



Beauty ^{LAND}

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TURKEY

Rose
Queen of all
flowers

IN THIS ISSUE

245

PRODUCTS

+ 352 addresses

Turkish Cosmetics
in figures

Trendsetter:
Nature is calling!

2010 EUROPEAN CAPITAL OF CULTURE

DAZZLING ISTANBUL

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2010 is a very important year for Istanbul. European Culture Capital Istanbul will host nearly 190 different events throughout the year. In the following pages you can find our selection of main activities from the events calendar.

Another important event for Istanbul is that on 17-19 June 2010 it will host the 6th BeautyEurasia fair which will be powered by Cosmoprof Worldwide Bologna.

What makes the Rosa Damascena Mill roses that grow in Isparta so special, is that they have come down to the present day with no changes to their genetic make up. Due to this characteristic, they are the most important rose in the world for the production of rose oil. The Lakes Region with Isparta at its center is not just the center of rose oil production of Turkey but also the world. Our special feature takes an in-depth look at this exceptionally well-developed sector.

The trends in the cosmetics sector point at the importance of "naturalness". In our special Trendsetter shoot we show you the most select natural herbal products in the Turkish cosmetics sector.

Our BeautySpy pages are once again jam-packed. Our editors have picked out a range of unique products, from men's care to Turkish Bath products to professional hair-care, all under a range of different themes, along with all the necessary contact info.

In our Profile pages we had chats with the leading company managers in the sector. We talked about the latest developments in cosmetics, both in Turkey and worldwide, and we also had the chance to test and try some of their new products.

Published quarterly, BeautyLand is sent to selectively picked names in Europe, the Turkic republics, Russia, North Africa and the Middle East. The latest issue which we've released in time to reach thousands of people at the Cosmoprof Bologna fair on 16-19 April 2010, features 245 products, the contact details of over 350 companies, and is chock full with all the latest news in the cosmetics sector.

With kind regards,
Murat Akyüz
IKMIB Executive Board Chairman



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Model: Nathalia Costa
Retouch: Elektronische Schoenheit



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Beauty Spy

Why Shadow?

Natural shades or rainbow colours...
As a woman's favorite make-up hero,
eye shadow never goes out of fashion.

PHOTOS: TUNA YILMAZ
WORDS: MERVE KAYA

RAPSODI. Wet&dry terra
cotta eye shadow. *Kadioglu*
www.gabrini.com



BLACK LOLLIS. Eye
shadow. *Komet*
www.kometkozmetik.com.tr



MODA. I-Shine eye
shadow quartet. *Atac*
www.atacosmetics.com



FLORMAR. Colour
palette eye shadow.
Kosan www.flormar.com



LILYUM. Multi colour
eye shadow. *Atomizer*
www.atomizer.com.tr



ALIX AVIEN. Palette
eye shadow. *Kopas*
www.kopas.com



GOLDEN ROSE. Wet&dry
eye shadow. *Erkul*
www.goldenrose.com.tr



FIRST TIME. Double
palette eye shadow. *Erman*
www.firsttimekozmetik.com



PASTEL. Professional
eye palette, *Woodland*.
Pinkar www.pinkar.com




KAJAL COLLECTIVE.
Six eye shadow & two
blusher. *Atomizer*
www.atomizer.com.tr



COLLEEN. Eye shadow,
blusher & lipstick in one. *Komet*
www.kometkozmetik.com.tr




Rebul



ANGIE

eau de cologne parfumée



www.rebul.com

Beauty Spy

Rainbow Effect

As the most important elements of a woman's beauty, lively coloured lipsticks and nail polishes are shining this spring.

PHOTOS: TUNA YILMAZ
WORDS: MERVE KAYA



1. LIPOJEN Lip plumper. Dr. Medica www.drmedica.com
2. MODA Maximum lipgloss. Atac www.ataccosmetics.com
3. COLLEEN Lipgloss. Komet www.kometkozmetik.com.tr
4. GOLDEN ROSE BEAUTY Multicolor diamonds lipgloss Erkul www.goldenrose.com.tr
5. PASTEL Full color liquid lipstick. Pinkar www.pinkar.com
6. CLAVIS Lipgloss. Zümrüt www.zumrutkozmetik.com.tr
7. BLACK LOLLIS Lipgloss. Komet www.kometkozmetik.com.tr
8. GABRINI ELEGANT Glitter lipgloss. Kadioğlu www.gabrini.com
9. FLOWER Lipgloss. Orkide www.orkidecosmetics.com
10. FIRST TIME Water shine. Erman www.firsttimekozmetik.com
11. RAPSODI Romantic Bird. Kadioğlu www.gabrini.com

1. FLORMAR Supershine. Flormar www.flormar.com
2. BOOTY. Aysan www.aysankozmetik.com.tr
3. MODA Suede. Atac www.ataccosmetics.com
4. GABRINI Multivitamin. Kadioğlu www.gabrini.com
5. KAJAL Collective. Atomizer www.atomizer.com.tr
6. LIFE GLOBAL Nail lacquer. Gül www.gul.com.tr
7. OLIVIA Nail enamel provitamin. Orkide www.orkidecosmetics.com
8. GOLDEN ROSE Fantastic Color. Erkul www.goldenrose.com.tr
9. COLLEEN Nail lacquer. Komet www.kometkozmetik.com.tr
10. MORLEY Rainbow. Shadia www.shadiacosmetics.com
11. ORLENA Nourishing nail enamel. Orkide www.orkidecosmetics.com
12. SHIVAJY Diamond Illusion. Shadia www.shadiacosmetics.com



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evy lady

Gibbs

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'Il bagno Turco'

Thanks to these special products, Hamam tradition inherited from Ottomans keeps on living in the modern world.

PHOTOS: TUNA YILMAZ
WORDS: MERVE KAYA





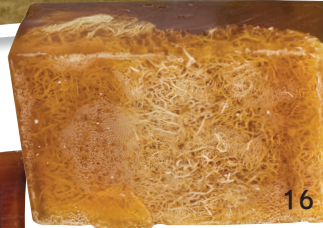
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1. d'OLIVE Hamam Coffret. Moisturizing hand & body cream, 100% olive oil soap, liquid hand wash and peeling glove. *Dalan* www.dalan.com.tr
2. ZEYTIN VS Hair&Body Oil. Produced from 100% olive and extracted oils. *Zeytin vs.* www.zeytinvs.com
3. MACHRIQUE Volcanic Pumice Stone. *Machrique* www.machrique.com
4. AISHA. Refreshing Citrus Body Butter& Calendula Soap. *Aisha* www.aisha.com.tr
5. SOFTEM Natural Olive Oil Soaps. Care soaps with daphne oil&almond oil. *Aksu Vital* www.aksuvital.com.tr
6. TALIANI Natural Olive Oil Soap. With almond and daisy oil. *Taliani* www.taliani.com.tr
7. LALAY Bath Robe. *Lalay* www.lalay.net
8. MIDAS Olive Oil Soap with Daphne. A naturel cleansing and mousturizing soap. *Midas Zeytinyağı* www.midaszeytinyagi.com
9. AKITA ROSE Peeling Soap and Towel. *Akita* www.akitacosmetics.com
10. SHIFFA HOME Carrot Seed Oil& Melissa Oil. Recommended to use by massage on skin. *Aksu Vital* www.aksuvital.com.tr
11. OTACI Aromatherapy Massage Oil. Contains aromatic oils which relax the body and release stress. *Otaci/Kurtsan* www.otaci.com www.kurtsan.com
12. CHAKRA Classique Soap Coffret. *Chakra* www.chakra.com.tr
13. PERI POLL Chiropody Sponge&Shower Mitt. For body, hands and feet. *Bağdatlı* www.bagdatli.com
14. LALAY Natural soaps with olive oil and natural herbs. *Lalay* www.lalay.net
15. KATRE Rose-Olive Oil Soap&Juniper-Salt Soap. *Katre* www.katrenatural.com
16. SOFTEM Natural Honey Soap. Fibrous soap with royal jelly and honey. *Aksu Vital* www.aksuvital.com.tr
17. QSPA Thermal Spring Water. Renews your skin, supports its natural pattern and delays aging affects. *Kozmi* www.kozmi.com.tr
18. AKITA ROSE Face Mask. Contains natural clay to cleanse and purify the skin. *Akita* www.akitacosmetics.com
19. ROEN Herbal Soap& Herbal Body and Massage Oil. Rose soap suitable for every use type. *Roen* www.roen.com.tr
20. PELOID PELOMIN Mud Mask. 100% natural face and body mask. *Koksu Maden Suları* www.pelomin.com
21. MACHRIQUE Jasmine Soap (left) contains 94% olive oil, 2% jasmine oil. Cleopatra Soap (right) contains olive oil and 40% clay. *Machrique* www.machrique.com
22. QSPA Karite-Vitamin E Cream. Contains natural thermal water. *Kozmi* www.kozmi.com.tr
23. MACHRIQUE Round Sisal Mitt and Bath Towel. *Machrique* www.machrique.com
24. TANAY Hamam set. Contains different kind of hamam products. *Tanay* www.tanay.net

Beauty Spy

Hair Pro

Ensure perfect hair and customer satisfaction with these products.



1. **PRONWER Professional Hair Serum.** Specifically developed for heat damaged or burnt hair. *Naturel Kozmetik* www.pronwer.com
2. **NEVAFORM XTREME Professional Hair Styling.** Creates ultra-strong hair styles with its non-aerosol formula. *Neva Kozmetik* www.nevakozmetik.com.tr
3. **TOTEX Bleaching Powder.** Non-volatile compact powder. *Kesenler Kozmetik* www.kesenlerkozmetik.com
4. **MAXXEL Maxx-twin 2-phase styling spray.** With a formula developed specifically for fine hair, it ensures that hair is easily combed. *Cosmoplus Cosmetics* www.cosmoplus.com.tr
5. **LILA FIX Fashion Color.** Blonde liquid hair lightener. *Lila Kozmetik* www.lilafix.com
6. **TOTEX Conditioner Hair Spray.** Special care for dry, dyed, highlighted or permed hair. *Kesenler Kozmetik* www.kesenlerkozmetik.com
7. **LILA FIX Contrast Colour.** You can create different effects and highlights with this bleaching powder. *Lila Kozmetik* www.lilafix.com
8. **JAXA Conditioner Hair Spray.** Its special formula with multivitamins and panthenol ensures that hair is combed easily. *Norman Kozmetik* www.normancosmetics.com
9. **NEVA BLOND Compact Dust-Free Blue Bleach Powder.** Expert in bleaching from the lightest tones to the darkest. *Neva Kozmetik* www.nevakozmetik.com.tr
10. **LILA FIX Hair Bleaching Cream & Contrast Cream.** More effective results in professional applications with the almond-oil formula of the bleaching cream *Lila Kozmetik* www.lilakozmetik.com
11. **FONEX Gummy Hair Jel.** More durable with its strong formula. *Itimat* www.fonex.com
12. **FONEX Shampoo.** Adds vitality to dyed and highlighted hair with wheat and honey extracts. *Itimat* www.fonex.com
13. **FONEX Professional Hair Colouring Cream.** Gives a new look with its vivid colours. *Itimat* www.fonex.com



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Scope

QUEEN OF ALL FLOWERS:

ROSE

The symbol of beauty with its elegant look. Beautiful, charming, flashy, proud and vain, all at the same time...

Words: Aydan Sümercan



It stings you with its thorny branches when you want to touch it, but it blows your mind with its scent, relaxes and soothes you, provides health and beauty when it presents its precious essence and gives meaning to life itself. It wears a coat of white, red, pink, yellow or orange. People were not contented with these colors and wanted more, like blue or black. But if you ask the roses they would regard those as “outsiders!” The rose comes from a rich family which gained its color and shape through interbreeding and evolving. It went through all the stages in history, starred in legends, and gave its name to historical events and periods.

For whatever reason, regarding the love between the rose and the nightingale, one always speaks of the relentlessness of the rose: The rose doesn't requite the love of the nightingale. Roses were white back then. One day the nightingale wants to get closer to the rose, it lands on its branches, rests its chest on its thorns, and while singing its beautiful songs, it watered the rose tree with its own blood dripping from its punctured flesh, turning the rose red. That's how the legend goes.

Oscar Wilde covered this story too, yet through a different approach: The protagonist is an enamored youth. The girl he loves expects a red rose from him. The nightingale, touched by the emotions of this desperate young man, sacrifices its own life for the sake of creating a red rose with its blood!

Legend says that when Prophet Abraham was thrown into the fire by Nimrod, the flames turned into a rose garden.

In Roman mythology, the rose is originally white and is the flower of Venus. However, when Cupidon drops a wine glass it coincidentally turns into red.

Rose is ubiquitous as a real hero throughout history...

According to ancient historian Herodotus, when King Midas leaves his land for Macedonia, following a defeat against the Persians, he took his roses with him and established new rose gardens in Macedonia. Rome during Emperor Nero had its share of rose-mania too. It was told that Nero used to sleep on rose petals and during banquets, spread rose petals everywhere. Legend says that Cleopatra and Marc Anthony

Cosmetically speaking, rose is good for all skin types. It relaxes the skin, soothes oily skin, works as an anti-aging agent, gets rid of the waviness on skin, establishes a unified skin color, cleanses thoroughly and firms the tissues with its slightly astringent qualities.



made love for the first time, on a bed of roses. Obviously, rose is not just a sweet smelling and decorative flower, and definitely not just a cosmetics product! History demonstrates that rose has played an important role in terms of physical and spiritual health as well.

History of roses

Though not for certain, various studies performed on rose fossils demonstrate that roses existed 70 million years ago as well. However, the oldest reference to rose in recorded history dates back 5000 years. According to these records, the homeland of rose is Central Asia and it's the Chinese who cultivated these flowers first. It's known that the Persians and Egyptians were also acquainted with rose. Later on, it became the favorites of the Greeks and Romans, however since it does not enjoy hot weather it never reached beyond the equator. During their lengthy trip in time, roses in nature have interbred and created hybrid species. Humans followed with their own experiments and came up with newer species with sophisticated names. Today, roses are categorized roughly in two groups: Old Garden Roses and Modern Roses (new types of roses created and cultivated by humans).

Let's take a look at what's hidden inside a rose plant. Though not for certain, it is generally believed that rose oil and rose water were extracted first in Iran and India. From here these byproducts spread over to Anatolia, Europe, North Africa and the lands of the orient (Widlechner, 1981). Today, there are 1350 types of roses identified around the globe, with Turkey hosting 24 of them (Davis, 1972). However, the rose that is being cultivated for rose oil extraction is the Rosa Damascena Mill from the Rosa family. This rose type is grown in Turkey, Morocco and Bulgaria.

Rosa Damascena Mill – also known as Isparta Rose, Pink Oil Rose and Damascus Rose – is a pink colored; sweet smelling, durable and thorny rose with multi-layered petals, and grows on trees with heights ranging from 1.5 to 3 meters. Its flowers are picked by hand, early in the morning.

Turkey is one of most leading countries in the world in terms of scented rose production. Isparta plays the central role in the production of rose essence, oil and water. Rose carries a significant meaning in Turkish society, owing its prominence to its use back in the Ottoman times.



1. **Altın Yaprak** rose water. Aron; www.aronkozmetik.com.tr
2. **Otacı** rose water. Kurtsan; www.otaci.com
3. **Sensev** rose water. Şifa; www.sifakimya.com
4. **Şelale** rose water. Ataman; www.uni.com.tr



Gülabdans used to be the most elegant way to sprinkle rose water in old days.



1. **Hobby** shampoo. Hobi; www.hobikozmetik.com
2. **Lotto** hand&body wash On; www.onexports.com
3. **Lana** wet towel. Global Horizon; www.globhorizon.com
4. **Aqua** soap. www.sunucusoap.com
5. **Rosense** rose water. www.rosense.com

Rose in Anatolia

Rose existed in every aspect of daily life in the Ottoman era. The New Palace – today’s Topkapi Palace – built during the reign of Mehmet the Conqueror, was surrounded by the Hasbahçe (Imperial Gardens) in which red and yellow roses were grown. There were big rose gardens grown in what is now the Gülhane Park. Initially, these roses were intended to supply the culinary demands of the palace.

With the diversity of their use, roses were the favorites of the palace. They appeared in all types of food, enriching them with their wonderful scents. Rose water is mostly used in confectionary and pastries, and is also used in salads. However, the best known of all is Turkish Delight. And that’s not all; the traditional desert Güllaç takes its name from rose water used for its aroma, and rose jam is one of the favorites of Turkish breakfast tables. Rose syrup and sherbet is widely consumed too. After each meal, rose water is served alongside Turkish coffee. The guests are treated to this delicacy in elegant vessels called “gülabdân”. Special cases designed for various rose products and glass or silver gülabdân with long and narrow necks were all produced for their decorative effect.

That does not cover the uses of roses though. The concubines at the palace used roses for grooming, refreshing and entertainment.

People of İstanbul used to go to the Valley of Roses near Sariyer, in order to smell the sweet scents of roses and listen to the lovely tunes of the nightingales. They frequented the markets to buy the roses grown in the gardens of Eyüp, in order to make rose jam and syrups.

Also during the Ottoman times, Anatolian cities like Erzurum, Kırşehir and Van were famous for their rose gardens. Kırşehir was even referred to as the City of Rose. Isparta joined them later in time.

Historical records indicate that rose cultivation in Isparta began exactly in 1892 by Müftüzade İsmail Efendi. Initially, production was limited to rose oil and rose water, but today there are around 40 types of byproducts in modern facilities.

People of İstanbul used to go to the Valley of Roses near Sariyer, in order to smell the sweet scents of roses and listen to the lovely tunes of the nightingales.



Turkey is one of most leading countries in the world in terms of scented rose production. Isparta plays the central role in the production of rose essence, oil and water.

Rose oil, rose water, rose concrete, hair gel, cream, cologne, Turkish Delight, lotion, perfume, jam, soap, air freshener and deodorant are only a fraction of these products. Isparta also supplies for a large portion of the global demand for roses. What's so special about the Rosa Damascena Mill roses grown in Isparta is that they survived till today with no change in their genetic formation. This makes it the most important type of rose as far as the production of rose oil is concerned. Consequently, the city of Isparta, together with the surrounding Lake District, is not only the local but also the global center of the production this type of roses and rose oil.

Rose for health and beauty

When the morning comes and the sun begins to rise, roses also wake from their sleeps and begin spreading their lovely scents all around. In order to preserve the scent, roses must be picked right at this time of the day. Following the distillation, rose water is produced. A thin layer of oil appears on the surface of this water. That's what is called rose oil, also known as the elixir of health in the ancient times.

Among all types of roses grown in the world, it is believed that Isparta rose is the best for health. Rose was used for its therapeutic qualities during the Ottoman times. Headaches were cured by smelling rose water and rubbing the temples with rose oil. Rose sherbet was consumed to ease digestion. The soothing scent of roses was even used in psychotherapy. Today there are 89 identified active ingredients in the composition of a rose. If we try to generalize the place of rose water and rose oil in our lives:

Rose water: Delays aging with its healing and remedial effects, which means it's essentially an anti-aging product. In terms of health, it is cooling and anti-febrile. It also relaxes the person with its scent.

Rose oil: Has antiseptic effects. It soothes, decreases stress and physical tension. It cures headaches if applied with massage. It is used in the cosmetics and perfume sectors. Rose looks good on women and women realized the way roses contribute to their beauty and utilized way back in ancient times. Cosmetically speaking, rose is good for all skin types. It relaxes the skin, soothes oily skin, works as an anti-aging agent, gets rid of the waviness on skin, establishes a unified skin color, cleanses thoroughly and firms the tissues with its slightly astringent qualities. But rose is mostly used in perfumes these days. It dominates the perfume by establishing itself within the heart notes.

And roses are ever present before our eyes and our hearts, all the way from spring till autumn.



1. **Noor shampoo.** Yıldız; www.siorecosmetics.com
2. **Zeytin vs. Essential oil.** www.zeytinvs.com
3. **Akat Gardi EDC spray** Akatlar www.akatkozmetik.com.tr
4. **Hops wet towel** Sapro; www.sapro.com.tr

Rose was used for its therapeutic qualities during the Ottoman times. Headaches were cured by smelling rose water and rubbing the temples with rose oil. Rose sherbet was consumed to ease digestion. The soothing scent of roses was even used in psychotherapy.



Beauty Spy

Yellow Pages

Summer and sun meet in this bright colour.

PHOTOS: TUNA YILMAZ
WORDS: MERVE KAYA





1. ESSE Sun Cream. Provides a healthy and permanent tanning with carrot extract. *Aron* www.aronkozmetik.com.tr
2. SIMPLY THERAPY Air Freshener. Eliminates unwanted smells with its jasmine 2 in 1 formula. *Crea* www.creakozmetik.com
3. 4 WET Baby Shampoo. Tearless shampoo for babies. *Turkuaz Sağlık* www.turkuazsaglik.com.tr
4. FLORISTA NATURAL Cinnamon Shampoo. Nourishing your scalp & hair with herbal effect. *Roteks* www.florista.com.tr
5. UNI Eye Disk with Apricot Oil. Cleans eye make-up without irritating the skin. *Ataman* www.uni.com.tr
6. NESSE Air Freshener. Fresh fragrance with melon extract. *Gata* www.gatakimya.com
7. NUE Deo Perfume. Gives you freshness with its natural scent. *Natur* www.natur.com.tr
8. ANGIE Lovely Vanilla. Suitable especially for young girls with its vanilla extract. *Rebul* www.rebul.com
9. GIAN FABIENNE Baby Shampoo. Rinses out easily and completely without irritating eyes and skin. *SCK Zeta* www.zetacompany.com
10. MISS ALIX Pretty EDP. A special scent that keeps you fresh throughout the day. *Kopaş* www.kopas.com.tr
11. ANTIA Air Freshener. Room spray changes the mood of your home, office and automobile instantly. *Okyanus* www.okyanuskimya.com.tr
12. AQUA VERA Baby Shampoo. Both for hair & body. *Beyaz* www.beyazcosmetics.com
13. CIRE ASEPTINE Cream. Multi-faceted beauty cream with unique features and flower extracts. *Kopaş* www.kopas.com.tr
14. CIRE ASEPTINE Moisturizing Cream. Special formula that absorbs easily. *Kopaş* www.kopas.com.tr
15. LILA FIX Elegance Hair Colour Cream. Suitable for professional use. *Lila* www.lilafix.com
16. FONEX Pearl Liquid Soap. Soften your hands with its moisturizing content and cleans your skin. *İtimat* www.fonex.com.tr
17. DEPISTAR Professional Lipo Wax. Made of modified resin and doesn't contain sugar. *Beşyıldız* www.depistar.com
18. SATEN Bleaching Cream. Dermatologically tested body hair bleaching cream. *Aromel* www.aromel.com
19. RAPSODI Banana Lip Care. Extra moisture and care for your lips. *Kadıoğlu* www.gabirini.com
20. FLORMAR Diamonds. Glitter effect eyeliner. *Kosan* www.flormar.com
21. ACTIVEX Antibacterial Soap. Active protection with bacteria blocking system. *Evyap* www.evyap.com.tr
22. NUE Sexy perfume. Entertains you with its unique shaped bottle. *Natur* www.natur.com.tr
23. DALAN Multi Care Soap. Ultra moisturizing cream soap. *Dalan* www.dalan.com.tr
24. DEEP FRESH Wet Towels. Provides vitamin E for your child. *Aksan* www.aksankozmetik.com
25. GOLDEN ROSE Terracotta Blush-on. Suitable for every skin color. *Erkul* www.goldenrose.com.tr
26. SIROE Perfume. This little bottle is easy to carry. *Yıldız* www.siorecosmetics.com
27. NUE Lova in Paris EDT. An impressive fragrance. *Natur* www.natur.com.tr
28. SESU Cold Wax. Ready to use. Removes unwanted hair quickly with its special formula. *Kopaş* www.kopas.com.tr
29. ELA Junior Wet Towel Wipes. Alcohol free and easy to use for children. *Ela* www.elacosmetics.com
30. CARLA Make-up Love Powder. Terracotta powder contains natural ingredients. *w* www.atomizer.com.tr
31. RAPSODI Eyeshadow Palette. All tones of gold. *Kadıoğlu* www.rapsodicosmetics.com
32. FLORMAR Diamonds Terracotta Eye Shadow. Gold sparkles on your eyes. *Kosan* www.flormar.com

Beauty Spy

Masculin aura

A perfume that suits the skin type provides both self esteem and a guarantee to seduce.

HERACLES Eau de Toilette. Dalize Kozmetik
www.dalize.net



COLORS Dark. Rebul Kozmetik
www.rebul.com



KOKU Eclipse. TredA / Çimen Kozmetik
www.tredafmcg.com

A2000. Akatlar Kozmetik
www.akatlar kozmetik.com.tr



MAXSIMUS
Fon Kozmetik
www.fonkozmetik.com



ROXANNE Jeans. Erte Kozmetik
www.roxanne.com.tr



SIORE Black. Yıldız Kozmetik
www.siorecosmetics.com



MYLIQUID Eau de Toilette. Atak Cosmetics
www.atakfarma.com



NSXN. Adnan Akat Kozmetik
www.aakozmetik.com



Shaving feast

These products turn shaving, one of men's biggest problems, into a feast.



1. ENERGY Shaving gel; 200ml. Forms an invisible layer on men's skin and provides comfortable shaving. *Dalize* www.dalize.net
2. ARKO MEN Shaving foam; 200ml. Provides softer beard, minimum friction and less razor burn. *Evyap* www.evyap.com.tr
3. FONEX Malibu Aftershave foam; 200ml. Energizes men's skin. *Itimat* www.fonex.com.tr
4. Q-XTRA Shaving foam; 200ml. Q-Xtra shaving foam providing a perfect shaving result. *Crea* www.creakozmetik.com
5. X ENERGY Lemon Shaving foam; 200ml. Makes shaving easy and smooth. *Dalize* www.dalize.net
6. KLIVYA Shaving gel; 150ml. Produces freshness to the skin. *Ari Kimya* www.arikimya.com
7. KLIVYA Aftershave balm; 150ml. Refreshes the skin with its long lasting perfume. *Ari Kimya* www.arikimya.com
8. TOTEX Aftershave balm; 150ml. Prevents irritation with its special formula. *Kesenler* www.kesenlerkozmetik.com
9. FONEX Aftershave balm; 150ml. Relieves the post-shave dryness on skin. *Itimat* www.fonex.com.tr
10. Q-XTRA Perfume spray; 200ml. Keeps men fresh for 24 hours. *Crea* www.creakozmetik.com
11. VEPA PRESTIGE Shaving brush. 100% natural briestles. *Vepa* www.vepa.com.tr
12. IMAJ Shaving cream; 94ml. Vitamin E and Aloe Vera provides freshness and care for men's skin. *Ukip* www.ukipcosmetic.com
13. ARKOMEN Aftershave cologne; 250ml. Men will enjoy their shaving experience with this cologne. *Evyap* www.evyap.com.tr
14. IMAJ Aftershave; 150ml. With effective smell and special formula, it softens the skin against dryness. *Ukip* www.ukipcosmetic.com
15. LANA Facial. Provides vitality and care on men's skin. *Global Horizon* www.globalhorizon.com
16. KLIVYA Shaving gel; 200ml. Refreshing and moisturizing skincare formula. *Ari Kimya* www.arikimya.com
17. WHOOPS Dynamic Red perfume spray; 150ml. *Crea Kozmetik* www.creakozmetik.com
18. ARKO Speed aftershave lotion; 100ml. To enjoy a long lasting freshness and comfort. *Evyap* www.evyap.com.tr



ISTANBUL

the European Capital of Culture

Istanbul has received the title “2010 European Capital of Culture” after a long wait.

Words: Duygu Ersoy



One of the signatures of Istanbul; Maiden's Tower

Busy with intense preparations for quite a while now, the Istanbul European Capital of Culture Agency will be presenting nearly 190 events and activities to Istanbulites through the year 2010. You can find the highlights and some important days in our dossier on the events, which were launched with a magnificent celebration on January 16th. The events calendar contains a wide array of activities ranging from visual arts to music and opera, from cinema to stage arts and from traditional arts to literature. Istanbul shares the title “2010 Capital of Culture” with the city of Essen in Germany and Pech in Hungary.

Istanbul: City of the Four Elements

The story of Istanbul begins with Four Elements: earth, water, air and fire. Home to countless culture layers throughout its history and retaining still its rich cosmopolitan character, Istanbul sometimes conceals and sometimes reveals the evidence of its unrivalled physical and cultural legacy. The city is a centuries-old living example of the much sought-after meeting of civilisations - something so desperately missing in the modern world that the search for it seems almost utopian. As a city which once ruled lands on three continents, Istanbul promises a European capital of culture which, under the symbolic guidance of these four elements, is worth its weight in gold in cultural and artistic terms.

One of the primary goals of the Istanbul European Capital of Culture Agency was to highlight the unparalleled value of Istanbul and to promote Istanbul by developing the arts and culture infrastructure. Projects created through ideas developed within this framework lay the groundwork for Istanbul to be visible at the international arena not only with its historical legacy but also with culture and arts events.

On the events calendar of 2010 European Capital of Culture (www.istanbul2010.org), dates that steal the show from this month onward are as follows:

MARCH

❖ International Istanbul Puppet Festival starts at Profilo Culture Centre on 21th March.

www.profiloalisverismerkezi.com.tr



❖ The temporary exhibition “Treasures of Kremlin Palace in Topkapı Palace”, showcasing pieces from the 16th and 17th centuries – when the Ottoman-Russian relations were smooth- together with pieces once housed in the palaces of the Sultan and the Tsar can be visited at the imperial stables of Topkapı Palace until May. www.topkapisarayi.gov.tr

APRIL

- ❖ Première of Istanbuli “Michael Laub” will take place at Garajistanbul on 28th April. www.garajistanbul.org
- ❖ The “Sacred Bridges” concert - notable gift to the 400th birthday of one of the important representatives of Turkish music, Ali Ufkî- will be held at Hagia Irene. www.istanbul2010.org
- ❖ Première of the project “European Literature Goes to Turkey/Turkish Literature Goes to Europe” will be held at Hagia Irene on 16th April. www.goethe.de/istanbul

MAY

- ❖ Istanbul University will host European Universities Theatre Festival between 2-16 May. The project facilitates a big meeting of Turkish and European university theatre groups in Istanbul. www.istanbul2010.org
- ❖ Première of the film “Salonunda Mahpeyker: Kösem Sultan” will be held at Cemal Reşit Rey Concert Hall on 1st May. www.crrks.org

JUNE

- ❖ “A Story of the City, Constantinople - Istanbul” is a unique music project based around the concept “Music: The Witness of History”. The project takes up the issue of cross-cultural interactions among civilizations as well as turning points Istanbul faced with during its encounters with European civilizations. The concert will be held at Cemil Topuzlu Harbiye Amphitheatre on 18th June.

JULY

- ❖ Istanbul’s Islands Museum will be opened in Büyükada on 25th July.
- ❖ A joint performance project by the Istanbul European Capital of Culture Agency, Ruhr 2010 and Greece, Promethiade is an international performance on three legs. Promethiade is inspired by the legend of Prometheus, who stole the fire to gift civilisation and knowledge to humankind. It will be staged in July. www.istanbul2010.org

AUGUST

- ❖ The exhibition project “Istanbul 1910-2010: The City, Built Environment and Architectural Culture” is a city exhibition presenting the socialspatial transformations Istanbul has undergone during the hundred-year-period using interactive displays and maps at SantralIstanbul. The exhibition can be visited until October. www.santralistanbul.com

SEPTEMBER

❖ The exhibition “From Byzantium to Istanbul” – which focuses on Istanbul history pre-1453 will be open at Sakıp Sabancı Museum from September onward. muze.sabanciuniv.edu

❖ The cultural evolution of the Dolmabahçe area, bordering on the north by Taksim-Maçka-Teşvikiye districts and reaching out to the coastline of Beşiktaş - Fındıklı will be revived with an exhibition titled “Memory of the Location Dolmabahçe”. The exhibition will utilise a variety of materials such as maps, photographs, documents and public space information stands. The exhibition aims to expand its interaction with the public to wider masses through simultaneous cultural events. www.dolmabahce.gov.tr

❖ U2 will be performing in Turkey with Live Nation in collaboration with Pozitif and Istanbul Foundation for Culture and Arts and with the support of Istanbul 2010 European Capital of Culture Agency. The band will meet their fans at a concert at Istanbul Atatürk Olympic Stadium on 6 September 2010. www.iksv.org

OCTOBER

❖ A Garajistanbul project, “Istanpoli” means “towards the city.” Invited by Garajistanbul art directors Övül Avkıran and Mustafa Avkıran, 4 world-class performance artists, Michael Laub, Rimini Protokoll, Claude Wampler and Meg Stuart will live in Istanbul for a while and produce a work each with their experiences in Istanbul. These performances will be staged first in Istanbul and then in various European cities. Rimini’s performance under the roof of the project will be at Garajistanbul on 15-16-17 October. www.garajistanbul.org

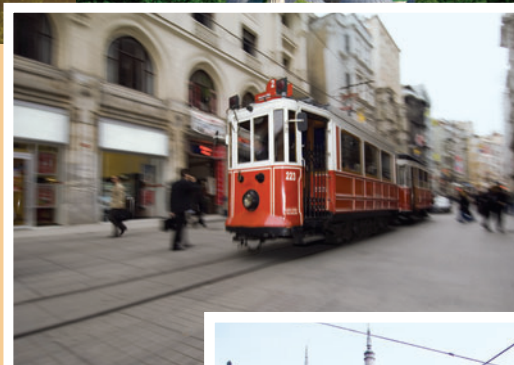
❖ This is a project that will bring together the chairpersons of literature organizations representing major European languages and cultures, valuable writers of European Literature and the representatives of Turkish literature associations. This literary event will consist of sessions to be held at Istanbul’s congress centres and some topics are as follows: European Literature, European Culture, Literature and its Traditions, The Function of Literature, Turkey’s Cultural Relations with Europe during its EU Membership Process and Istanbul as a Literature Museum. www.crrks.org

NOVEMBER

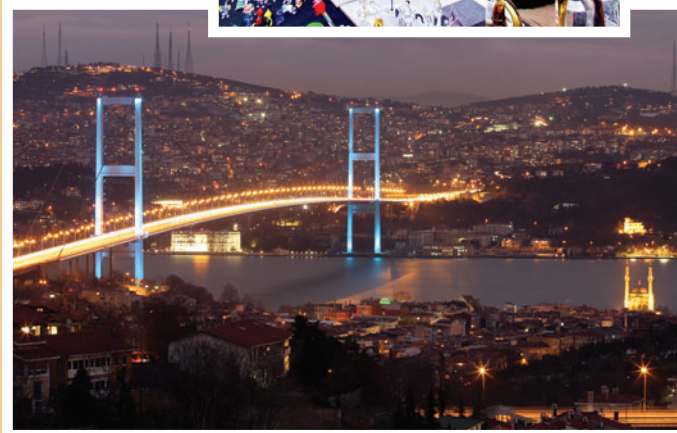
❖ “Breaking the Stereotype: From Orient and Occident to a Mutual Understanding of Images” is an exhibition aiming to break stereotypes about the East and the West through a comparison of the self-perception of the East and the West as revealed in literature, in the media, and daily life. The exhibition will be opened at Kadir Has Museum on 1st November. www.depoistanbul.net

DECEMBER

❖ Of the royal 52 royal carriages at Topkapı Palace, only five have been exhibited so far. With the completion of the conservation and restoration work in December, all royal carriages are aimed to be showcased at Topkapı Palace. www.topkapisarayi.gov.tr



Hagia Sofia, Grand Bazaar, Bosphorus (on the left), Blue Mosque, Beyoğlu, Ortaköy Mosque and Bosphorus night view (on this page)



TrendSetter



NATURE'S CALLING

Spoil your skin and excite your senses with the lavish aromas of the mother earth...



PHOTOS: METİN BAKIRKAYA
STYLING: ECE ÇAĞLAR

Special thanks to Villeroy Boch, Lalay and Habitat
www.villeroy-boch.com, www.lalay.net, www.habitatturkey.com



ROSE GARDEN

1. Facial cleanser tonic by **Farmasi** farmasi.com.tr
2. Bath salts by **Zeytin Vs.** zeytinvs.com
3. Rose soap by **Roen** roen.com.tr
4. Rose soap by **Zeytin Vs.** zeytinvs.com
5. Nail polish remover by **Farmasi** farmasi.com.tr
6. Rose water by **Zeytin Vs.** zeytinvs.com
7. Lip glosses by **First Time** er-man.com
8. Rose soaps by **Katre** katrenatural.com
9. Bath salt by **Katre** katrenatural.com





HERBAL LIFESTYLE

1. Herbal hair styling by **Otacı** otaci.com
2. Herbal shower gel by **Roen** roen.com.tr
3. Olive shampoo by **SCK Zeta** zetacompany.com
- 4-5. Face serum and pure oil blend by **Aisha** aisha.com.tr
6. Hair repair shampoo by **Otacı** otaci.com
7. Taze olive oil shampoo by **Tariş** tariszeytin.com.tr
8. Liquid olive oil soap by **Zeytin Vs.** zeytinvs.com
- 9-10-11. Thyme oil, orange oil and wheat germ oil by **Shiffa Home** aksuvital.com.tr



1
katre
BANYO TUZU
Tatminan dogal
kaynar ve ilesim spmnelerini
Banyo suyunun 12 gramina katilip
kaynarilmisde enye yuzgurt
ayaklar igni suyk baharlarin ilac
kullanilmisdir
Kiligi
Istahlar: 0212 236 44 03 adimlar @ trendsetter

2

3

4

5



LUXURY IN THE BATHROOM
1. Bath salt by **Katre** katrenatural.com
2. Eden soap with olive oil&rose oil by **Machrique**
3. Traditional Aleppo soap by **Machrique** machrique.com
4-5. Pure clay and citrus soaps by **Aisha** aisha.com.tr
6-7. Lavender and Jasmin bath salts by **Zeytin Vs.** zeytinvs.com
8. Jasmine soap by **Aisha** aisha.com.tr
9-10-11. Natural soaps by **Katre** katrenatural.com
12-13. Grape seed&olive leaf soaps by **Taliani** taliani.com.tr



Sevan Bıçakçı, turning his dreams into reality

Wearing a piece of history has never been so elegant and special. Sevan Bıçakçı is rewriting Byzantine, Ottoman and Turkish history with each ring he designs. They are regarded as architectural works of art. **Words: Merve Kaya**

Born in Istanbul in 1972, Sevan Bıçakçı left school at the age of 12 and began training as an apprentice with Hovsep Çatak. His master died when Sevan was 18, but he didn't shut the workshop down; he picked up his bar of gold and began his profession as a ring maker. He molded jewelry for big companies for a long period of time, which he gave up eventually in order to design his highly acclaimed first collection. The preparation process of the collection took almost a year, with half of the products revealed by March 2002. His main source of inspiration was the Grand Bazaar and the Sultanahmet area where he spent many years. This collection displayed Ottoman and Byzantine styles, bringing to life the palaces, churches, mosques, fountains and tombs, and even bazaars through Bıçakçı's designs. This striking collection of rings eventually gained Sevan Bıçakçı an award-winning international recognition. Bıçakçı began designing his first collection thanks to the encouragement from his family, friends and clients. Those who discovered his talent supported the professional path he was taking to help him turn the style of his dreams into reality. This genuinely unique style which was regarded

with a certain degree of prejudice at first, soon captured everyone's hearts, taking its strength from the artist's self confidence. Investing all his dreams and savings in this collection, Bıçakçı's Sultan Portraits drew more attention than was expected. They placed the artist at the center of the jewelry world.

Working mainly on Ottoman themes, Bıçakçı also prepares different designs that appeal to various tastes. Sultans are accompanied by mythological gods, historical places and architectural masterpieces. Elegant floral and animal designs appear frequently, especially on rings. Indeed, each collection by Bıçakçı seems to evolve within itself. The process which began with Sultan portraits continued with Sultan statues; which were then followed by collections of Ottoman and Byzantine doors, animals, fruits, insects and sea creatures. The Ida collection which was launched in 2009 at Bıçakçı's boutique in Dubai was shaped by the designer's trip to Mount Ida, Kaz Dağı in Turkish. Noting that he could hear the whisperings of the people of Olympus, Bıçakçı embarked upon the creation of a 70-piece collection inspired by these sounds. Leather bracelets are combined with valuable materials like gold.

Rings, inspired by life itself

We can pinpoint the ring named Rain in Sultanahmet as the piece which introduced Sevan Bıçakçı to the whole world.

The ring which features mosque domes engraved inside the central rock crystal using special techniques was highly publicized with the awards it won for its designer. Sevan Bıçakçı was awarded the prestigious Town&Country Couture awards in 2006,2007, 2008 and 2009 in the Gemstone Design category. Having also won the 2007 Golden Design Award by the Turkish Patent Institute, Bıçakçı was declared by the Tanzanite Foundation as one of the 5 most successful independent jewelry designers in 2007.

While designing his artwork jewelry, Bıçakçı is inspired not by the things he looks at, but the ones he sees. He advocates that nature is full of inspiring things as long as we know how to see them. When he's walking on the streets, wherever he looks, he sees everything in the shape of a ring, a necklace or a bracelet. Once the decisive inspiration ebbs, it's time for the design process. The artist first imagines the piece and transfers that on paper. He could suddenly start drawing apples while designing an Ottoman collection. Apples are followed by fruits and insects. For him, the most important thing is to imagine the first piece completely and follow it up. His thoughts are his art and his sole wealth.

Aim of enhancing woman's image

Although he's known by his magnificent rings, other accessories also appear frequently in his collections. But he likes designing rings because he feels he's at his best in terms of self expression while designing rings. What else can be expected from an artist who realized 70% of his dreams on rings? All the other pieces he creates, as well, with the aim of enhancing a woman's image. Necklaces, earrings, bracelets, hairpins, belts and cufflinks are all pieces that complete the nostalgic rings. Actually, every single design carries a piece of Istanbul in it. This city, which served as the center of three big civilizations throughout history, can trace its past in Bıçakçı's original ring designs. While designing his first collection many years ago, Bıçakçı transferred his dreams to metals and diamonds, and he ardently follows this passion of his. The rings and the other jewelry produced using gold and silver are adorned with diamonds of various sizes, cut in a nostalgic style. Depending on the concept of the piece, enamel can also be used. Not sticking to a single material, the designer can use a large variety of gems and materials on a single piece. In this way, the jewel reflects not its price tag, but the soul of its designer. The architectural designs – and sometimes whirling dervishes, insects and flowers – which appear inside the valuable gems at the centre of the rings, are applied by engraving directly onto the gem itself, as demonstrated in the famous Rain in Sultanahmet. The designs of Sevan Bıçakçı can be seen all around the world, but mainly in prestigious shopping centers in USA and Dubai. Apart from the special boutique in Dubai, you can also visit the boutiques in Nuruosmaniye and W Hotel in Istanbul. www.sevanbicakci.com



Istanbul, which served as the center of three big civilizations throughout history, can trace its past in Bıçakçı's original ring designs.



"WE'RE RENEWED EACH PASSING DAY AND WE TOTALLY HAVE FAITH IN OURSELVES."

We spoke to Bolat Tame, the general manager of Gülbirlik, about Rosense, the biggest rose oil producing company in the world.

Interview: Duygu Ersoy



Can you tell us about Rosense?
Rosense is a brand of Gülbirlik which is a cooperative founded in 1954, bringing together 8.000 farmers and producing rose oil for the global perfume and cosmetics industry, as the largest of its kind, both in terms of production and exports. Launched in 2005 producing beauty and care series containing rose essence, Rosense is now producing more than 120 products in 40 major product ranges. Products are offered for sale in 40 Rosense stores around Turkey, 3.000 pharmacies around the Aegean and Marmara regions, 1.000 natural product shops and 17 YKM stores.

What type of products does Rosense have?

With 100% natural rose water taking the lead, we produce skin care, body care and extra care products as well as perfumes, deodorants and food products. Rose scent has a relaxing effect, which enjoys a wide range of use in aromatherapy in recent years. The 100% natural and pure rose water – which is extracted during the distillation process of the world's most scented and oily roses – can be used a natural tonic water and for its revitalizing and

refreshing qualities. We use natural raw materials like vitamin E, vitamin F, Cucumber Extract, Chamomile Extract, Apricot Extract and Grape Seed Extract, in all the active ingredients used in our skin care and body care products.

Which countries do you export to?

We have shops selling exclusively Rosense products in Germany, France and Switzerland. We also have distributors in Canada, Belgium, Netherlands, Luxembourg, Austria, Hungary, Russia, Malaysia, Japan and Australia.

Do you take part in international fairs?

Last year we took part in the Frankfurt Beauty World and the Istanbul BeautyEurasia fairs. We're planning to take part in the BeautyEurasia fair this year as well.

What standards do you set during production?

We value hygiene the most as we produce beauty and skin care products. The production takes place in extremely hygienic conditions, in completely closed and vacuumed containers, and in accordance with the ISO and TSE

standards. The production zone is always accessed with galoshes, bonnets and masks. A special de-ionized filtration machine is used for the water which is used in all stages of production of our cosmetic products. This machine forces the mains water through several filters and resin, followed by UV rays, ridding it of all the microorganisms and creating a 99,9% pure water. We take samples from all batches, perform microbiological analyses and send the batch to the warehouse for distribution. An evidence sample is taken from each batch to be archived until its use-by date, which enables us to easily determine whether the cause of a possible complaint is due to storage conditions or production.

Do you think cheaper producers that compromise these standards became more popular? Did consumers start to compromise quality at a time of financial crisis?

Lately the level of awareness has seriously increased among the consumers. Instead of paying attention only to the prices, they've begun to look for reasonable prices and quality together. Especially with the effect of the global financial crisis, consumers chose to acquire quality at a cheaper price rather than completely abandoning it.

What is going on in natural and organic products scene?

The latest trend emerging within the market is towards products that carry certificates indicating that they are natural and organic. These types of products are much more preferred to products that strike out with their colors, scents and packaging. Although the market share for natural and organic products is relatively small compared to other chemical cosmetics, a considerable increase is observed in the annual market share levels. That's why we encourage the farmers to join us in producing organic roses in 2010. In this way, we'll be able to produce organic rose oil, rose water, rose jam and rose syrup. We're also taking into consideration the demands from our European customers towards the usage of natural preservatives which do not contain paraben and paraffin.

What would you say regarding the global branding process of your company?

Rosense Inc. is a brand of Gülbirlik which is world's biggest producer of rose oil, providing the international cosmetics and perfume industry with this essential raw material for the last 56 years. Just a single use of one of our products is enough to create a loyal consumer base. We're confident about our production facilities and the raw materials and packaging that we use. With the increasing number of new products thanks to our R&D projects, we're confident that our branding process within the international cosmetics market will be completed quite soon.

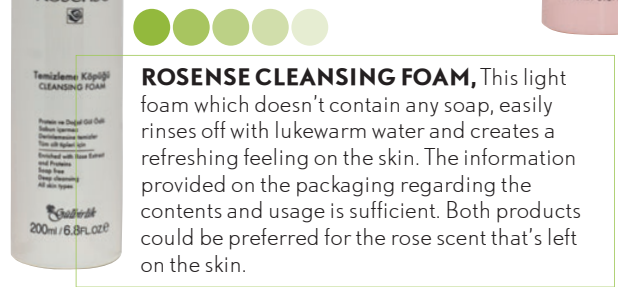
TRIED & TESTED

Here are the products by Rosense which presents natural rose based cosmetic products supported by fruit extracts and vitamins.

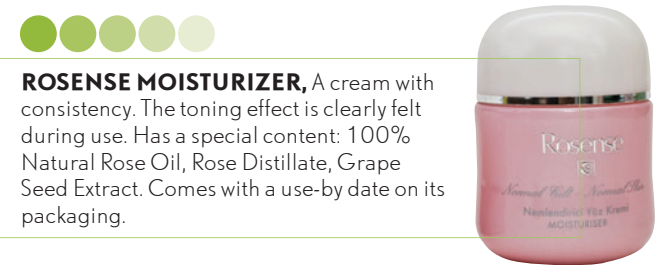
Nil Otova Photos: Tuna Yilmaz



ROSENSE CLEANSING MILK, This fluid milk with a thin consistency softly cleanses the face and eye make-up.



ROSENSE CLEANSING FOAM, This light foam which doesn't contain any soap, easily rinses off with lukewarm water and creates a refreshing feeling on the skin. The information provided on the packaging regarding the contents and usage is sufficient. Both products could be preferred for the rose scent that's left on the skin.

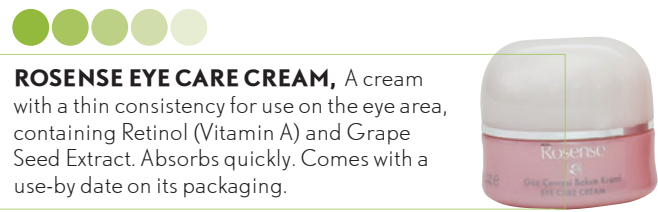


ROSENSE MOISTURIZER, A cream with consistency. The toning effect is clearly felt during use. Has a special content: 100% Natural Rose Oil, Rose Distillate, Grape Seed Extract. Comes with a use-by date on its packaging.



ROSENSE EAU DE ROSE, This water extracted from the Rosa Damascena carries the purest scent of rose and moisturizes the skin with its tonic qualities. There's sufficient information regarding the product on the packaging.

ROSENSE MOISTURIZING HAND CREAM, A quickly absorbed hand cream with a thick consistency, containing vitamins E and B5. Leaves a wonderful scent of rose on the skin.



ROSENSE EYE CARE CREAM, A cream with a thin consistency for use on the eye area, containing Retinol (Vitamin A) and Grape Seed Extract. Absorbs quickly. Comes with a use-by date on its packaging.

2010 STRATEGIES AND PLANS OF FARMASI COSMETICS

We spoke to Hakan Tuna -the Chairman of Farmasi Cosmetics- about the company and the cosmetics sector.

Interview: Duygu Ersoy



What is Farmasi's story?
The story of Farmasi began 14 years ago, in a 5.000 square meter factory in Ömerli, Istanbul. It produced special "private label" products for several brands and chains both in Turkey and abroad. Later on, it created its own brand and has become a company which uses the latest machinery and production technologies in its new, 28.000 m² factory (a total of 33.000 m² together with the older plant). Each year it aims to allocate a larger portion of the budget to R&D.

Which countries do you export to?

We export to 116 countries, with new countries joining the list each year. Our target is 150 countries and an endorsement of 180-200 million Euros. We've prepared all necessary infrastructures to achieve this goal in a few years time. The Gulf Peninsula, Arabic countries, Iran, Russia, Europe, Africa, USA, South America, Central America and the Far East are the countries and regions in our export routes.

What type of product ranges does Farmasi have?

The first one is the "personal care" range which includes

shampoos, baby shampoos, baby products, creams, lotions, perfumes, hair gels, facial care, hair care and foot care products. The second one is the "make-up" range. And our third factory is engaged in the production of wet towels. We produce a total of 1.570 barcodes. We'll perform the gas filling process in our old factory, producing deodorants, hair sprays, insecticides and foam. In this way, we want to bring together products prepared in four different factories in a single facility and increase the number of our barcodes to 2.000.

What's your most popular product? Which one strikes out the most?

Since we're known as "personal care" specialists, 70% of our sales are of personal care products, while wet towels and make-up take up 15-20% and 10-12% respectively.

Are you expecting growth in 2010?

Our primary goal for 2010 is to reach the levels of 2008. Our secondary goal is to achieve a 35% increase compared to our estimates of the previous year. There will be a major investment in 2010: We now print all the plastic materials we use in our own factory. That's a major advantage for us which enables us to strategically prevent the out-of-standard production of some suppliers.

TRIED & TESTED

We tried products from different ranges by Farmasi which presents a wide selection in cosmetics and perfumery.
Nil Otova Photos: Tuna Yilmaz

What do you think about the emerging trends in Turkey?

We don't know much about Turkey and the domestic market. Although we don't produce for Turkey, we're gradually beginning to infiltrate the market. However, we don't want to provide for a brand or a chain store. Through a direct "network marketing" process, we aim to reach 15.000 thousand people in the first year, 50.000 in the second and 150-200.000 in the third year. All our plans and strategies are focused on this target.

Do you take part in international fairs?

We take part in a minimum of 10-15 fairs a year.

What standards do you set during production?

Our primary standard is hygiene. We try to maintain the hygiene level at a maximum. With weekly hygiene controls taking place in our factory, we achieved a higher level than those of the European standards.

What's the current situation of the color/perfume trends within the market?

These are determined by the buyers. They approach us with suggestions. We combine their suggestions with our knowledge using the newest technologies and produce exactly what we envision. With some, we succeed, with others, we don't. However we never give up, until we succeed.

What kind of difficulties are you dealing with?

Our main problem is the fact that we are "Made in Turkey". This decreases the demand compared to our European competitors. This is due to the various technical and technological shortcomings of the Turkish exporters in the previous years. There's also the slow pace of bureaucracy blocking the way. What I suggest in this matter is that the state should set up a standard for companies. Later on, those companies that comply with this standard should be monitored and scored. After receiving their score, these firms should be supported. Support, speed and trust. They're all essential.

Do you think cheaper producers that compromise quality standards became more popular?

Companies began to resort to rapid production and global distribution in China, due to cheap labor, speed, cheap energy and easy procedures. We now have a certain amount of appeal but as long as we're not fully supported, it's all going to turn sour. The procedure is long and costly. If the sector is totally determined to be able to compete and reach higher levels of export, it needs to be developed and supported in all aspects.



MAKE-UP: One of the newer products, the **Air Whipped Mousse**, is a thin textured foam foundation which turns into powder when applied on skin, covering it homogenously. The **Reflection Gloss** has quite a thick consistency, providing a mirror-like shine to the lips. It has 14 choices of color. The **Ultra Fine Cream Powder** presented in a mirrored box with an applicator, is very thinly textured and long lasting. The **Terracotta Single Eye Shadow** is thinly textured, shiny and easily distributed on the skin. The **Deep Look Glitter Eyeliner** creates a sequined shimmer around the eyes.



BERRIES BATH PRODUCTS: Whichever one you use, the fruity notes of the products in this range get quickly absorbed by the skin and leave a nice and long lasting perfumed effect. The **Berries Shampoo** has a fluid texture, creates nice foam and rinses easily. The **Berries Shower Gel** with vitamin E, Aloe Vera extract and glycerin creates nice foam and provides soft cleansing. The **Berries Hand Wash**, on the other hand, is soft, creates fine foam, and softens and relaxes the skin with a nice scent after every wash.



CARE: The **Berries Splash** of the Berries series which includes various vitamins and oils, is a refreshing spray with a sweet smelling perfume. It sprays with a thin consistency and is easily absorbed. The **Berries Hand & Body Cream** of the same series also leaves its nice scent on the skin, refreshing and softening it at the same time.



FARMASI SENSITIVE: Soft & Silky, these non-alcoholic baby wet towels come in soft and hygienic packages and are removed through a special mini lid.



FARMASI MAKE-UP REMOVER WIPES: These soft wipes cleanse the face and make-up very effectively.

AN IDEAL PARTNERSHIP

Starting from the 2010 edition BeautyEurasia will be powered by Cosmoprof Worldwide Bologna. We have talked with both of the companies' CEOs: Ms. Aureliana De Sanctis from Sogecos Spa (organizer of Cosmoprof Worldwide Bologna) and Mr. Mahmut Er from Ipekyolu International Exhibitions (organizer of trade show BeautyEurasia).

Interview: Duygu Ersoy



What kind of benefits will you provide with this new strategic partnership? Why did you wait until 2010?

A.D.S.: BeautyEurasia is now part of a global network of Cosmoprof exhibitions, Cosmoprof Worldwide Bologna, Cosmoprof Asia and Cosmoprof North America. That means that the Istanbul show will receive international exposure and visibility at all our events and therefore to the global beauty industry in every continent. Both in terms of potential exhibitors, visitors and press the show achieves a broader scope and magnitude. International promotion of the show is non-stop throughout the year and the assistance and support to companies are ensured by Sogecos offices in Shanghai, Milan, Paris and New York.

M.E.: BeautyEurasia is the leading cosmetics fair in Eurasia, be it in terms of participants or visitors. Years of promotional efforts both domestically and internationally have meant that this is one of the fairs into which the most time and work has been invested in Turkey. The world-renowned BeautyEurasia fair will now become even better thanks to the collaboration with Cosmoprof.

The reason why this cooperation started in 2010 has to do with the maturation of various conditions in the sector. The

BeautyEurasia fair was first organized five years ago and in what is considered a short span of time in this sector, it has already been included among the 10 most important cosmetics fairs in the world by the UFI (Global Association of the Fair Industry). That's why this cooperation with a major brand like Cosmoprof in such a short span of time is such a big deal. In this sense we can say that the BeautyEurasia fair has significantly reduced the period in which a collaboration like this could take place.

2009 global crisis had made a negative effect on cosmetics sector. What kind of problems you had in 2009 in international exhibitions?

A.D.S.: The cosmetics industry has proven to be more resilient to the international financial and economic downturn than other industry sectors but certainly the cosmetic sector has seen a contraction of consumer spending. Companies have therefore been challenged with budget reduction and the need to adopt short term strategies delaying, in trade show industry, the decision process of participation to trade show or temporarily downsizing their presence at the fair.

However the Cosmoprof network of shows in 2009 has recorded good results being mostly focused on b-to-b contact opportunities and representing in each continent



BeautyEurasia powered by Cosmoprof



where we hold the show an unmissable meeting point for the industry even in difficult times.

M.E.: Among the sectors that economic crises affect the most, the advertising and exhibition sector is among the most prominent. That's because companies often cut back on their promotional budgets first in times of crisis. When that's the case, companies instead just focus on a few major fairs, preferring to go to one or two of the best ones rather trying to make it to as many as possible. In this sense, the BeautyEurasia fair has maintained its standing and stature in terms of numbers of participants in comparison with previous years. If you attract good visitors and potential clients to the exhibitions and fairs, then the participants will always come back. Of course just as important is the financial situation of the companies. Beside this, domestic organizations like KOSGEB and the Izmir Chamber of Commerce have also helped promote BeautyEurasia. There are also many state organizations overseas that have promoted participation in the BeautyEurasia fair. This also helps defray some of the costs for the companies participating in the fair.

What are your expectations from 2010 and further?

A.D.S: In recent years Cosmoprof Worldwide Bologna has been investing in creating special events and conferences providing added value to exhibitors and visitors in terms of trends focus and highlight on the artistry of the cosmetics



Despite the crisis, Cosmoprof network of shows in 2009 has recorded good results being mostly focused on b-to-b contact opportunities.

Both partners believe that the agreement will be invaluable to the success and growth of the show as well as to the development of the beauty business in the region. The 6th edition of BeautyEurasia is scheduled for 17-19 June 2010 at the Tüyap Exhibition Centre, Istanbul.



world. Cosmoprof 2010 is again fully booked by exhibitors, who are convinced that investing in the show will bring them opportunities to establish new contacts and close new deals. Cosmoprof will feature many events in different days focusing on different targets: Thursday and Friday will be devoted to packaging initiatives and business meetings prearranged by Sogecos, on Friday and Saturday fragrances, make-up and skincare will be on stage with exclusive international product launches and the prestigious Accademia del Profumo awards celebration. Saturday and Sunday Spa, Hospitality industry and wellness will be on centerstage thanks to the third edition of Cosmoprof & Beauty Spa Symposium. Sunday and Monday Nail and Hair will be the protagonists with new projects such as On Hair and The Next Talent.

M.E.: Despite the economic crisis, we invested a lot into promotional efforts last year. We tried very hard to bring more visitors and we've been rewarded for our efforts as most of the companies which participated stated that they thought this was the best fair so far. We're considering similar efforts and activities for 2010.

This will be your first time as a host in Istanbul. What is the signification of BeautyEurasia 2010 in Tüyap?

A.D.S.: Istanbul is a unique city, full of energy and cultural

richness, and even more so this year, having been appointed as European Capital of Culture for 2010. International media is focusing its attention on Istanbul and its offering. A great time to be at BeautyEurasia! The Tüyap exhibition centre is a very functional venue for international caliber trade shows with all the necessary facilities for conferences and exhibitions and well connected with the international Ataturk Airport. BeautyEurasia will be benefiting from such synergies and we strongly believe that the event will be growing and attracting high-caliber buyers from the region.

We can say that for years Cosmoprof had gathered a huge data in its hands. Can you tell us (globally) which kind of cosmetics is the most attractive one for end user? (Hair care, make up, body care?)

A.D.S.: It is difficult to provide a single answer since different regions may have different cultural approach to the use of cosmetics, with more emphasis on skincare products in Asia for instance, or hair and colour in South America.

We can certainly affirm that end consumer in emerging markets are still looking for a wider selection of brands and products, especially from Europe and United States, which are not yet available. In mature markets instead

savy consumers are becoming more demanding and searching more exclusive and tailor-made cosmetics products as well as eco-friendlier and more natural cosmetics products with an eye to sustainability. That is why Cosmoprof 2010 is putting under the spotlight the “natural and organic” trend with an entire hall devoted to new cosmetics products certified by entities who are setting standards to encourage environmentally-friendly attitude and consumer awareness on the product content.

M.E.: Cosmetics use changes depending on geography, culture and age group. It's not really possible to apply a single standard to it. For example, in Turkey we see that personal hygiene and cosmetic products stand out more, followed only then by hair-care products. As for professional cosmetics/salon products, they still seem in their infancy stage. On the other hand, in Europe we find that professional cosmetics products, hairstylist products and anti-aging products (because of its aging population) are more prominent. Then in the northern countries like Russia and Ukraine, we find that women are more into professional cosmetics, skin-care products and nail-care products. As for the Middle East, make-up and perfumes stand out. Also, men's cosmetics products have been growing considerably in recent years.

You have been bringing exhibitors and buyers together for years. Who gets the biggest slice of the cake?

A.D.S.: A trade show can be successful in the long-term only if both exhibitors and visitors find it useful to participate. That is why the biggest challenge is to innovate every year and stay ahead of the market. Many events as well as products are launched but many of them have a very short lifecycle and deceive the audience. Cosmoprof has been in existence for 43 years now, Cosmoprof Asia is celebrating its 15th anniversary in 2010 and Cosmoprof North America in 2010 will reach its 8th edition.

M.E.: On both sides there is one unifying aim, and that is to do business. The participant sells their product to the visitor. The visitor sells the products to another client or distributes the product in a different country. So both sides have a common interest, namely increasing business. Our aim in this fair is to bring together a chain of producers and distributors and major buyers. The final link in the chain is the consumer, and they're not included in the fair concept. As well as this, participating firms get the chance to show off their new products and enter the market through the visitors. On the other hand the visitors to the fair get the chance to discover new products and distribute those products. In the end, the selling value of the product sold is determined by the buying value of the buyer.

www.cosmoprof.com

www.ipekyolu.info



AN EXPERIENCED PERFUME DESIGNER

General Manager Abdullah Z. Çelik and Senior Perfumer Osman Eker expressed Froma Kimya's place in aroma and essence market

Interview: Duygu Ersoy



Can you introduce us Froma Kimya?

A.Z.Ç.: Froma Kimya was established in 1996 and since then it has garnered a significant amount of progress and experience as a perfume designer in the

Essence and Aroma market, giving client-based service to both Turkish and foreign companies. Besides having a wide product range, we also apply client/project based tailor-made special creations as part of the artistic and aesthetic dimension of our business. Our R&D department develops new products to constantly expand our overall product range; our Quality Control Department supplies complete control standards for our existing product chain. Coupling, developing new products and innovative creations are some of the services we present our clients. We enjoy the pleasure and responsibility of being part of a sector that adds so much to such a wide variety of products ranging from shoe polish to personal perfume, to deodorants, cologne and shampoo. As Turkey becomes a bigger player and producer on the world market, that level of pleasure and pride expands. We continue our efforts always keeping in mind that the aesthetic and artistic dimension is a fundamental part of what we do.

What's your product scale?

A.Z.Ç.: In our Essence product group we have Fine Fragrance (essences for EDT, deodorant, body mist, cologne etc.); Cosmetic product essences (essences for personal hygiene products like hair, skin); and Cleaning products (general surface cleaning products like powder and liquid detergents).

What is Froma's area of expertise?

A.Z.Ç.: As Froma Kimya, we've expanded our product portfolio in proportion with our clients' growth in exports. In recent years we've been working hard on the essences used in the fields of EDT/perfume, aerosol and wet towels, producing tested and stabilized products in the market for those groups, and specializing in the knowledge of what kind of fragrances are preferred in which markets.

Which countries do you export to?

A.Z.Ç.: The Middle East, the Turkic Republics, Morocco, Ukraine, Russia, China and Dubai are the countries that we export directly to. A lot of our products are also sold through export companies to many different points in the world.

TRIED & TESTED

The eau de toilettes within the wide product range of Froma Kimya, which is highly experienced in essence and aroma...
Nil Otova Photos: Tuna Yilmaz

Do you participate in international fairs?

A.Z.Ç.: Parallel to the increase in trade volume of the countries we export to, we've also started to participate in international fairs as of 2009. We plan on expanding our participation in line with our aim to improve our place in existing markets and find new markets to venture out into in 2010.

What do you see as the rising trends in Turkey?

O.E.: In line with the rising sales of Turkish products in terms of exports, especially to European countries, we also see an increase in demand for Allergen Free essences. There are also a lot more demands for products with natural ingredients. The trends in the Turkish fragrance and essence sector is very similar to those worldwide. While the best selling perfumes for females in the last 25 years has been 60% in the Floral-Fruity group, the male fragrances have been 60% in the Oriental-Woody group. The products sold in the Turkish market have shown similar trends to worldwide sales. No matter how much similarity there is in macro trends, however, there are certain things that stand out in the Turkish market. For example, Turkish women have certain set fragrance needs that they always expect, like rose, magnolia and jasmine. Our people generally love fragrances and expect it in their products. Perfume has been an essentially part of Istanbul for the last 1000 years. We ourselves are inspired by Istanbul's rich cultural past in designing and producing our own creations. Because of the great pleasure it gives us, we expect to be a part of this great picture for many more years to come. Unfortunately, that's the worst part of our work: The fact that the more you get into it, the more you're drawn to exciting and wonderful new opportunities and potentials in this sector so that you never want to stop being a part of it.

Among all your fragrance designs until now, which is the one that you've never been able to forget?

O.E.: Definitely Bellissima. The more my designs are used and admired, the more excited I get about my work. Bellissima has become a classic, having been around more than 30 years so that you could almost say it's the national fragrance of Turkish women with its unmistakable floral-woody essence.

What sort of growth is your company expecting in 2010?

A.Z.Ç.: Although we weren't too optimistic about our growth prospects in 2009 due to the global economic recession, we believe that the recent trend in growth that we've been experiencing will continue in 2010. So as to ensure continued growth, we've invested a lot in our infrastructure, especially our R&D and Production departments. We hope to continue seeing the fruits of our investments and our client-centered approach in 2010.



EAU DE TOILETTE... These three eau de toilettes which we have tried are part of Froma Kimya's "fragrance&flavors" series. The bottles are simple but are presented in nice packages. The eau de toilettes have golden tint. All three fragrances are applied by a spray diffuser. The scents are quite romantic. They have sweet aromas that are light and volatile but nevertheless appealing to all tastes. They transform into a natural and sweet skin scent once absorbed. Dream Bouquet bears the dominance of green notes. Love Time creates a warm sensation with its sugary notes. Hawaii Princess, on the other hand, has a richly exotic composition.



What are the most important standards in your products?

A.Z.Ç.: We produce according to set standards, most notably IFRA, IFEAT and REACH. We make sure that we use the best and the most natural ingredients, all of which is guaranteed by our final control and quality control departments.

What trends predominate in the fragrance products sector?

A.Z.Ç.: Just 10 years ago, whether a famous actor or actress used a particular perfume would determine how well a product would sell. Now consumers are more discerning. Now people pick products according to their individual personalities, preferences, skin tones, or what social events they usually are a part of. That's why now perfume producers vary their products a lot more instead of just all producing variations of whatever the most popular trend or fashion of the day is, and that means that the consumer has a lot more creative choices out there. Among the biggest trends of late is that products have multi-functional characteristics that go beyond just pleasant fragrances. For example, a product may have not only a component that does away with bad odors, but may also have a mind-healing aromatherapeutic characteristic.

Beauty Report

COSMETICS IN HISTORY

PEOPLE HAVE BEEN IN PURSUIT OF BEAUTY THROUGHOUT HISTORY

The use of cosmetics reaches back to pagan times. The origins of burning sweet smelling incense to release a pleasant fragrance can be traced back to its homeland in southern Arabia, from whence it eventually reached Europe. In Byzantine times, **Istanbul** was the center of **spices** and **incense**.

Cosmeni

This word means “Cosmetic” in Greek; it is meant to refer to a state of being healthy and beautiful, and also keeping up this state of being.

NATURAL CLEANLINESS

Soap, which has been a symbol of cleanliness since ancient times, has been produced in Anatolia for centuries. Soaps were produced from many different herbal ingredients in Ottoman times, and especially the ones produced with fruit were just sent to the Ottoman palace in Istanbul. In Turkish soap and fragrance history, **rose water** and **rose oil** has a very prominent place. The **Turkish Bath** has for centuries been the symbol of cleanliness and body care. Women used to use natural products for their body care needs in Ottoman times, and that tradition now continues through Turkish cosmetics products.

BEAUTY KNOWS NO BOUNDARIES

In 1994, the “Cosmetics Law” came into effect in Turkey, and cosmetics were for the first time seen as being part of a sector. In the recent 1995 – 2009 period, the sector has started to use its past experiences for opening its doors to foreign markets by creating new products and own brands.

TURKEY HAS LIMITLESS RESOURCES

Turkey has a great advantage in terms of natural ingredients, possessing a rich potential in terms of its natural flora. The world’s foremost producer of rose oil, Turkey is also annually increasing its production of **laurel**, **thyme** and **lavender oils**. In terms of natural soap production, there are many small production firms.

WE PRODUCE NEW COSMETICS STANDARDS FOR A YOUNG POPULATION...

In cosmetics production, particularly for the high technology products, the university-industry cooperation and the local raw materials production must be encouraged so as to cut the costs and to reduce the dependence on foreign sources. Thanks to its continuously improving R&D and production abilities, Turkish cosmetics sector has gained a considerable competitive power. Optimal quality and cost alternatives are provided by the sector both for domestic and foreign buyers.



TURKISH COSMETICS EXPORTS

In 2009, due to the global financial crisis, a slight slowdown (3%) in export values of cosmetics and personal care products was experienced with an export value of 795 million USD. However, a hopeful upturn was observed in recent months of the year, and therefore it is expected that the upward trend in export of the sector will keep going beginning from 2010. **The most exported product group is soaps with an export value of 368 million USD in 2009, accounting for 46% share in all cosmetics and personal care products export.** The other products that are exported can be ranked as body deodorants-shaving products, shampoos-hair products, make-up products etc. respectively.

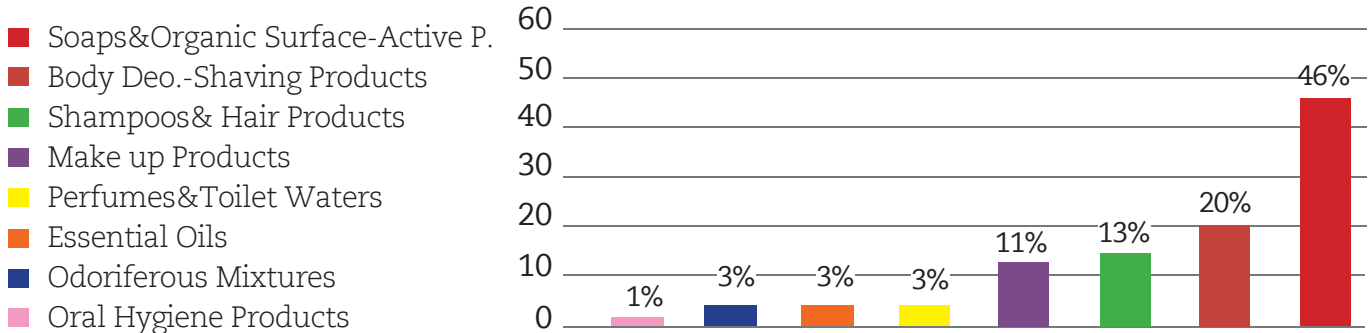
820 million USD
 In 2008, cosmetics sector reached 820 million USD exports by an increase of 31% in value compared to 2007.

170
 Sector products were totally exported to 170 countries all over the world in 2009.

Export by Countries in Cosmetics Sector

The largest export markets of Turkish Cosmetics sector were **Iraq** (119 million USD), **Russia** (77 million USD) and **Ukraine** (39 million USD), followed by **Germany, Libya, Azerbaijan, Iran, Romania, Poland** and **Bulgaria** in 2009.

Export by Product Groups in Cosmetics Sector, 2009



Inspire Me



WHICH IS YOUR STYLE?

Akat spray deodorants stand out for their different fragrances. With eight different varieties, the Akat Collection of deodorants eradicate the smell of sweat, and offer a cool and soothing feel to the skin. Offering day-long protection, Akat Collection's men's series includes Moss Breches, Tuscan Leather, Oud Wood and Tobacco Vanille, while the women's collection offers Noir de Noir, White Patchouli, Black Orchid and Amber Absolute. www.akatkozmetik.com.tr



TIME TO MAKE PEACE WITH YOUR HAIR

Thanks to Biomeen's special hair-care products, hair-loss due to factors such as vitamin deficiency, unbalanced diet and stress are a thing of the past. Regular use of their special products for men such as Anti-hair loss shampoo, Anti-hair loss texturizing cream and Anti-hair loss serum will prevent hair-loss by fortifying hair roots and providing the nutrition the hair needs to stay healthy and strong. Biomeen's product range also includes all-natural face-cleansing gel and aftershave for men. www.biomeen.com

FOR YOUNG PARTIERS

Privacy's new Let's Party series of perfume with its humorous bottle design is created for fun-loving, dynamic youngsters. Let's Party Woman has blackcurrants, apricot, mandarin and grapefruit fragrances, appealing to those women who love and enjoy life. Let's Party Man has a stronger fragrance in which bergamot, galbanum and nutmeg predominate. www.aromel.com.tr



FROM ISPARTA TO YOUR SKIN

Known as the "Realm of Roses", Isparta has been a major center of rose and rose oil production for more than a century. Known as oil roses, Rosa Damascena roses are used in the making of rose oil, rose concrete and rose absolute. Among Isparta's major rose production companies, Aksakal Gül Yağı also uses Rosa Damascena roses. The factory uses 10 tons of rose petals distilled in five different units. Besides rose products, Aksakal Gül Yağı also make oregano, rosemary, lavender and tobacco oil and concrete. www.aksakal32.com



FREEDOM OF MOVEMENT FOR BABIES

Canbebe's special UltraActive Advantage Packet is specially designed for active babies, giving the little ones the comfort they need at prices that won't hurt the family budget. The new diapers have been dermatologically tested and designed to anatomically suit the babies body, fitting perfectly and comfortably. It features new side bands that don't irritate the skin and enable the baby to move freely and comfortably. www.canbebe.com.tr



JOURNEY IN THE SHOWER

Duru's Places shower gels are set to turn your bathroom sessions into a joyride of cleanliness. Their varieties include the Asian Aromatherapy which mixes saffron flower and ginger essence into a mystical Eastern experience; the northern Thermal Therapy which offers the soothing calm of sea salt and thermal water; from the equator Tropical Therapy, which blends exotic fruits like papaya and mango from tropical islands; the Eastern inspired Zen Therapy features mystical plants from the Far East such as ginseng and coconut, all of which make for a soothing and relaxing bath session.

www.evyap.com.tr

THE TOUCH THAT GETS YOUR EMOTIONS GOING

Flormar's new perfume Touch features a lasting and dynamic fragrance that's ideal for young women. The perfume's sweet and sugary smell envelopes you from the moment you sense it. The fragrance is completely absorbed by the body, lasting a long time. The series features both the exotic tropical fruit aroma of Heart, the spicy Mind and the mandarin scented Soul.

www.flormar.com



AN END TO ACHES WITH THERMO GEL

Every ache needs a different remedy and during those remedial sessions you have to alternate between hot and cold compressing. Konix's hot and coldthermo gel packs are ideal in case of any and all injuries, aches and pains, be they sprains and migraines which necessitate cold therapy, or joint pains which necessitate hot. www.turkuzasaglik.com.tr

THE ENERGY OF FRUIT

Everybody knows that young girls have trouble finding the right perfume for themselves. Alix Avien's Miss Alix perfume series Lovely is perfect for young girls. While the higher notes have a fruitier fragrance, the lower notes offer a more florid aroma. The Miss Alix Lovely perfume and deodorant set is designed to complement the energy of youth. www.kopas.com.tr



Inspire Me



▲ PERFECT CLEANSING

The new generation of liquid hand soaps have a formidable scent and superior cleansing properties that are sure to make regular soaps a thing of the past. The Aqua Vera liquid soaps also offer long-lasting cleanliness. The varieties include the beachy smelling Deep Ocean, along with the nutritious Aloe Vera, and the Spring scented Lilac, Jasmine and Rose, all of which can be used by the whole family. www.beyazcosmetic.com



◀◀ THE CLEANSING OF HERBS

Florista Herbal Body Gel offers the perfect solution for those who will settle for nothing less than silky smooth skin. Their body shampoo gives the skin a baby-smooth texture, and is comprised of herbal ingredients. Ideal for those looking for the right balance between body and hair shampoos, Florista's Herbal series also comes with a body gel. www.florista.com.tr

A WOMAN'S BEST FRIEND >>>

The best way to get rid of unwanted hair is through these wax sets. Each set is specially produced and tested against allergies, offering an easy to use optimum hair removal experience.

Sesu: For those who'd like silky smooth skin, Sesu comes with two roll-on waxes, cleaning tissues and a heater. www.kopas.com.tr

Depistar: This wax is made from natural resin with vivacious colors that make it stand out. Its 2+1 gift pack also features a wax cloth and cleaning tissues. www.depistar.com

Blenior: This is a professional little mini kit with a roll-on heater, roll-on natural wax, and 2.5 meters worth of wax cloth. www.tredafmcg.com

Peri Poll: This new set turns waxing into a pleasurable experience with its wax heater, cleaning oil, wax cloth and two natural waxes. www.peripoll.com



STRAWBERRY FLAVORED TEETH

Vepa's new strawberry flavored toothbrush is perfect for those who think the freshness of just toothpaste isn't enough. The Vepa Fruits toothbrush is pink colored and designed to make brushing teeth more pleasurable for kids and teenagers. The medium-soft bristles have a special 20 degree angle that are designed to remove bacteria from hard to reach spots. The rubber handle is also designed to offer maximum grip for a better brushing session. www.vepagroup.com



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

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Nail Products



SKIN CARE PRODUCTS

Skin Care Products
Sun Care Products



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MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS

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