days. You can also relax at the two storied Loft Sauna built with 100 year-old Finnish Kelo trees.

Highlights: The Salt Jacuzzi enriched with sea water minerals, the Jet Pool 117 with fresh water, steam baths with various features and the heated water beds.

www.richmondnua.com Tel: +90 264 582 21 00



Profile

“HOBBY HAIR GEL, EVERYTHING UNDER CONTROL”

Member of the Hobby Cosmetics Executive Board, Faruk Ilıca, answered our questions regarding the Hobby brand and the developing cosmetics sector.

Interview: Serli Gazer



Can you tell us a bit about Hobby?

Hobby Cosmetics was established in 1974.

It's a brand that covers more than 40% of the hair gel market in Turkey and it's accepted as the leading producer in the cosmetics sector within the region. As Hobby, we guarantee total consumer satisfaction and the highest quality products with the ISO9001:2000 certificate we received from the British “NQA” organization, which also inspects respectable international organizations such as Nasa, European Space Agency and Boeing.

What's Hobby's mission within the cosmetics sector?

We value customer satisfaction always above everything else. One of our main goals is to keep up with the times and maintain our proactive structure. We aim to produce in accordance with international standards and seek to increase our market share by constantly developing the performance of our products. We also adopt the continual development of the efficiency of the quality control system regarding our products and the production procedures by closely following all technological innovations as one of our main principles.

You have a wide range of personal care products. What type of products are we talking about?

Hobby, provides efficient and high quality hair gels, hair sprays, hair mousses, hair molders, hair creams, shampoos, hair care complexes, skin creams, hand and body lotions, body shampoos, anti-bacterial products and liquid soaps, using the highest quality raw materials.

What's your most popular product?

The initial product of Hobby was the hand and body lotion, so this product range is of special importance for us. Breaking new ground in the Turkish cream and lotion sector, we introduced light cream to the market. We marketed it with the concept of “moisturizing while avoiding oiliness”. But one of our prominent products is the consumer favorite, Hobby hair gel with provitamin B5. In fact, the “Hobby hair gel, everything under control” slogan has become ever so recognizable among all consumers for years now.

You're sponsoring many music projects. Why is that?

The reason we prioritize music is obviously, to capture the young, dynamic and receptive Hobby hair gel consumers.

The sponsorship of the MTV Turkey's Punk'd is a result of our years long supportive approach towards music. Becoming the first Turkish firm engaging in sponsorship in international broadcasting, we're extremely happy that we're able to share with our consumers our confidence in our quality.

There's an environmentalist approach evident within the global cosmetics sector. Are there any precautions or preparations you're going through in this regard?

We're working in accordance with the European Union Cosmetics Directive. We supply our raw materials from international companies who value environmentalist approaches, so all the raw materials we use are environmentally friendly.

Would you give us some examples?

The basic raw material used in our liquid soaps can disintegrate in nature up to 80%. The waste water in our production facilities is treated with a purifier, so it is categorized as solid waste and handed over to companies licensed by the Ministry of Environment.

How about packaging?

In line with our agreement with Çevko (Environmental Protection and Packaging Waste Assessment Foundation), we declare the yearly amount of packaging used in production. In exchange, Çevko has the empty packaging of our consumed products collected on behalf of our company.

Which countries do you export to?

Our export rates are increasing on an annual level of 35% for the last three years. Exports are focused mainly on the regions in our periphery, such as the Middle East and the Balkans, Turkic Republics and Northern Africa. In addition, we're observing a stable growth in our exports to Western European and Asian countries. All our efforts are directed to increase this stable growth and consequently the share of exports in our total turnover.

What are your views on international fairs? Are you participating in any?

International fairs are one of the main tools we make use of in order to increase our export market. We participate in at least 5 fairs taking place in various countries. We choose sectoral fairs from which we gain the most in terms of increasing our consumer portfolio.

Are the capital shares of Hobby Cosmetics totally Turkish?

Our corporate structure is built upon Turkish capital only. That being said, we're completely willing to take further steps in order to strengthen our company in terms of global competition and know-how.

TRIED & TESTED

A selection of five products by Hobby, a company highly experienced in hair and cosmetic products: Liquid soap, shampoo, face and body cream, and hair gel and wax.

Nil Otova Photos: Tuna Yilmaz



HOBBY LIQUID SOAP; The initial floral scent relaxes you. It's a soft and finely foaming soap which respects the moisture balance of the skin, leaving you with a feeling of purity and cleanliness. Lockable pump. Sufficient product information on the packaging.



HOBBY FACE & BODY CREAM; Highly moisturizing cream with nice and lasting perfumes. Its dense consistency provides the skin with sufficient amount of moisture. A range with three choices: pomegranate, wheat and rose extract.



HOBBY INTENSIVE CARE SHAMPOO; Cleanses the hair with its light foam. Easy to rinse. Leaves the hair soft and shiny. Light texture and the B5 vitamin content are suitable for frequent washes.



HOBBY HAIR GEL; Enables the hair to keep its shape without tempering with its natural look and leaving any residues. The Pro-vitamin B5 content provides protection from external elements.



HOBBY STYLING WAX; There are five different types of styling waxes in the new product range. They all are strong molders enabling you to maintain your desired hair style. Works with both dry and wet hair.



“KOPAŞ IS LEADING TRADEMARK BRANDS SINCE 1974”

We talk to Kopaş Cosmetics' Marketing Director Murat Atilan about their company's past, present and mission.

Interview: Serli Gazer
Photos: Tuna Yılmaz



What is the story behind Kopaş Cosmetics?

Kopaş, as a subsidiary of Bilfar Holding, is one of the biggest Turkish national personal care and cosmetic company in the Turkish market including international and national companies established in 1974. The parent company of Kopaş A.S. boasting modern production and packing units and uncompromising quality standards in a covered area of 24,000 sqm; the Çerkezköy complex is the main production base of Bilfar. Kopaş Cosmetics ranks as number one in the personal care industry among the corporations with the highest production capacity in Turkey.

Development of personal care products is a delicate process, and as such demands utmost responsibility from raw material selection to packaging. The production concept of Kopaş Cosmetics is built upon exhaustive analyses and tests at each step from procurement to stocking. At the beginning of 1983, Kopaş Cosmetics launches Dalin baby product line. In 1998, Kopaş Cosmetics has entered to the hair dye market as well as Alix Avien make up line was introduced to the market. In 2000, the Romania office of Alix Avien was opened. Kopaş

has continued to cover all needs of all consumers. Thus in 2004, acquisition of Sesu Cosmetics Company the leader in depilatory products of Turkey took place.

What type of products does Kopaş Cosmetics have?

Kopaş Cosmetics has a wide range of products aimed to provide sustainable service to the needs of all age groups and genres. We serve our customers through supermarkets, markets, perfumeries, chain stores and pharmacies, with a big team of sales representatives. Today, Kopaş Cosmetics appeals to consumers of all age groups through numerous product lines such as Dalin baby care series, Alix Avien decorative cosmetics, Sesu depilatory products, Voila hair dye products, Xo perfume products, Cire Aseptine hand & body cream, Alix Avien diva hair dye, Alix professional hair dye and professional hair products series such as Ivola, and Dr. Beckmann household products.

What is Kopaş Cosmetics' mission?

At the core of Kopaş Cosmetics' mission since 1974 is a continuous effort to develop novel and leading trademark brands, employing scientific tools by Western standards. The extensive range of reliable and healthful products

by Kopaş Cosmetics is a result of rigorous dedication to high quality standards in the development, production and marketing processes; hence the trust of the consumers around the world in Kopaş Cosmetics in the field of personal care.

What is new in 2009?

In 2009 we have launched new series in our well known Voila hair dye brand called Voila Colorfix. Voila Colorfix has aimed to solve hair dye consumers' major problem, long lasting color. Also we have established a new perfume category with a new product for young ladies ages between 13-18 called Miss Alix. Dalin baby care, Sesu depilatory products and Alix Avien color cosmetics will also have some new, innovative as well as trendy products during 2010.

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

Despite the global crisis, the cosmetics and personal care market in Turkey saw positive growth in 2009, as promotions, new launches and advertisements stimulated expenditures. Companies also continued to implement promotions, such as gift promotions. Given that the space for growth is still high in the Turkish cosmetics and personal care market, with penetration rates being quite low beyond urban areas, even for products treated as commodities in other Western European countries, the market registered positive growth despite the effects of the economic slowdown. Nevertheless, growth in 2009 was much slower than the previous year's figures. This was because consumers started switching to economy products from mid-priced offerings. Mid-priced products suffered most as consumers who purchase premium products have not yet downgraded to cheaper alternatives.

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 cosmetics and personal care market is expected to register positive constant value growth over the forecast period. This will be due to the diminishing impact of the global economic crisis. Although people will choose to purchase better value products, they will continue to spend on cosmetics and toiletries. Demand for products such as color cosmetics hair color and fragrances is not expected to be influenced, as purchasers of such products are more affluent consumers whose disposable incomes have been less adversely affected than those of their counterparts in lower income segments. Additionally, hair dye market for home-use, showed greater increase during crisis period, due to the fact that, most of the consumers switched their preference to economical use at home.

TRIED & TESTED

Incorporating many brands under the same roof, Kopaş has a vast array of products in various categories. We're testing the firm's Sesu waxing strips, Dalin baby shampoo, Alix hair dye and XO deodorants.

Nil Otova



DALIN BABY SHAMPOO & HAIR CREAM; Tested and approved. Softly foamed shampoo that doesn't bother the eyes. Complemented by the hair cream which softens the hair and leaves a natural shine.



ALIX CREAM HAIR DYE; A thorough presentation of the product available. All the details regarding the dyeing process are provided on the inside and outside of the package. Together with a tube of hair dye, there are also two different oxidation creams considering shorter hair, a hair cream and a plastic glove.



SESU FRUITY; Comes with 12 waxing strips and 2 cleansing wipes. Easy to use. Strips can be reused.



SESU FOR MEN; Easy to use, fast and masculine. A practical hair removal gel in a tube with a faint perfume suitable for men.



XO DEODORANTS; Sensitive to contemporary cautions. Does not contain additives that can harm the ozone layer. The deodorants have two functions: eliminates odor and substitutes as a perfume with its lasting scent.

“TURKISH COSMETICS WILL BE AS POPULAR AS EUROPEAN PRODUCTS”

Svetlana Darvish, the sales manager of Shadia Cosmetics, spoke to us about her firm's position in the Turkish and the global markets.

Interview: Serli Gazer
Photos: Tuna Yılmaz



Can you tell us a bit about your firm? What is your main principals?

Shadia Cosmetics has been serving the cause of “beauty” since 2000, with the main principals of high quality and competitive prices. Our company is both a manufacturer and an exporter. Today, Shadia Cosmetics exports to more than 20 countries in the world, offering them a wide range of cosmetic products under the Jane Ashley®, Morley®, Fenics® and Shivajy® brands. We have a full range of color cosmetics products within these brands. Shadia Cosmetics do sales through a distribution system in all regions. Shadia Cosmetics develops new and superior color cosmetic products with long term researches and with a well licensed and professional working team and sectoral suppliers. The company's objective is to engage in high quality production of effective and perfectly developed products in accordance with the EU directives and GMP regulations.

What's Shadia's mission within the cosmetics sector?

Shadia Cosmetics' aim is to produce high quality make-up cosmetics for ladies of all ages suitable for consumption not only in colder climates but also in warmer parts of the world, at a reasonable price.

You are very confident of the raw materials and the packaging you use.

Shadia Cosmetics' policy is to use the highest quality raw materials. We provide all our raw materials from the EU. As for the packaging; days and weeks are spent to develop a package that would totally suit a ladies handbag!

Which countries do you export to?

We export to Italy, Greece, Russia, Ukraine, Latvia, Lithuania, Iran, Iraq, Kazakhstan, Azerbaijan, Georgia, Armenia, Mongolia, Moldova, Sudan, Syria, Lebanon, Kuwait, U.A.E and Bahrain.

TRIED & TESTED

The aim of Shadia Cosmetic is to provide products that are attractive in appearance and which relate to the newest trends. Here are some selected products within the brand ranges.

Nil Otova



SHIVAJY:

MOUSE FOUNDATION; Thin and lightly textured. Almost melts on skin. An effective concealer.

GLEAM&SHINE POWDER; A thinly textured and glittery compact powder in a mirrored case. Conceals more when applied with a moist sponge. Suits the skin well.

GLITTER EYESHADOW PENCIL; Ideal for a smoky eyes make-up. Softly textured. Distributes well. Dermatologically tested.



JANE ASHLEY:

TERRACOTTA MELANGE; A suitable product for various uses. Appeals to those who like a bit of glitter. Its extra light texture is easy to apply with a brush. Contains UV filters and vitamin E.

PERFECT MOUSSE COVERAGE AND MOUSSE COVERAGE BLUSH-ON; A foundation and blush which complement each other. The creamy texture of both products turns into a powder when applied on skin and provides a highly natural look. Contains UV filters and vitamin E.

BRONZING BODY MOUSSE; These ultra light and softly textured bronzing products melt when applied on skin and create a lasting and shiny bronze tan.



MORLEY:

MOUSSE MOIST MATTE BLUSH-ON;

These softly textured matt blushes, introduced in mini glass jars, penetrate the skin immediately and create a natural effect. Alternative colors suitable for all skin types are available.



Are you participating in international fairs?

Our company participates in various cosmetic fairs around the world: Cosmoprof Bologna, Itercharm and Intercharm Professional Moscow, Beauty World Dubai, Cosmetic Expo Damascus, Itercharm Kiev, International Exhibition in Dar es Salaam, etc.

There's an environmentalist approach evident within the global cosmetics sector. The potential environmental threat of every single product is calculated before hand and necessary precautions are taken. Are there any precautions or preparations you're going through in this regard?

We follow all contemporary concerns and tendencies and we're totally involved in taking measures towards protecting the nature. We use our recycling possibilities to the maximum and develop our projects according to the EU standards.

Packaging designs all around the world tend to evolve towards smaller sizes. What are your thoughts on this? Are you planning anything new?

Of course, minimizing packaging in to smaller and tinier sizes is very trendy these days, and it's quite an interesting tendency, but as a cosmetics producer, we have our limitations as we cannot make our products any smaller than reasonable sizes.

What type of initiatives have you taken/are you taking in order to reach the global cosmetics standards?

To relate to the global standards, we annually renew all our necessary certificates including the ISO 2001/9001.

What's the current situation of the cosmetics sector in Turkey? What are your thought on the future?

At the moment Turkey is one of the leading countries in the production of reasonable priced high quality make-up cosmetics. And it's going to become a huger market soon.

How widespread is the use of make-up products in Turkey? Is there an increase?

In the past we were only exporting. Now we are starting to produce for the Turkish market too.

What type of precautionary measures have you adopted in order to minimize the effects of the recent financial crisis?

We postponed some of our projects and minimized all our expenses.

Anything you'd like to add?

We are glad to take part in the development of Turkish cosmetics market and hope that one day Turkish cosmetics will be as popular as European products.

“WE USE NO ARTIFICIAL INGREDIENTS IN OUR PRODUCTS”

General Manager of Kozmi, İzzet Savun provides us with information regarding the position of the QSPA brand within the natural cosmetics sector.

Interview: Melike Tümer



Where does the naturalness of the products you release as Kozmi Cosmetics through the QSPA brand come from?

In line with the increasing global interest towards natural cosmetics, we managed to transform our mineral-rich natural resources in the Denizli region following a 2-year R&D process, into 140 types of totally natural products. At the moment, none of our products contain any artificial or chemical scents and colorants. We're producing the QSPA product range using the cold process method, in accordance with the EU production procedures, and that's where it gains its naturalness from. The QSPA Eau Thermal is one of the few brands in the world which produce 100% natural products.

What are the contents of your products?

We formulate our products with the mineral-rich thermal water we extract in the form of steam, at an elevation of

2500 meters. For some of our special products, we make use of our antique red clay sources. The products receive their scents from the natural essential oils, and their colors from plants. In addition, we prefer to use natural oils, pure aromatherapeutic essential oils and organic compounds that possess tissue renewing qualities. We provide them from various sources around the world.

What's your most popular product?

Consumers regard each product with varying levels of interest. That's why it's difficult to pinpoint a single product. However, I think our most special product is the QSPA Peeling with red clay. Contrary to similar products, this one settles underneath the tissue without any surface irritation. It gently removes the dead skin cells and creates a smooth skin, thanks to the oils in its content which possess tissue renewing qualities. This product decreases the propagation of bacteria on the skin and helps prevent the formation of acne with the purifying effects of the antique red clay.

TRIED & TESTED

How high is the public awareness towards natural products in Turkey, a country in which the natural cosmetics sector is showing signs of development?

With healthy and natural living becoming more and more inevitable each day, consumers are raising the awareness of themselves and their loved ones regarding natural products. Consumers believe that using natural and healthy products is important for future generations.

Natural cosmetics are quite popular around the world. What do you think is the place of Turkey, and Kozmi in particular, within this market?

Today, the increase in natural product consumption is an undeniable fact. As well as Western societies who value a healthy way of life, there's a certain increase in interest, I believe, towards natural products in the Middle Eastern and North African markets. I think in the future, Turkey will become one of the best known countries in terms of natural cosmetics production, thanks to its unique geography and other natural riches. The QSPA brand which operates under Kozmi, will earn its fair share in the target markets with its commitment to quality. That's why we'll definitely continue our R&D projects in natural cosmetics.

Are you planning to release QSPA to the world market in the near future?

The QSPA brand, as you can tell by its name, aims to become an international brand. The corporate structure of Kozmi Natural Cosmetics is set up in accordance with this aim. Our priority markets will be the Middle East, North Africa and Eastern Europe. As Kozmi, we aspire to build a brand identity in these markets with our quality and natural character, and also to establish business partnerships that can provide service to various consumer groups through various organizations. Our short term plan is to turn Kozmi into a recognizable Turkish firm in the target markets while in the middle and long terms; we aim to increase QSPA's brand value.

Are your products unisex? Will you be introducing any men's products?

At the moment, the R&D programmes for men's and women's products are completed and we now have 140 different types of products. Eight of these are in mass production now and as unisex products, they're available for all consumers. Among the products within the completed R&D programme are special products designed solely for men. We're aiming to introduce these products in time, with varying concepts. Not only men's but also women's products will be available in the near future, creating hype among female consumers.

We tried the shampoo, the purifying cream and the thermal spray of the brand which stands out with its highly aesthetic packaging and best quality contents.

Nil Otova Photos: Tuna Yilmaz



SHAMPOOS; Each shampoo has its own advantages. What they have in common is their natural content. They all are produced with a base of mineral-rich thermal water. Orchid&Jasmine shampoo smells nice; Exotic shampoo provides a spa therapy; Baby shampoo is light, finely foamed and nutritious.



HAIR CREAM; is also a hair care product. It's not as heavy as regular creams but it provides a natural softness and a nice volume.



THERMAL WATER SPRAY; has an immediate vitalizing effect with its strong spray. Sufficient information provided on package, which is quite reassuring.



PEELING RED CLAY; nicely presented in a packaging that emphasizes its natural content. Produced with a base of thermal water and red clay, this peeling product provides a soothing effect while it purifies the skin and generates a strong sense of cleanliness.



SHEA-VITAMIN E CREAM; the pure natural content can be felt immediately and leaves a nice, fruity scent on skin. Relaxes both the skin and the user. Has a gel-like cooling texture.



Beauty Report

TURKISH COLOR COSMETICS MARKET

Not all sectors are devastated by the economic crisis. Some sectors even demonstrate growth. One of these sectors is cosmetics. Those who are frustrated by the negative effects of the crisis turn to **personal care products** in order to indulge and pamper themselves. Consumers refuse to save up on personal care and cosmetics products, and cosmetics companies are quite happy with that. While some are planning to expand, others are preparing for new investments.

Within the 200 billion dollar global market for cosmetics and personal care, the Turkish market is estimated to be worth 3 billion dollars. **Despite the crisis, factors such as the high amount of consumers who “refuse to give up on beauty”, the high percentage of people under the age of 25 in Turkey and an average of 650-700 thousand people added to this group annually, are thought to be effective in the estimated 15-20% sectoral growth for 2009.** The share of the color cosmetics market within the 3 billion dollar cosmetics and personal market in Turkey is around **200 million dollars**. Various researches held in Turkey demonstrate that 41% of the consumers did not cut back on **cosmetics** during the crisis, while only 27% of the consumers tended to do so.

The market for make-up products in Turkey is growing 3 times faster than the global market. The growth rate is estimated to be around 15%. As Europe ages, Turkey is emerging as a young country. The growth can be attributed to the high amount of **young people** and the fact that Turkish women take far more care of themselves than they used to do in previous years. That's why **almost every category** within color cosmetics demonstrates a certain level of growth.

In Turkey, the make-up trends tend to focus mostly on the “eye”. Contrary to the lipstick obsession in Europe, Turkish women prefer to spend more on eye make-up. There is a growth of 49% within the market for eye make-up products. **76% of Turkish women don't leave the house without eye make-up.** However, they tend to care less for products like foundations or powders.

3 billion
The cosmetics and personal care market in **Turkey** is worth 3 billion dollars.

Turkish women prefer natural colors. **The colors that Turkish women choose to buy are mostly beige and brown.** Pink follows close. Beige and brown are also popular in eye shadows too. When it comes to hair dyes, hazelnut shell and brown are the best sellers. As for nail polish, they mostly prefer “raki” white, French, burgundy and of course black, **which is the new trend.** As the amount of working women increases, so does the amount of money spent for make-up products. As well as having a therapeutic function, make-up also keeps the market active and lively.



COLOR COSMETICS EXPORTS IN TURKEY

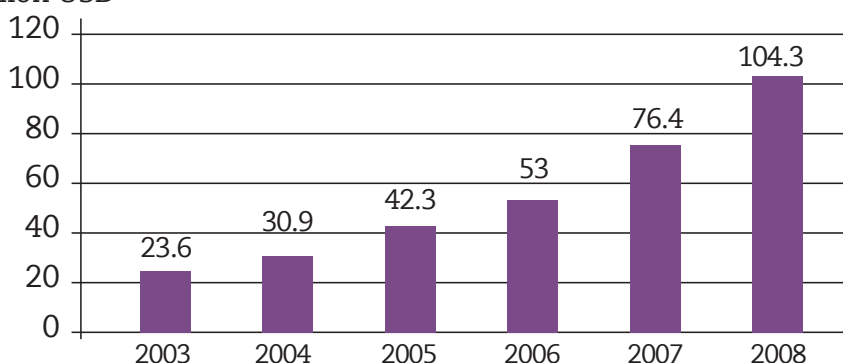
Export of color cosmetics covers around 12,7% of the total export of cosmetics and personal care products (including soap and surfactant organic materials). While the color cosmetics export rates experienced some decrease in 2009 due to the global crisis, there's definitely **an increasing trend** on an annual basis. In 2003 the amount of color cosmetics exports was worth 23,6 million dollars, while in 2008 exports reached up to 104,3 million dollars, thus demonstrating an increase of 341% within the 5-year period. The 2008 rate was 36,5% **higher than the 2007 rates**.

% 15

The market for make-up products in Turkey is growing **3 times faster** than the global market. The growth rate is estimated to be around 15%.

Annual Rates For Color Cosmetics Exports

Million USD



76%

76% of Turkish women don't leave the house without eye make-up. However, they tend to care less for products like foundations or powders.

The most exported item within the color cosmetics product group in 2008 has been nail products with 32 million dollars (with a 31% share). It is **followed by eye make-up** products with a share of 18% and a value of 19 million dollars.

In 2008, biggest share of color cosmetics products were exported to **Iran**. Iran was followed by **Russia**, **Bulgaria**, **Ukraine** and **Iraq**.

Inspire Me

Words: Melike Tümer
Photos: Tuna Yilmaz



◀◀ FOR A SMOOTH COMPLEXION

These foundations and concealers are ideal for covering pimples, black spots and blemishes to ensure a smooth complexion and flawless beauty. Jane Ashley's mousse concealer with vitamin E and UV filters, blush-on and self-tanning mousse create a magic touch on your complexion. Shivajy mousse foundation adds a natural and silky look on your complexion.

www.shadiacosmetics.com

Golden Rose's mousse foundation has a smooth texture that's easy to spread and gives your skin a supple, attractive look throughout the day.

www.goldenrose.com.tr



PROTECTION ◀◀ ALL DAY

This active formula protect against perspiration odours. Sponge Bob Squarepants' unique fragrance makes feel fresh and protects all day.

Tradeks www.tradeks.com.tr

SEMI-PERMANENT HAIR DYE

Medial Color Trend temporary hair dye completely surrounds each strand of hair with its unique formula and adds shine to your hair with its concentrated foam form. It contains no ammonia or peroxide, so there is no possibility of hair damage. With this hair dye, which is in foam form and washes out in 10 washes, there is no need to wait for weeks to change your hair color. With the 12 color trend nuances, you can even change your hair color a few times easily.

Treda www.tredafmcg.com



ANTIBACTERIAL ▲ PRODUCTS AGAINST MICROBES

On these days when we as a society are fighting against swine flu, antibacterial products that can be used both with and without water are ideal for those who seek to maintain cleanliness. **Elemax Hand Gel, 500ml:** Eliminates the bacteria on your hands. You can use it at home, during travel, in your office, at school or wherever you need. Kırmızıgül; ww.kgkozmetik.com **Kliyva Hand Gel, 30ml:** Prevents bacterial attachment on your hands whilst moisturising the skin. Ari Kimya; www.arikimyasanayi.com **Gabrini Hand Gel, 50ml:** Maintains hygiene without water and soap with its unique, non-sticky, quick-dry formula. Kadioğlu; www.gabrini.com **Lana Hand Gel, 200ml:** Offers hygiene on your travels, at school or in your office without any need for soap or towels. Global Horizon; www.globhorizon.com **Activex**

Bacteria Blocking System, 300ml: Just in ten seconds, Activex Liquid Soap kills the bacteria which cause skin infections, inflammation in cuts and scratches, body odors, and especially cause serious illnesses in young children. It is also effective against bacteria that spread from pets to humans. Evyap; www.evyap.com.tr **Sandy Magic Clean, 80ml, 250ml:** Guarantee immediate cleanliness on your hands with Sandy. Can be used on its own after washing your hands with soap. Pereja; www.pereja.com.tr **Euromis Hand Soap, 500ml:** Effective formula removing the stains and eliminating odors easily. Euromis; www.euromis.com **Fonex Liquid Soap, 400ml:** Fonex cleanses your skin with its new formula enriched with a floral scent and adds softens your skin with the moisturizers it contains. İtimat; www.fonex.com.tr

ANTI-AGING WITH SNAILS >>

Pronwer Snail Cream has regenerative properties that delay the aging process of the skin. It erases acne scars, cracks and blemishes while nourishing the skin and adding smoothness. The allantoin in the natural secretions of snails speeds up cell renewal and improves the condition of the skin. Enriched with vitamin E, which protects the skin from free radicals, Pronwer also increases the flexibility of the skin and prevents it from thinning, sagging and drying with collagen and removes dead skin cells with glycolic acid.

www.pronwer.com



<< SPECIAL ANTI-DANDRUFF FORMULA

With its nourishing formula specifically designed for weak and damaged hair, Seoxin is effective against dandruff and hair loss with the active ingredients it contains such as octopirox and zinc pyrithione while special additives such as pro-vitamin B5, soluvit richter and sedaplant richter give hair the strength and shine it needs. Seoxin protects the natural pH balance of the scalp skin and restores vitality to environmentally damaged hair. *Arı Kimya* www.arikimyasanyai.com



ATTRACTIVE EYES AND LIPS >>

Moda lipsticks in the best shades of pink help you have perfect looking lips that attract attention. And with Moda's volumizing mascara, you can enjoy fuller, upturned eyelashes.

Ataç www.atacosmetics.com



HERBAL SOLUTIONS ^

Formulated for young, normal skin, DermoCare Body Lotion moisturizes and protects the skin against premature aging caused by environmental factors with its planell oil formula. Enriched with active vegetable ingredients and exfoliating particles, DermoCare Foot Scrub gently removes dead cells from the epidermis, giving a smooth and flawless look to the skin. Enriched with a herbal antioxidant complex, shea oil and glycerine, DermoCare Foot Cream nourishes, moisturizes and relaxes the skin, removing impurities

Innova; www.innovacosmetics.com



SKIN CARE WITH FOAM ^

An unexpected and surprising moisturizer comes in three! Shayna Hand&Body Mousse is not an ordinary cream; it comes in a mousse form. It has three different varieties with honey & milk, green tea or shea butter. Shayna with honey & milk adds flexibility to your skin and gives a youthful, healthy look with the vitamin A it contains. Shayna with green tea essence helps to smooth your skin with the Omega-3 and Omega-6 it contains. Shayna with shea butter essence adds strength to your skin with the nourishing and revitalizing vitamin E. *Crea* www.creakozmetik.com

Inspire Me



FRENCH MANICURE KIT

Flormar's trio French manicure kit with two colors and a clear varnish gives your nails a natural and well-groomed look. Now, everybody can get French manicure by applying the white-toned lacquer on the tips, covering the nails with the other color, and finally applying the clear varnish on the entire nails. *Kosan* www.flormar.com



FOR A SCENTED ENVIRONMENT

Totex: Offers a distinctive freshness and relief with its impressive and pleasant scents. Elegant scents with good staying power from Totex are suitable for every environment such as homes, offices, busses, hotels, restaurants and other public areas. *Kesenler*; www.kesenler.com

Ultra Compact: The refreshing scent of Ultra Compact surrounds your home or office and lasts through the day. *Arsan*; www.arsankimya.com

Simply Therapy: This home fragrance is for those who wish to catch a whiff of the ocean wherever they are... *Crea*; www.creakozmetik.com

Carpex: Carpex Fresh is a new room perfume series from Carpex and can be used both with time-adjustable automatic dispensers and as a room spray on its own. www.sinyal.net

Discover Multi Spray: Helps eliminate odors in enclosed areas and offers long-lasting freshness with its pleasant scent. www.discover.com.tr

Discover Fresh Spray: With just one application, Discover Fresh Spray maintains the freshness of the air in your room for hours. Can be placed anywhere with the tape design. www.discover.com.tr



REFRESH YOUR MOUTH

Denta Cold mouthwash refreshes your mouth and prevents bad breath with its special formula that combines menthol, clove and mint. The sodium fluoride and allantoin offer full protection against bacteria and plaques, effective cleansing in parts of the mouth where toothbrushes may not reach and ensure perfectly white teeth without irritation or a burning sensation thanks to the alcohol-free formula. *Treda*; www.tredafmcg.com



NATURAL FRESHNESS

"Ta-ze" olive-oil shampoo, hand & body lotion, and hand & body cream do not contain animal extracts, colorants or synthetic fragrances. The cream and the lotion are suitable for daily use to moisturize dry skin while the fresh and healthy look from the olive oil is easily noticeable when the olive-oil shampoo fixes the damaged hair. www.tariszeytin.com.tr
www.ta-ze.com.tr

THE MIRACLE OF OLIVE >>

The 100% pure olive oil shower gel and liquid soap from Zeytin vs nourish, moisturize and soften the skin with vitamin E. The olive and almond body oil enriched with aromatic tea, and the hair oil containing olive oil, almond oil, bay leaf extract and rosemary nourish the skin and the hair with vitamin E. The brand's bath salts containing natural salts and herbal essential oils soften hard bath water and prevent dry skin. Bath salts from Zeytin vs. are also pain relieving.

Zeytin vs; www.zeytinvs.com



HAIR STYLING MADE EASY >

The maximum hold hair spray from Akat helps to create longer lasting hair styles while Akat's hair mousse adds flexibility and shine to your hair. The restorative hair care mousse creates a silky texture and the hair shine spray adds fabulous shine to your hair. Unlike many ordinary hair serums, Akat's hair serum adds shine and vitality without build-up or weighing hair down.

Akatlar www.akatkozmetik.com.tr



<< THE SECRET FOR SHIMMERING MAKE-UP

Shimmering and attractive make-up is made easy thanks to Ataç's unique brand for vivid make-up products, Moda. First apply Moda super cover multivitamin foundation, then apply the illuminating terracotta compact powder and terracotta blusher. Ataç; www.atacosmetics.com



EFFECTIVE PROTECTION AGAINST SUN DAMAGE >

Jane Ashley Ultra Defence Sun Lotion SBF 50 offers protection against the harmful effects of UVA and UVB rays, guarantees a healthy skin even under strong sun with the vitamin E component it contains and protects your skin against burns. The waterproof formula is easily absorbed by the skin and has a comfortable texture. Shadia; www.shadiacosmetics.com

Inspire Me



REFRESH YOUR BODY

Fonex shower gels with green tea, bamboo, pomegranate, arnica flower, fennel and orange extracts gently cleanse, moisturize and soften the skin while offering relaxation and invigoration with their refreshing scent. Fonex's hand and body lotion with pro-vitamin B5 gives dry skin the moisture it needs while the lotion with vitamin E retents the moisture of normal skin for a long time. *Fonex; www.fonex.com.tr*

RAINBOW EFFECT

Orkide Shimmer Hair and Body Spray: With its rainbow of colors, this product is ideal for those who wish to achieve a unique, attractive look on special days.

Orkide Ultra Highlight Spray: Ideal for those who wish to add their hair highlight immediate effects with extraordinary colors such as green or pink. Stays well on your hair and can be easily washed out with shampoo. Both products are ozone-friendly, and they do not contain chlorohydrocarbons. *Orkide www.orkidecosmetics.com*



COSMOPROF AND İPEKYOLU SIGN A STRATEGIC PARTNERSHIP DEAL FOR THE BEAUTYEURASIA TRADE EVENT

BolognaFiere Group and SoGeCos S.P.A., the organizer of Cosmoprof Worldwide Bologna, have signed a strategic partnership agreement with İpekyolu, the organizer of the BeautyEurasia trade event. BolognaFiere, one of the world leaders in the staging of trade shows with over 80 different events in the fields of cosmetics, fashion, architecture&building, and culture&arts both in Italy and abroad, will cooperate with BeautyEurasia which yet again demonstrated its quality with the 2009 edition of the event that attracted more than 340 exhibitors from 40 countries and over 17,000 professional visitors. The sixth edition of the BeautyEurasia Trade Event will be held in Tüyap Fair, Convention and Congress Centre from 17th June 2010, through 19th June 2010. *www.beautyeurasia.com*

SCENTED NAIL POLISH REMOVERS

Gabrini: Gabrini nourishes your nails with its special formula, forming a moisture retentive film on the nails and preventing breakages or chips.

www.gabrini.com

Flormar: Flormar is a non-acetone nail polish remover that contains omega oil extracts and multivitamins. It doesn't dry put nails and nourishes nails with its advanced moisturising properties.

www.flormar.com

Global: Contains glycerine that ensures easy removal of nail polish without causing any damage to your nails.

www.gul.com.tr



CONTACT FILE



PERSONAL CARE PRODUCTS

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



Istanbul Chemicals and Cemical Products Exporters' Association

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SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS

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