

# Beauty LAND

TURKEY

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Young and  
Handsome

**MURAT  
YILDIRIM**

**GALATA**

Istanbul's new design district

**Scope**

**For men only**

INTERVIEW WITH A WORLD STAR

**TUBA BÜYÜKÜSTÜN**

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**NEW SEDUCTIONS**  
to update your  
summer look

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The amount of interest towards BeautyLand is increasing by the day. Our sixth issue – together with the Turkish cosmetics firms we feature in our pages – will reach thousands of people at the Beautyworld Middle East fair, which will be held in Dubai on 1-3 June 2010.

In our new issue we tried to focus on each and every product that comes to mind when we think of the word “cosmetics”. We took make-up, skin care creams, hair gels and even spa products as components of cosmetics. However we bestowed privilege on men who care about their grooming. The Scope and the following BeautySpy sections feature the history of male grooming and personal care products designed specifically for men.

The summer heat can be felt in our Trendsetter photo shoots. Colorful make-up products, fruity creams and sun care products are the musts of the current summer season.

The executives of leading Turkish cosmetics firms like Banat, Uni and Lapitak shared the stories of their companies.

The spa pages which bring together the traditional Turkish hammam and the ethnic spa cultures, together with the design boutiques and cafés of the Istanbul’s upcoming hot spot Galata, accompany hundreds of different brands and products featured in our magazine.

Last, but not least, the Beauty Report pages which focus on the increasing export values of Turkish cosmetics are worth checking.

Wishing it would be a productive season for all.

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



# FARMASI<sup>®</sup> COLLECTION



[www.farmasi.com.tr](http://www.farmasi.com.tr)

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Cover Photo: Bahadır Tanrıöver  
Styling: Gökhan Zincir



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# Beauty Spy

## Pink Dreams

Special products in pink and purple for those who would like to reflect the hottest and prettiest colours of summer through their style.

PHOTOS: TUNA YILMAZ  
WORDS: ZEYNEP MERVE KAYA



1. **FLORMAR Colour palette eye shadow.** Radiates the eyes with its four different shades of pink and purple. *Kosan* [www.flormar.com](http://www.flormar.com)
2. **REBUL Rose&Cassis Gift set for women.** *Rebul* [www.rebul.com](http://www.rebul.com)
3. **KREASYON 2010 Perfume.** Its small bottle makes it suitable for carrying in handbags. *Fon* [www.fonkozmetik.com](http://www.fonkozmetik.com)
4. **ALIX AVIEN Lipgloss.** Suitable for use in summer months with its pink candy colour and glitter. *Kopaş* [www.kopas.com.tr](http://www.kopas.com.tr)
5. **SPECTRA Lilac.** The Spectra room freshener quickly changes the atmosphere of a room and is effective for up to 60 days. *Golf* [www.golfkimya.com](http://www.golfkimya.com)
6. **DOLCE Mia EDT for women.** A warm scent with notes of orange blossom, lily and geranium. *Pinkar* [www.pinkar.com](http://www.pinkar.com)
7. **PROMART Floral tissue box.** *Promart Promosyon* [www.prom-art.com](http://www.prom-art.com)
8. **SATEN Hair removal foam.** Removes unwanted hair on the legs, arms and armpits easily and painlessly with its practical spray packaging. *Aromel* [www.aromel.com](http://www.aromel.com)
9. **AMAZING EDT for women.** A perfume suitable for evening use with its sugary and spicy notes. *Farmasi* [www.farmasi.com.tr](http://www.farmasi.com.tr)
10. **FLORMAR Lash Lift mascara.** Thickens the eyelashes up to 5 times. *Kosan* [www.flormar.com](http://www.flormar.com)
11. **DEPISTAR Professional lipo.** Produced from modified resin and can be used all over the body. *Besiyıldız* [www.depistar.com](http://www.depistar.com)
12. **BAHAR KORÇAN 2010 Spring-Summer Collection.** Bahar Korçan, a prominent member of İstanbul's design district Galata. [www.baharkorcan.org](http://www.baharkorcan.org)



  
Rebul



# ANGIE

eau de cologne parfumée



[www.rebul.com](http://www.rebul.com)

# Beauty Spy

## Blue Ideas

Blue, the colour of the sea and the oceans brings out the seafarer hidden in all of us.



1. **SIMAY BULBUL 2010 Spring-Summer Collection.** Simay Bulbul is one of the prominent members of Istanbul's design district, *Galata* [www.sim-ay.com](http://www.sim-ay.com)
2. **BANAT Tri-action toothbrush.** Diagonal bristles, tongue cleaner and gum massage. *Banat* [www.banat.com](http://www.banat.com)
3. **MONO CLEAN Epil Roll.** Professional waxing paper sticks much better with its soft structure. *Art* [www.artkozmetik.com](http://www.artkozmetik.com)
4. **LINA Bath & shower gel.** Creates a relaxing feeling during bath and shower with its anti-stress qualities. *Itimat* [www.itimatkimya.com](http://www.itimatkimya.com)
5. **NUE Cio EDT.** A light and fresh mixture for men. *Natur* [www.natur.com.tr](http://www.natur.com.tr)
6. **AQUA VERA Liquid hand soap.** Suitable for the whole family with its oceanic scent. *Beyaz* [www.beyazcosmetics.com](http://www.beyazcosmetics.com)
7. **BEK 76 Deodorant body spray for men.** Effective all day long. Revitalizes and refreshes with its modern style perfume. *Sora* [www.soracosmetics.com](http://www.soracosmetics.com)
8. **FLORMAR Terracotta Eye Shadow Quartet.** An oceanic effect on the eyes with four shades of blue. *Kosan* [www.flormar.com](http://www.flormar.com)
9. **FARMASI The Ocean Breeze body wash.** The glycerin, vitamin E and seaweed in its content create a sea-like freshness. *Farmasi* [www.farmasi.com.tr](http://www.farmasi.com.tr)
10. **SHAYNA In Blue deo spray for women.** Refreshes with its non-powdered formula. *Crea* [www.creakozmetik.com](http://www.creakozmetik.com)



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*perfume and deodorant*

*For every mood,  
there's a Caldion.*



# Beauty Spy

## Natural Selection

The timeless earthy tones appear in products reminiscent of nature with their natural contents.



1. **ALTIN YAPRAK** Lemon cologne. Has a natural colour derived from the lemon essence in its content. [Aron www.aronkozmetik.com.tr](http://www.aronkozmetik.com.tr)

2. **ARKO NEM** Face, hand and body cream. Moisturizes the skin with its content of hazelnut and vanilla. [Evyap www.evyap.com.tr](http://www.evyap.com.tr)

3. **ELAIDI** 2010 Spring-Summer Collection @ La Mariquita. The latest creations of world renowned designer Elaidi can be found in her boutique in Nişantaşı, as well as La Marquita in Istanbul's design district Galata. [www.elaidi.net](http://www.elaidi.net)

4. **KATRE** Soap. Includes clove, olive, coconut and palm oils. [Katre www.katrenatural.com](http://www.katrenatural.com)

5. **DEPISTAR** Professional wax. Anti allergenic with its herbal formula and is easily applied with its roll-on dispenser. [Besyildiz www.besyildiz.com](http://www.besyildiz.com)

6. **ISTANBLUE** EDT. A perfume exuding Istanbul's mystic and oriental atmosphere. [Kirmizigül www.kgkozmetik.com](http://www.kgkozmetik.com)

7. **DURU Gourmet** Caramel Candy soap. Special moisturizing skin care soap with glycerin and caramel. [Evyap www.evyap.com.tr](http://www.evyap.com.tr)

8. **GOLDEN ROSE** Ultra Diamonds lipstick. Brightens the lips with its glitter content. [Erkul www.goldenrose.com.tr](http://www.goldenrose.com.tr)

9. **MODA** Terracotta compact powder. Creates a natural and bright looking skin with its terracotta structure. [Atac www.atacosmetics.com](http://www.atacosmetics.com)

10. **AHMET BAYTAR** Design shoes. You can find the designer shoes in Paristexas, in the Galata district. [www.ahmetbaytar.com](http://www.ahmetbaytar.com)



## DROPS OF VITALITY

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



### FRAGRANCES FOR COSMETICS

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

### FRAGRANCES FOR GENERAL CLEANERS

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

### FRAGRANCES FOR OTHER PRODUCTS

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



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# Beauty Spy

## Grooming Secrets

When it comes to personal grooming, for some reason men have always been left by the wayside. But now the times are changing and there's a growing number of men who care about their looks.



1



**1. REBUL Sport EDT.** The top notes of this refreshing 2008 Cosmetology Success Award-winning perfume are grapefruit, green mandarin and bergamot. [Rebulwww.rebul.com](http://Rebulwww.rebul.com)

**2. MAXOR Shaving foam.** Softens with vitamins and perfumes. [Gatawww.gatakimya.com](http://Gatawww.gatakimya.com)

**3. SESU Depilatory cream.** Easy-to-use with the special spatula and the cream's anti-allergens. [Kopaswww.kopas.com.tr](http://Kopaswww.kopas.com.tr)

**4. TREASURE Eau de Parfume.** Helps you start the day with its refreshing aroma. [Atakwww.atakfarma.com](http://Atakwww.atakfarma.com)

**5. DOAL&DOAL Foot-care cream.** Prevents bad odors, itching, rashes and heel cracks. [Yasarlarwww.yasarlar.com.tr](http://Yasarlarwww.yasarlar.com.tr)

**6. MAXXEL Hand&foot peeling.** Contains herbal extracts, natural oils and dead minerals and salts. [Kozmopluswww.cosmoplus.com.tr](http://Kozmopluswww.cosmoplus.com.tr)

**7. TANGO Moonlight Deodorant.** Provides vitality and freshness with its day-long effectiveness and modern perfume. [Kozmowww.kozmokimya.com](http://Kozmowww.kozmokimya.com)

**8. ESTERA Cool Feshmen body spray.** The refreshing effect of Estera Body Spray lasts all day long. [S.C.KZetawww.zetacompany.com](http://S.C.KZetawww.zetacompany.com)

**9. SEOXIN Shampoo anti dandruff and hair-loss.** A special nutrient formula for dry, brittle, weak, damaged and thinning hair. [Ariwww.arikimyananayi.com](http://Ariwww.arikimyananayi.com)

**10. IMAJ Shaving foam for sensitive skin.** Moisturizes the skin with the vitamin E and Allantoin in its special formula. [Ukipwww.ukipcosmetic.com](http://Ukipwww.ukipcosmetic.com)

**11. STYLE EXECUTIVE LOUNGE Sports deodorant.** Deodorant fit for both sports and daily use. [Atakwww.atakfarma.com](http://Atakwww.atakfarma.com)

**12. KLIVYA Moisturizing shaving cream.** A classic shaving cream that keeps the skin fresh and soft all day long with its moisturizing effect. [Ariwww.arikimyananayi.com](http://Ariwww.arikimyananayi.com)

**13. ENERGY Citrus aftershave.** Enables the skin to breathe and prevents skin damage thanks to its citrus base. [Dalizewww.dalize.net](http://Dalizewww.dalize.net)

**14. TITIZ Cool aftershave.** Its permanent fragrance and effectiveness lasts all day. [Titizwww.titiz.com.tr](http://Titizwww.titiz.com.tr)

**15. ANTIA Shave foam.** Provides daily skin care and makes shaving a breeze. [OkyanusKimyawww.okyanuskimya.com.tr](http://OkyanusKimyawww.okyanuskimya.com.tr)

**16. LAPITAK Foot care cream.** Lapatik, with its long-lasting moisturizing effect, softens the skin and offers the care you need. [Tutkuwww.lapitak.com](http://Tutkuwww.lapitak.com)

**17. FONEX Shower gel.** With its menthol and lemon base, it cleanses and freshens the skin. [Itimatwww.fonex.com.tr](http://Itimatwww.fonex.com.tr)

**18. SNOB BLACK Perfumed deodorant.** Prevent perspiration with its 24-hour active formula. [Pinkarwww.pinkar.com](http://Pinkarwww.pinkar.com)

**19. KAYLA Hair serum.** With its special silicon content, it mends split ends and repairs weak hair. [Kaylawww.kayla.com.tr](http://Kaylawww.kayla.com.tr)

**20. IMAJ Fix&Shine hair wax.** Offers a silky glow thanks to its non-alcoholic formula. [Ukipwww.ukipcosmetic.com](http://Ukipwww.ukipcosmetic.com)

**21. Q-XTRA Shaving foam.** Formulated especially to ensure a perfect and smooth shave. [Creawww.creakozmetik.com](http://Creawww.creakozmetik.com)



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Scope

FOR MEN

Left under the shadow of power and success, "grooming" for men, emerges as a trend once again in the 21st century. Here's a look at male grooming from the past till now...

Words: Aydan Sümercan

ONLY





ECI shaving foam, after shave balsam, perfume, deodorant. Sora Cosmetics; [www.ecimen.com](http://www.ecimen.com)

For the men of the past century, social life, power and success came first. And they reflected this aspiration on their outlooks as well. However, at the beginning of the 21st century, they began to take a more detailed look at themselves. That's how the well groomed male type simply defined as the metrosexual man emerged. With the cosmetics sector making move after move to appeal to male customers, this definition ceased to maintain its relevance upon the emergence of the concept of well groomed men, which in turn led male grooming into a central role in the global cosmetics agenda.

### Men emerged on to the stage of history well groomed

Way before modern cosmetics appeared; people applied various types of grooming methods without the need to define what a "well groomed man/woman" is. Even today, in primitive communities, there seem to be no difference with regards to male and female grooming in terms of the use of colour, with the manner of decoration making all the difference. This might be a contemporary demonstration of the ancient concept of decoration. When we look at the tomb decorations of Ancient Egypt, we see no difference between the men and women in terms of make up. It seems that during this period, not only colour but blush and creams were also widely used. In fact the clergy were specialized in preparing the blushes and creams, which was regarded as their privilege both aesthetically and symbolically. This means that skin care was not just confined to Nefertiti or Cleopatra. Men of high class did peeling and used creams and blushes as well. Eyeliner, on the other hand, appears as the oldest make-up product the Egyptians invented and used. Eyeliner was also used widely among the men and women of India, the Bedouins and the Arabs, both as a means of blocking sunlight and for decoration. Eyeliner and henna are still being used for the same reasons without any gender differentiation. Both of these products settled in the Mediterranean basin long after.





When we look at Europe we see the Romans who left a great impression in history with their baths. They actually used them like the way we use spa centers today. Roman men not only bathed in these facilities but also depilated, took steam baths, had sand cleansing, aromatherapy massages and applied various creams for personal care. Turkish baths can also be regarded as oriental spa centers. If we take a more detailed trip back in history we would come across many men who physically took care of themselves in various periods and geographies.

### Who is the “well groomed man” in the modern world?

Within the global perspective, there are two contemporary examples of well groomed men. The first one is the metrosexual man who took the first step towards grooming. He is a good consumer of cosmetics. He uses self bronzing products or frequents tanning salons. He is always shaved, with his body usually depilated of unwanted hair. He takes care of both his skin and his outlook. He admires himself and is always self confident. He exudes an emotional and romantic masculinity. That’s why he is mentally open to the idea of plastic surgery. The prime example of this species is David Beckham. The second type takes care of his outlook from head to toe but strictly maintains his masculine attitude. He doesn’t have the narcissistic character of the first type. He sports a stubble and stylishly messes up his hair. He has



1. Rosense cleansing milk and foam. Gülbirlik; [www.rosense.com](http://www.rosense.com)
2. Qspa exotic shampoo & hair conditioner. Kozmi; [www.kozmi.com.tr](http://www.kozmi.com.tr)
3. Arko after shave cologne. Eyyap; [www.eyyap.com.tr](http://www.eyyap.com.tr)
4. Katre anti-dandruff oil. Katre; [www.katrenatural.com](http://www.katrenatural.com)
5. Fresh&Dry sweat absorbent pads. Kardeşler; [www.freshnsoft.com](http://www.freshnsoft.com)

a masculine and perfect wardrobe, the prime example being George Clooney. The well groomed male of today is a “fit man” who is into sports, who frequently goes to the gym and is always dynamic.

### Varying tastes

Their skins, their attitudes and the perception of beauty are all different. Since what they understand of grooming will change depending on their geographical location, the applications and cares provided will also be different! Yes gentlemen, we know that you think those wrinkles lend you a special charm. However the burning of your skin after shaving and the increasingly noticeable bags under your eyes are beginning to get on your nerves. In the bathroom you only and occasionally use the eye care product of the women in your life and suit yourself just to aftershave and deodorants. You actually don't like these soft and sweet smelling products which appear in fancy packaging. You only like those which are fresh and fluid. Today men cannot resist the temptation to check what's going on in the men's sections of cosmetics stores. Besides, it's the men themselves who choose and buy the products, not someone else on their behalf. And they not only frequent gyms but they also visit institutes from time to time. It's well known that male skin is quite different than the female skin. The only advantages of the male skin are its thickness and durability due to its hormonal structure. However the wear and tear of time eventually affects the male skin, making it thinner and more sensitive. Another advantage of the male skin is the daily shaving process. This has as a regular peeling effect. In their world, everything that catches our eyes on the winding road from the ritual of shaving leading to general hygiene is sharper and much more masculine! That's why their cosmetics products have to be different than those of women. They prefer lotions that refresh their skin, light products that have a gel-like consistency and scents which are essentially spicy and woody, underlining their masculinity. While challenging the effects of time, they also wish to have grooming applications of their own. They protect the area around their eyes in order to maintain a better look, they protect their bodies in order to keep a perfect posture and they protect their hair in order to provide a shiny and healthy look. However they don't want to spend as much time as women do while doing all this. They never understand why women spend so much time in order to achieve beauty and youth. The process shouldn't take time and the result should appear immediately.

### For men only

There are two aspects of the face that the men attribute importance to: the hair and the beard. Whether they shave or not, it is known that throughout history, they altered their images by sculpting their beards in various shapes. In the old times they used razors, followed by razor blades and then electric shaving machines, which all gradually eased the shaving process. However men needed to prepare the skin for shaving with foams, which in effect, is a kind of skin care procedure. The fast and practical use of electrical shaving



1. **Kreasyon 2010** natural spray for men. Fon; [www.fonkozmetik.com](http://www.fonkozmetik.com)
2. **Restorex** anti-hairloss & anti-dandruff shampoo. Dr.Medica; [www.restorex.com.tr](http://www.restorex.com.tr)
3. **VenusLine** neck scruff brush. Elit; [www.elitvenusline.com](http://www.elitvenusline.com)

George Clooney takes care of his outlook from head to toe but strictly maintains his masculine attitude.



Scope



Male skin requires care procedures formulated for oily skin due to its aforementioned qualities.



1



2



3



4

1. **Biomeen** hair and skin care products.  
[www.biomeen.com](http://www.biomeen.com)
2. **Arko Speed** after shave lotion. Evyap;  
[www.evyap.com.tr](http://www.evyap.com.tr)
3. **Arko** shaving gel. Evyap;  
[www.evyap.com.tr](http://www.evyap.com.tr)
4. **Privacy Let's Party** eau de toilette for man. Aromel;  
[www.aromel.com](http://www.aromel.com)

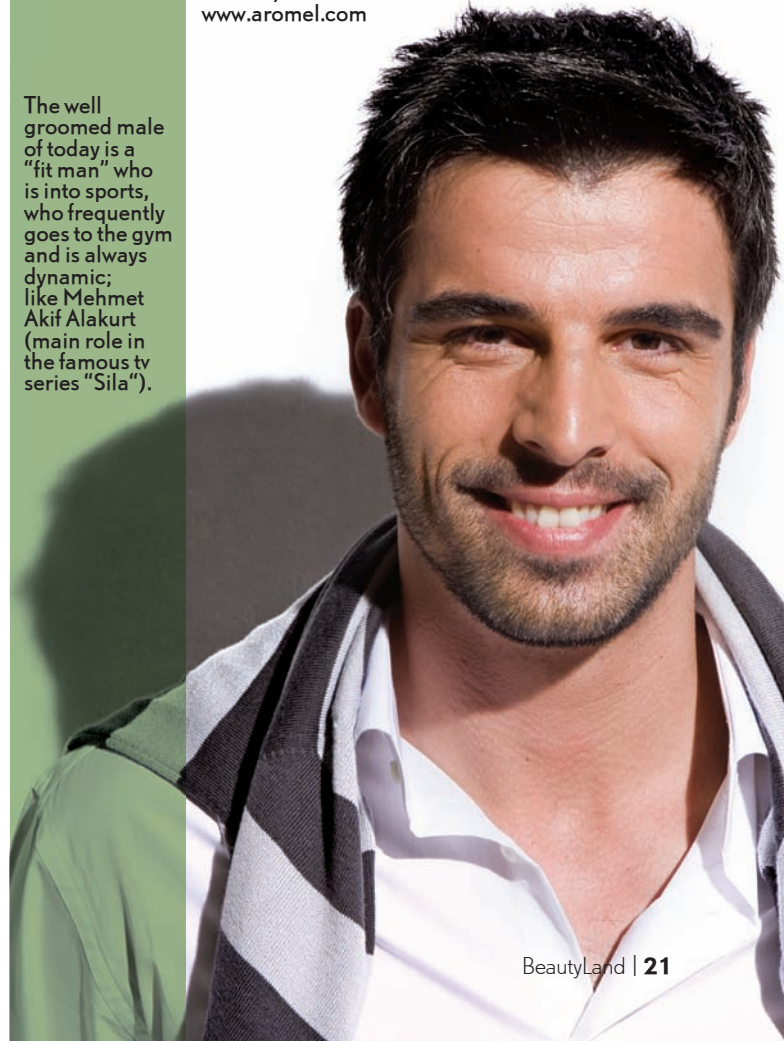
machines, on the other hand, dictated certain cosmetic products. In order to prevent the drying of the skin due to the use of the machine, to soften the hair prior to shaving and to relax the stressed out skin, various pre and post shave creams and lotions were produced.

Today many men continue to use traditional shaving tools. This in turn, brought along the emergence of easy-to-use, multi-bladed razors and shaving machines that provide the desired result, along with a series of caring products. Cosmetic shampoos and deodorants have been in men's lives for quite a long time. They may not embody the patience required for skin care procedures but as far as hair care is concerned, they all become seriously involved. They apply anti hair loss and anti dandruff products. They widely use hair styling products as well.

### Institutes

Thicker skin means oilier skin. A thick and oily skin is prone to black spots and blemishes. A skin that is pale and tired looking, with its pores blocked up with black heads is naturally an unhealthy looking and problematic skin. However the skin may also be very thin, sensitive and prone to rashes, which requires care procedures specially designed for sensitive skin. Male skin requires care procedures formulated for oily skin due to its aforementioned qualities. It requires a professional care which balances the oiliness of the skin, gets rid of the blemishes and stops them from reoccurring, and giving the skin a clean and healthy look. If the skin is sensitive and thin, then professional therapies which strengthen the immunity of the skin, which regulate circulation and cure rashes should be applied. Not only men's skins but also their backs should also be taken care of. The skin on the back, which is usually oilier, is prone to black heads and blemishes. The therapies formulated specially for the back cleanses and rids the skin of the black heads and provides a smooth and healthy look. Hair loss is a major problem for men. It's almost impossible to forestall genetically induced hair loss. However it's possible to delay hair loss with mesotherapy or cure baldness through the transplantation of hairs picked from the back of the neck. These are most common aesthetic procedures that men engage in. The most common procedures for men at beauty institutes are the removal of hair on the chest and back areas and laser depilation. To get rid of their wrinkles men prefer botox rather than plastic surgery. Their impatient nature and their concerns towards masculinity make them less enthusiastic about anti aging procedures compared to women.

The well groomed male of today is a "fit man" who is into sports, who frequently goes to the gym and is always dynamic; like Mehmet Akif Alakurt (main role in the famous tv series "Sıla").



# Beauty Spy

## Spa in Turkish

That most popular Turkish pastime - the Hamam /Turkish Bath - merges with the new spa trend.





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1. **REBUL Lavender Spa Series.** Candles, shower gel, EDT, cologne, soap and massage oil with lavender aroma. *Rebul* [www.rebul.com](http://www.rebul.com)
2. **MACHRIQUE Pleasure and Eden soaps.** Pleasure soap is made with olive and orange oil, while Eden soap has olive and rose oil. *Machrique* [www.machrique.com](http://www.machrique.com)
3. **EGERIA Sulfur, Ivy & Cinnamon soaps.** When used consistently, these soaps reduce cellulite and acne and soften the hair and skin. *Tim* [www.timkozmetik.com](http://www.timkozmetik.com)
4. **MACHRIQUE Anatolian Alum deodorant & black soft mitt.** Alum deodorant disinfects your skin after a bath and narrows the small veins in your skin, giving off a pleasant fragrance overall. *Machrique* [www.machrique.com](http://www.machrique.com)
5. **CHAKRA Hemp and natural olive oil soaps.** *Chakra* [www.chakra.com.tr](http://www.chakra.com.tr)
6. **DEX Beauty soap.** It nourishes the skin with its special formula and soft texture. *Tat Kimya* [www.tatkimya.com](http://www.tatkimya.com)
7. **ROSENSE.** While the Rehydrating Mask, enriched with rose extract and vitamins provides the skin with instant deep hydration; the Exfoliating Scrub helps open up pores to remove the healthy glowing skin beneath. *Rosense* [www.rosense.com](http://www.rosense.com)
8. **ROEN Spa&Natural Care soap.** Hand-produced chamomile soap. *Roen* [www.roen.com.tr](http://www.roen.com.tr)
9. **SALOON Turkish Bath shower gel.** Olive oil Turkish Bath shower gel provides a gentle cleansing with its special formula. *Tibet* [www.tibet.com.tr](http://www.tibet.com.tr)
10. **TA-ZE Ayyalik soap.** Olive oil soap with olive leaves. *Tariş* [www.ta-ze.com.tr](http://www.ta-ze.com.tr)
11. **CHAKRA Earth-coloured loincloth.** *Chakra* [www.chakra.com.tr](http://www.chakra.com.tr)
12. **KATRE Bath salt.** Soothes your skin and mind when cleaning. *Katre* [www.katrenatural.com](http://www.katrenatural.com)
13. **OMER Pure olive oil soaps.** Ideal for both hair and body cleansing. *Omersoap* [www.omersoap.com](http://www.omersoap.com)
14. **KONTES Piccolo & Sunshine Chocolate Bio Masks.** Herbal masks for weekly use. *Kozaş* [www.kontes.com.tr](http://www.kontes.com.tr)
15. **MACHRIQUE Hair care clay & Ottoman hamam bowl.** Rose oil nourishes your scalp and gives your hair both radiance and a healthy appearance. *Machrique* [www.machrique.com](http://www.machrique.com)
16. **EGERIA Olive oil soap.** Due to its special shape it improves blood circulation while massaging the body. *Tim* [www.timkozmetik.com](http://www.timkozmetik.com)
17. **GULIZ Hand-made laurel soap.** Good for eczema, hair loss and dandruff, giving the hair a natural vitality. *Güliz Defne Sabunları* [www.gulizsabunlari.com.tr](http://www.gulizsabunlari.com.tr)
18. **FONEX Spa shower gel.** With sea salt and sea weed. *ltimeat* [www.fonex.com.tr](http://www.fonex.com.tr)
19. **EGERIA Bath salt.** Bath salts with orange essence and sea minerals. *Tim* [www.timkozmetik.com](http://www.timkozmetik.com)
20. **MACHRIQUE Hamam towel.** *Machrique* [www.machrique.com](http://www.machrique.com)

# Beauty Spy

## Clean-up

A healthy skin is the primary component of a longer lasting make-up. So is the product you use for cleansing.

PHOTOS: METİN BAKIRKAYA  
WORDS: ZEYNEP MERVE KAYA

**LANA Make-up remover wipes.** Removes eye make-up and waterproof mascara. *Global Horizon* [www.globhorizon.com](http://www.globhorizon.com)

**HOPS Make-up remover wipes.** Removes face and eye make-up in a single step, moisturizes and nourishes your skin. *Sapro* [www.sapro.com.tr](http://www.sapro.com.tr)

**KONTES Vaseline lotion.** Nourishes dry skin in need of moisture. *Kozaş* [www.kontes.com.tr](http://www.kontes.com.tr)

**ACNEVIT Anti-Acne face wash.** Keeps the oil and moisture balance of the skin while avoiding irritation in order to maintain a healthy and smooth skin development. *DrMedica* [www.acnevit.com.tr](http://www.acnevit.com.tr)

**AKITA Rose face wash.** A mild, non-sensitizing, low-foaming facial wash that easily removes dirt, grime and pollution. *Akita* [www.akitacosmetics.com](http://www.akitacosmetics.com)

**UNI Eye disc.** These nourishing and protecting, moisturized cotton discs cleanses intense eye make-up without irritating the skin. *Ataman* [www.uni.com.tr](http://www.uni.com.tr)

**UNI Make-up remover&face pad.** These super soft, dual pads exfoliate and scrub gently. *Ataman* [www.uni.com.tr](http://www.uni.com.tr)

**RAPIDAN Make-up cleansing lotion.** With olive leaf and grape seed extract. *Şahkale* [www.sahkale.com](http://www.sahkale.com)

**FRESHMAKER Make-up wipes.** Cleansing wipes with Vitamin E for face and eye make-up removal. *Fulya* [www.fulyakozmetik.com.tr](http://www.fulyakozmetik.com.tr)

**POZZZ Make-up cleansing lotion.** Cleansing lotion for the face and eyes with olive leaf, grape seed and other natural extracts. *Şahkale* [www.sahkale.com](http://www.sahkale.com)

**FARMASI Face scrub.** Nourishes the skin with Vitamin E and glycerin while moisturizing the face and the eye area. *Farmasi* [www.farmasi.com.tr](http://www.farmasi.com.tr)



## TUBA

## BÜYÜKÜSTÜN

“Beauty is about the way a person exists”

Without a doubt, Tuba Büyüküstün is one of the most beautiful women in Turkey. When the local projects she took part in topped the ratings lists in the Middle East, the number of Tuba Büyüküstün fans increased accordingly.

Interview: Buket Baydar Photos: Anza Fotograf / Bahadır Tannöver Styling: Gökhan Zincir

**W**hen you list all the qualities that are required to make someone a good actress, I can easily say that they all spell out the name of Tuba Büyüküstün. To elaborate, we can unfold the

sentences as such: the TV series she takes part in are long-running; and although she portrays dominant characters, she quickly gets into the role and when the project is finalized she can easily get out of it and focus on the next one.

The TV series “Çemberimde Gül Oya” remains on the initial steps of her career as an actress but it still is fresh in everyone’s minds. In summary, we definitely will be hearing Büyüküstün’s name more frequently in the future. Taking time off her busy schedule, Tuba Büyüküstün talked to us about everything, from her profession to art, fashion and beauty.

**Are there any questions previously unasked in the interviews that you would have liked to be asked?**

Of course! My profession deserves questions of great profundity.

**Well, have there been any questions that made you think “what kind of a question is this”?**

Yes, of course...

**Your fame has now crossed the borders of Turkey. Have you ever wondered when all this did happen? As far as I know, you’re a graduate of the Faculty of Fine Arts at the Mimar Sinan University. Do you ever think of going back into the world of arts and get yourself involved?**

The period in between school and work can sometimes seem very short or quite long. I started acting at the end of 2004.

When I look back, 6 years seems quite a short period of time for all this to happen. I can say I'm always in the world of art.

**Can you observe a difference between the television audience in the countries of the Middle East and the audience over here? As an outsider I feel there's more unconditioned admiration over there, whereas over here it seems like the admiration comes hand in hand with criticism.**

I never thought of it that way. However I can say that your observation is true. If they admire you in the Middle East it seems like they unconditionally let themselves get carried by your wind. On the other hand in Turkey, although criticism is deeply embedded in our lives, I'm surprised to see people of various ages who unconditionally admire me and follow my work.

**"Gönülçelen" seems like it will be a long running project as well.**

Above all, for me "Gönülçelen" is a very special project. In terms of acting, I embarked upon a brand new journey with "Gönülçelen". The feedback I get regarding my decision to portray such a character really makes me happy.

**What do you think of prejudice?**

I see prejudice as a poisonous way of thinking for all humans.

**Do you have a hero, from books or movies?**

I never had a single hero. I declared a character from all the films I saw and all the books I read as a hero and put myself in their shoes, which eventually turned me into the hero.

**The cameras pointed at you outside the film sets; where would you rather have them pointed at?**

The cameras should be pointed at me regarding just my work.

**What is your biggest fear?**

To come across a shark in the middle of the sea.

**How does living in Istanbul affect you? What do you see when you look at it?**

Istanbul is a highly populated city. You come across myriads of images at one place in any given moment. And you choose to see

whatever it is that you want to see on that particular day.

**What places do you usually go to?**

To be honest, I don't spend much time out.

**Are you able to enjoy Istanbul to the full? Can you walk about comfortably?**

Yes, I get to enjoy Istanbul to the full. I try my best not to eliminate from my life, the cities that I enjoy the most. Consequently, I'm doing whatever I've been doing for the past 5-6 years.

**How do you define beauty?**

I believe beauty is about the way a person exists. A beautiful person is the one who knows himself and who is capable of carrying all the negative and positive aspects.

**You have a natural look. What are your indispensable cosmetic products?**

None of my make-up products are indispensable. What's important for me is the facial cleansing I do every morning and evening.

Facial cleansing is the must of skin care for Tuba Büyüküstün.





## MURAT YILDIRIM

“Fame is an  
Obstacle”

Murat Yıldırım... Describing him as ‘humble yet successful, good looking yet sensible’ would not be too much of an exaggeration. Yet, he has such a natural and humble attitude that it’s impossible not to be surprised.

**A**s if he’s not the one who fixes millions of eyes to the TV screen with each series he takes part in, he greets everyone with an enviable warmth and sincerity. After graduating from the Mechanical Engineering department of the Yıldız Technical University, Yıldırım opted to engage himself in acting, and his successful acting career is ever so consistent probably due to this strong background of his. Following his roles in Immortal Love (Ölümsüz Aşk), All My Children (Bütün Çocuklarım) and Big Deceit (Büyük Yalan), his character “Demir” in the new series “Rebel (Asi)” had this young actor gain even more fans. Here we are to get to know him better. The young and handsome actor Murat Yıldırım sincerely answered all our questions.

**Originally you’re a mechanical engineer but you also act. How did your career path lead to television? Have you always been dreaming about becoming a famous actor?**

For a brief period during primary school my father was also my teacher. He used to write plays and have children stage them. However he never gave me any role as I was very little.

He once did though; I was inside a horse costume, at the back, and it was really hot. I could say that this is the initial stage of my career. I came to Istanbul to study mechanical engineering. But after watching the performances of the drama club at the school, I decided to join them. I took my first acting lessons with them. As a kid I used to dream about becoming a rock star. After taking a bath I used to gaze at my shadow with a hairbrush in my hand and imagine I was singing in front of thousands of people. Then I would realize that I was naked and quickly run off to my bedroom. If these imaginary concerts weren’t interrupted as such, I might have been singing in huge venues right now.

**Were you ever thinking about television in those days?**

I came to Istanbul to become an engineer but one part of mine always wanted to do something else. This could have been theatre, a one man show. I was into music back then. Then I joined the drama club at school and began acting. I used to have some friends who were taking part in TV projects so I joined them for a few times. I met some people and had them watch me act in plays. They called me up and

eventually I was on TV. I was never really interested in TV that much. I mean, theatre was much more important for me. But having been presented with the opportunity, I guess I couldn't say no to anything I thought would lead to a positive outcome. That's how my TV career started.

**You've taken part in many successful productions in your home country – Turkey. Immortal Love, All My Children, Big Deceit, Tempest (Fırtına) and Rebel... Which one of these appealed to you the most?**

They were all good but Tempest is probably most special one. That was the project which brought me and my spouse Burçin together, we were acting together. Those were wonderful days for me. I can say that I owe my current happiness to Tempest.

**What made you accept the offer for Rebel?**

Rebel has a really good storyline. Even while I was reading the script I started shaping my character in my mind and that got me quite excited about the project. My first concern while choosing a role is the plot. Acting requires a well conceived narrative; the story you're going to tell has to be good. Actually I'm interested in all the roles that I haven't played yet. I just think I don't want to be in a romantic role after this project. I would like to do something different.

**Rebel became a project that took you to far off lands. With this series you reached the East. How does it feel to be appreciated as an actor not only in Turkey but also in other countries?**

It probably would make me realize how small the world is. I just want to be a good actor. This is one of the most tiring aspects of my job. While you're behaving like an actor, people expect you to behave like a star, and that's when the conflict is born. I can say that fame is an obstacle for me but if my acting becomes the subject matter, then that would make me happy. Rebel became a well received and much loved series in the Middle East, Romania and Bulgaria. I will be taking part in various events in the Middle East in the near future. Actually this will be first time I'll experience such a feeling, I'm quite curious myself.

**Where would you like to be in 10 years time?**

I have never been a planned person. I

Although Murat Yıldırım doesn't like spending too much time in front of the mirror, he likes using moisturizer.



may be clever but not smart. I usually manage to resolve a situation I'm faced with. Now acting has become my profession. That's how I earn my living, although it used to be a mere hobby. I used to take great pleasure in acting on stage but now it has become more of a profession. The reason why I'm thinking like this is my busy TV schedule... I can't find time to do theatre but I wouldn't like this to be taken the wrong way. It's just that acting in a TV series and trying to do theater at the same time is really hard in Turkey.

**How about cinema? Is Hollywood a part of your dreams?**

In Turkey, doing cinema is more fun. When you're acting in a TV series you feel like you're working in a fast food restaurant. You have to rush a 90 minute episode each week. You can't take time off for yourself. Sometimes you can't even find time to rehearse. Such conditions reveal the difference between the quality of your acting in cinema and TV. Of course I couldn't imagine myself to be where I am now 10 years ago. I couldn't even have guessed it. The possibility of such a similar and radical situation to evolve excites me but that's all. I really do not know what is to come. Being in Hollywood has never been a dream of mine. I think putting a world class performance as a professional in your own country is much easier than trying to establish yourself over there.

# TrendSetter

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## EVERY GIRL NEEDS SOME TOYS...

Take a look at which products you will be using this summer...



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PHOTOS: METİN BAKIRKAYA  
STYLING: ECE ÇAĞLAR  
STYLING ASSISTANT: ZEYNEP MERVE KAYA

1. Bath towel by **Machrique** [machrique.com](http://machrique.com)  
2. Shower gel by **Sen** [sencosmetics.com](http://sencosmetics.com)  
3. Scented comb by **Banat** [banat.com](http://banat.com)  
4-5. Shampoos by **Farmasi** [farmasi.com.tr](http://farmasi.com.tr)  
6. Beauty splash by **Farmasi** [farmasi.com.tr](http://farmasi.com.tr)  
7. Herbal soap by **Katre** [katrenatural.com](http://katrenatural.com)  
8. Anatolian alum stone&deodorant by **Machrique** [machrique.com](http://machrique.com)



1. Multicolor shimmer eye shadow by **Golden Rose** [goldenrose.com.tr](http://goldenrose.com.tr)
2. Diamond eye shadow by **First Time** [er-man.com](http://er-man.com)
3. Sparkle eyeliner by **Golden Rose** [goldenrose.com.tr](http://goldenrose.com.tr)
4. Supershine lip gloss by **Flormar** [flormar.com](http://flormar.com)
5. Terra cotta blush by **First Time** [er-man.com](http://er-man.com)
6. Triple eyeshadow by **Alix Avien** [kopas.com](http://kopas.com)
7. Powder eyeshadow by **Shivajy** [shadiacosmetics.com](http://shadiacosmetics.com)
8. Shimmer eye powder by **Kajal** [kajal.com.tr](http://kajal.com.tr)
9. Shine eyeshadow by **Rapsodi** [rapsodicosmetics.com](http://rapsodicosmetics.com)



**T**OUT ce petit clapotis n'a pas d'importance ? C'est la liste que d'une voix cassée par le jetlag, le président de la République, qui était secouru la semaine dernière victime d'une « ignominieuse » chute d'une espèce de complicité organisée avec des mouvements financiers, utilisé pour qualifier aujourd'hui l'affaire des rumeurs infondées sur sa vie privée. Il mobilise les services secrets, sème la panique à l'Elysée et à l'IMP, tempête massive, association et protagonisme la direction d'une ancienne ministre. Il annonce au magazine le lendemain dans, sensiblement calmé, répondre l'incident et jure qu'il n'y a eu aucune enquête ni chef de service ni même moment le chef des services de renseignement recevait le contact. Ce qui donne l'impression d'un régime où l'on se soupçonne de se faire écouter mais où l'on ne s'entend pas. Il se fait sans doute de plusieurs accusés d'abus de la fonction présidentielle, dont il a tant de mal à endosser les habits. Et Sarkozy nous dit tout cela n'est rien qu'un petit clapetage.

Tous ceux qui s'étonnent de ces contradictions sont peut-être en retard sur ce qui se passe.

Le 11 avril, un nom a été donné à la porte de la commission. Elle a représenté tous les jours. Elle ne s'est pas plus à la suspension de l'investigation, mais réclame qu'elle soit bouclée avant le 30 octobre. Carlos refuse de calendrier.

**Le vent du boulet après la tempête**

**L** E 12 AVRIL, Sarkozy a soufflé dans les brèches de l'IMP pour mettre un terme à la cacophonie ministérielle dans la gestion de l'après-Xynthia. Il a demandé au Premier ministre de réviser dès le lendemain les ministères concernés.

Dans le culot, en particulier, le secrétaire d'Etat aux Transports, Dominique Bussereau, Lequel, après l'annonce de la destruction de 1 510 maisons construites en zone classée désormais « noire », n'a cessé de dénigrer le résultat comparé à ce qui se passait en France. Le 12 avril, en tant que président du conseil général de Charantes-Maritimes, il a fait adopter une motion légèrement insolente réclamant à Sarkozy « une estimation des moyens pouvant être affectés à la protection des habitants ».

Bussereau s'était pourtant invité, le 11 avril, à une dernière réunion de Charantes-Maritimes à Matignon au cours de laquelle il n'avait pas contesté le « usage ».

Mais, comme dirait Cocteau, le vent d'Est qui est pas celui d'aujourd'hui...

**Le COR fait un couac**

Ce précédent fâcheux, outre-bleu, n'a pas découragé Raphaël Hadas-Lebel, président du Conseil d'orientation du retraitaire COR. Le « labo » gouvernemental. Le 20 mars, se sont réunis le directeur du CNFF (ancêtre de Medef) annoncé qu'il allait maintenir le moins les propositions de sa copie Laurents. Mais deux jours plus tard, Hadas-Lebel a dit mettre une semaine à l'avis fait chauffer par l'Elysée. Après ce couac, l'alignement sur le modèle allemand ne figure plus dans le rapport du COR.

En réalité, nous parons l'âge légal de la retraite ne correspond à l'âge réel de départ. Dans notre belle France, l'âge moyen de liquidation des pensions est aujourd'hui de 61,5 ans pour un âge légal de 60 ans. L'ensemble allemand, la encore, fait réfléchir le Chahrouh. En 2007, Angela Merkel a porté son âge légal à 67 ans. Un record. Moyennant quoi, dans ce pays adoraient pour son âge de la discipline, l'âge moyen de départ se traîne aussi à 61,5 ans.

Du coup, est-il nécessaire et urgent de changer le modèle français ? Bernard Drey (FO) trouve que cette marche forcée devant aller jusqu'à 67 ans. Les 5 millions de retraités allemands ne vivent pas de la même façon que les français. C'est sous la pression de...

## Le fonds d'indemnisation des sinistrés de Xynthia est à zéro

**L**e tempête Xynthia du 28 février n'en finit pas de faire des ravages. Après les 53 morts, 1 510 maisons doivent donc être détruites, dont 911 en Vendée et 599 en Poitou-Charentes.

Marceline Le 9 avril est en France 2, le secrétaire d'Etat au Logement, Benoît Apparu, a tenté de rassurer les habitants propriétaires. « Que ce soient les assurances ou le Fonds Xynthia, je suis prêt en charge l'ensemble du terrain, le foncier et un indemniser les gens sur la durée de la maison, c'est la règle. » Il estime, à la bouche, que chaque foyer recevra 250 000 euros en moyenne. Soient un milliard en 2009, les dépenses effectuées sur le fonds sont restées inférieures à ses recettes, permettant ainsi la constitution d'une réserve importante (118 millions à la fin de 2009).

Mais, ensuite, cette « cognitive Xynthia » a été utilisée « en substitution de crédits budgétaires ». Un mode de gestion totalement inadapté à la situation, dénoncent les enquêteurs. En clair, un véritable pillage. Pour tenter de renflouer le fonds, le taux de prêt sur le contrat d'assurance a été porté, en 2009, de 4 à 12 %. Ben en mal en, cela représente 150 millions de euros. Mais, malgré cela, le fonds Xynthia a touché le fond.

De quoi inquiéter les sinistrés. Une maquette d'entre eux a décidé d'entrer dans un long et coûteux bras de fer juridique pour contester la carte des zones à risques établie par l'Etat. D'autres, décidés à lever le camp, redoutent d'être spolies.

Tous vent devant attendre avant d'espérer toucher des indemnités.

Didier Houssox

**MANAGEMENT PLUS HUMAIN À FRANCE TÉLÉCOM**

Après le coup de Sarkozy, la Maison-Blanche a tenté de rassurer Sarkozy avec Sarkozy. Après une première réunion à Matignon le 11 avril, les ministères concernés se réunissent à Matignon le 12 avril, en tant que président du conseil général de Charantes-Maritimes, il a fait adopter une motion légèrement insolente réclamant à Sarkozy « une estimation des moyens pouvant être affectés à la protection des habitants ».

Bussereau s'était pourtant invité, le 11 avril, à une dernière réunion de Charantes-Maritimes à Matignon au cours de laquelle il n'avait pas contesté le « usage ».

Mais, comme dirait Cocteau, le vent d'Est qui est pas celui d'aujourd'hui...

**Encore des missiles US contre l'Airbus et le Rafale**

**Le groupe européen en demandant 90.** Raision invoquée par EADS : il lui faut du temps pour conclure un accord de partenariat avec la firme américaine Lockheed Martin afin de remplacer Northrop. Et aussi la volonté de rendre l'Airbus A330 conforme aux spécifications de l'OTAN. Lockheed Martin Norton Schwartz, patron de l'US Air Force.

Rien que de très normal dans cette note, selon la direction d'EADS. Pourtant, certains membres du cabinet de Louis Gallois, patron du groupe, citent un autre contrat de 14 Airbus. Prévoyant une réaction hostile de Washington, car ce bel avion contient certains composants électroniques américains. Sarkozy avait alors déclaré qu'il n'était en fait que de la diplomatie.

Redondance et effets de manches. Deux ans plus tard, cette vente de Airbus est toujours bloquée. Ça ça, le président américain, a demandé au président de l'Etat et de l'Etat.

En fait, les ministères concernés se réunissent à Matignon le 12 avril, en tant que président du conseil général de Charantes-Maritimes, il a fait adopter une motion légèrement insolente réclamant à Sarkozy « une estimation des moyens pouvant être affectés à la protection des habitants ».

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Mais, comme dirait Cocteau, le vent d'Est qui est pas celui d'aujourd'hui...

**BE MINE**

**DINNER AT 8**

**De l'oseille de Tebor.**

Après avoir occupé un poste de conseiller à la Direction du Tebor, on a des chances de se retrouver dans les mains de Jean-François Clément, 52 ans aux prunelles, après dix années à la Direction du Tebor.

Il a occupé un poste de conseiller à la Direction du Tebor, on a des chances de se retrouver dans les mains de Jean-François Clément, 52 ans aux prunelles, après dix années à la Direction du Tebor.

**En nous défait riches (fiscales)**

Le couple Sarkozy et la Maison-Blanche a tenté de rassurer Sarkozy avec Sarkozy. Après une première réunion à Matignon le 11 avril, les ministères concernés se réunissent à Matignon le 12 avril, en tant que président du conseil général de Charantes-Maritimes, il a fait adopter une motion légèrement insolente réclamant à Sarkozy « une estimation des moyens pouvant être affectés à la protection des habitants ».

Bussereau s'était pourtant invité, le 11 avril, à une dernière réunion de Charantes-Maritimes à Matignon au cours de laquelle il n'avait pas contesté le « usage ».

Mais, comme dirait Cocteau, le vent d'Est qui est pas celui d'aujourd'hui...

**Client syrien exclu**

Rien que de très normal dans cette note, selon la direction d'EADS. Pourtant, certains membres du cabinet de Louis Gallois, patron du groupe, citent un autre contrat de 14 Airbus. Prévoyant une réaction hostile de Washington, car ce bel avion contient certains composants électroniques américains. Sarkozy avait alors déclaré qu'il n'était en fait que de la diplomatie.

Redondance et effets de manches. Deux ans plus tard, cette vente de Airbus est toujours bloquée. Ça ça, le président américain, a demandé au président de l'Etat et de l'Etat.

En fait, les ministères concernés se réunissent à Matignon le 12 avril, en tant que président du conseil général de Charantes-Maritimes, il a fait adopter une motion légèrement insolente réclamant à Sarkozy « une estimation des moyens pouvant être affectés à la protection des habitants ».

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Mais, comme dirait Cocteau, le vent d'Est qui est pas celui d'aujourd'hui...

**Câins au Bré**

Ces bonnes manières de l'opposition, avant l'élection présidentielle, ont été saluées par l'opposition. Les chefs de l'armée de l'air français ont une fois de plus exprimé leur intérêt pour le Rafale. L'USAF pourrait aller plus loin en cause l'achat du Rafale. L'USAF pourrait aller plus loin en cause l'achat du Rafale. L'USAF pourrait aller plus loin en cause l'achat du Rafale.



1. Body lotion by Egeria [timkozmetik.com](http://timkozmetik.com)
2. Face, hand and body cream by Arko Nem [evyap.com.tr](http://evyap.com.tr)
3. Snail cream by Ixora [ixora.com.tr](http://ixora.com.tr)
4. Peel off mask by Farmasi [farmasi.com.tr](http://farmasi.com.tr)
- 5-6. Mango & Strawberry body scrub by KayLa Spa [kayla.com.tr](http://kayla.com.tr)





1. After sun shower gel by **Secure** [arikimyasaniyi.com](http://arikimyasaniyi.com)
2. Carrot oil by **Esse** [aronkozmetik.com.tr](http://aronkozmetik.com.tr)
3. Sun cream with cocoa extract by **Esse** [aronkozmetik.com.tr](http://aronkozmetik.com.tr)
4. Sun care oil spray by **Farmasi** [farmasi.com.tr](http://farmasi.com.tr)

1. Nail polish remover by **Global** [gul.com.tr](http://gul.com.tr)
2. Nail polish by **Isabelle Dupont** [gizcosmetics.com.tr](http://gizcosmetics.com.tr)
3. Nail polish by **Golden Rose** [goldenrose.com.tr](http://goldenrose.com.tr)
4. Nail polish by **Farmasi** [farmasi.com.tr](http://farmasi.com.tr)
5. Neon colors nail polish by **Flormar** [flormar.com](http://flormar.com)
6. Nail polish by **Morley** [shadiacosmetics.com](http://shadiacosmetics.com)
7. Nail file by **Fe** [atasgroup.com](http://atasgroup.com)
8. Nail polish by **Catherine Arley** [alfar.com.tr](http://alfar.com.tr)



# GALATA

## Istanbul's new design district

The once derelict and unknown streets of Galata which people were once afraid to walk through are now much livelier with design. The urban regeneration that's been taking place in the last few years have turned the streets surrounding the main square into brand new living spaces with numerous new boutiques and cafés.

Words: Zeynep Merve Kaya



Galata Tower  
(on the left).  
Bahar Korçan's  
2010  
Collection.

**L**ife in Galata continues in the area surrounding the Galata Tower, built by the Genoese in 1348. Galata is one of the most significant spots of Beyoğlu – the heart of Istanbul – and there are numerous views with regards to the source of its name. The Italians claim that the original name is Calata which refers to “an elevated area”, while the Greeks claim that the name comes from the word Galaktos, meaning “milk”. This has its roots in the fact that the location of the tower used to be a grazing ground for sheep.

The first inhabitants of Galata are the Galateans who are a branch of the Celts who are known to be residing here during the Hellenistic period. The Galateans camped here before moving on to Anatolia which was to become their motherland. Following the Galateans, the Greeks and the Genoese arrived in this area. As an aftermath of an invasion that took place around 1171, the Genoese population in the area was almost wiped out. The Galata Tower, destroyed by the attacks of the Byzantine Empire, was rebuilt by the Genoese. The land of the Genoese from 1273 to 1453, Pera – or Galata – was completely transformed with the arrival of the Ottomans. The streets and little squares around the Galata Tower were brought back to life. The Banking Street became the financial hotspot of the Ottomans. The current architectural style of the area began to emerge in these periods. The buildings which were used by the banks back in those days now accommodate the homes and offices of bohemian designers.

Galata is home to communities of various languages and



beliefs since the Ottoman times, and the republican period that followed. Muslims, Jews, Albanians, French, Turks and the Gypsies, all lived together peacefully in Galata. The streets of Galata which were handed over to electricians and plumbers throughout the last decade are now witnessing an immense transformation, putting on a brand new and modern outlook. There are even lively fashion events organized under the name of Galata Fashion Week.

## SHOPPING THERAPY

The sophisticated designers who are the new owners of Galata occupy the area around the Galata square and the two main streets that lead to it, namely Serdar-ı Ekrem and Camekan. The big guns of Serdar-ı Ekrem are the two famous fashion designers, Bahar Korçan and Simay Bülbül. **Bahar Korçan** ([www.baharkorcan.org](http://www.baharkorcan.org)) who turned an old timber warehouse with high ceilings into a design wonder, presents her unusual garment designs in an unusual store concept. You definitely should own a piece from her Istanbul and Galata themed collections. The **Simay Bülbül** boutique ([www.sim-ay.com](http://www.sim-ay.com)) at the end of the street is designed to function both as a shop and a gallery. The railing system on the ceiling enable the clothe hangers to be moved in all directions.

Galata is full of designers selling their own designs as well as other designers', such as **Ahmet Baytar**, the owner of **Paristexas** (tel; 0212 252 49 90 *Camekan Sokak no4*).

Baytar who sells elegant clothes he picks from abroad and the shoes collections he designs himself at Paristexas ([www.ahmetbaytar.com](http://www.ahmetbaytar.com)), also lends his collections to his friend's boutique **Adem&Havva** (tel; 0212 245 05 51). Right beside Adem&Havva is **Molly's Café** (tel; 0212 245 16 96) run by Molly, a Canadian who has been living in Turkey for many years now. It's ideal for a short break of delicious cupcakes and a hot cup of coffee. Continue shopping after the coffee break. The first stop for those who wish to buy some original souvenirs from Istanbul is **Lal Istanbul** ([www.lalistanbul.com](http://www.lalistanbul.com)). Drawing attention with its interesting window display, the highlights of Lal Istanbul are the Istanbul blues t-shirts depicting an Istanbul gentleman sporting a caftan and a fez, as well as the hats, jewelry and accessories. The favorites of the young customers are the belt buckles with the Anadol emblem (an old Turkish car brand). Another shop which provides a different approach to the fashion content is **Chippewa (No:2/C)**. Right at the opposite corner of Lal Istanbul is a shop completely dedicated to the bathing and hammam culture. **Lalay** ([www.lalay.com.tr](http://www.lalay.com.tr)) is a shop in which all hammam aficionados will lose track of time. It perfectly reflects the "bathing" culture both with its decoration and its product range. One of the walls is completely covered by hammam cloths known as "peştamal". Those who are interested in different peştamal and shawl designs should definitely visit **Glorius / Felt In Love** at the entrance of the street. Glorius (No:2-4) is essentially a tile and ceramics

shop but you may also find hand woven shawls and similar products. The shop right next to it used to be a carpet store but now functions as Felt In Love, the second Glorius store, dedicated to felt dolls and accessories. This little store is definitely the favorite of the kids. If we are to continue with places for the adults, the Laundromat on Galip Dede Street and Building which is on the street right next to it draw much interest with their different style. **Laundromat** ([www.laundromat-ist.com](http://www.laundromat-ist.com)) which functions as a shop-within-a-shop, presents products by various designer in separate rooms. **Building Food Lab&Apparel** ([www.building.com.tr](http://www.building.com.tr)) is both a clothes shop and a restaurant/café. As this place is essentially an “office of ideas” the menu includes recipes and cocktails which are the results of many experiments. The clothes boutique at the back presents new creations by various Turkish designers.

### MEMORIES OF GALATA

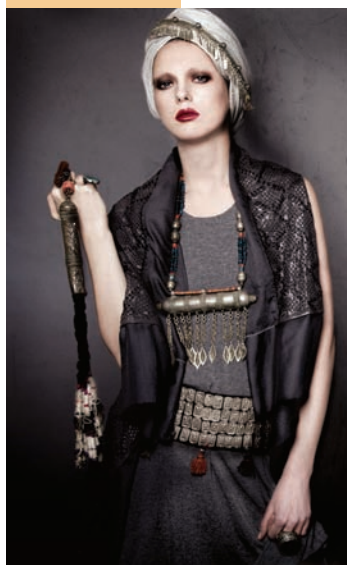
The most international boutique of Galata is **Eternal Child** ([www.eternal-child.com](http://www.eternal-child.com)) which sends its designs to the USA and Japan. The designers create wonders in their Galata office and open up to the global scene with their various knitwear and t-shirt designs. There’s a boutique which doesn’t send its products to the USA and Japan but instead gets them from these countries; La Mariquita. Working with around 15 designers, **La Mariquita** (*Galata Kulesi Street, No:3/B*) specializes on jewelry, accessories and bags, with some of its products imported. Another boutique which resembles La Mariquita is the ever so cute **Sodapop** ([sodapopbutik.com](http://sodapopbutik.com)). Its highlights are the bags and wallets designed by Blisskiss, Kiki Design and Ayşe Deniz. If you’re done with contemporary design then head directly to Ahu Yağtu’s second hand boutique **Second Chance** ([www.secondchanceist.com](http://www.secondchanceist.com)). Here, a portion of your purchase will be donated to ANAÇEV (Anatolian Modern Education Foundation).

There are a couple of more places you should visit before you wrap your day out in Galata, which is not only inhabited by clothes, jewelry and shoes designers. We mentioned the arrival of bohemian designers earlier. Architects and industrial designers also move their offices to Galata, such as **Studio Nommo** ([www.studionommo.com](http://www.studionommo.com)) and **Mavra** (*Serdar-ı Ekrem Street, No.31*). Studio Nommo is a design office working with local and international designers, producing customized wall stickers and papers. Mavra, on the other hand is owned by artist Yonca Akçay who used it both as a workshop and a café. Now it serves only as a café and she moved her workshop Doğan Residence. Akçay who designs wall panels and tiles, also does private tutoring. Mavra Café has her own design objects and other designers’ products.

When you reach the end of the trip to Galata and wish to take home a unique and lasting souvenir then head to **Giyçek Nostalgic Photo Studio**. Situated in one of Galata’s most famous buildings, the Doğan Residence, Giyçek provides its customers with a 35-piece Ottoman Collection which enables them to turn into a sultan, a concubine or a courtly lady in just 30 minutes.



(From the top)  
Adem&Havva  
Felt in Love  
Bahar Korçan  
La Marquita  
Simay Bülbül



## FRESH CLEAN IDEAS

Banat's motto is "Fresh-clean ideas embracing life". We talk to the Foreign Trade Director of Banat, Erdem Abaloğlu, as we discuss the new goals of Turkey's first toothbrush producer.

Interview: Duygu Ersoy  
Photos: Tuna Yılmaz



### **C**an you tell us about Banat?

Banat was founded in 1947. It's Turkey's first toothbrush producer and one of our national brands. The reason it's been around for 63 years is that its mission has been to provide clean, healthy and happiness-inducing products to people. Today on our state-of-the-art 20,000 m<sup>2</sup> production facility we produce four main categories of good: "Oral Hygiene", "Personal Care", "House Care" and "Industrial Products". Banat is a member of the Executive Committee of the European Brushware Federation (FEIBP), and also has an ISO 9001: 2000 Certificate. Banat places a lot of importance in R&D, and it has put its name on over 400 products of world-class standards.

### **Do you participate in any international fairs?**

Cosmoprof / Bologna, Beautyworld Middle East / Dubai, PLMA / Amsterdam, PLMA / Istanbul, BeautyEurasia / Istanbul are fairs we participate in every year. Also this year we're planning on participating in the International General Trade Fair 2010 / Algeria and the Intercharm 2010 / Moscow.

### **Banat has a wide range of personal care products...**

Banat produces in four different categories and in the "Personal Care" category we produce hairbrushes, combs,

beard brushes and wet sanitary towels, as well as our "Şey" brand of condoms. We also have condoms for export called "Parachute" which come in a variety of types, including "Classic", "Ribbed", "Sensitive" and "Happy".

In this market there are unfortunately a lot of low-quality and cheap products and brands. But we produce our goods without compromising any quality at all, and we make sure that our products are the best they can possibly be thanks to rigorous testing in every step of the manufacturing and design process. As a result of our R&D efforts in our "Personal Care" range, we produced new hairbrushes in various series titled "Color", "Natural", "Romance", "Fashion", "Silver", "Artistique" and "Professional". They're heat resistant and made from good quality nylon fiber. Your hair gets brushed without any wear and tear, and thus keeps healthy.

### **Can you tell us about the market for personal care products in Turkey? Where is Banat in this market?**

As people lead more and more comfortable lives with higher incomes, the demand for personal care products also increases and producers seek to fill that need. This general upward trend benefits everyone; both the consumers and the producers win. Keeping this in mind, Banat places a lot of importance in R&D, and dedicates

a large swathe of its resources to that, especially to the implementation and use of new technologies. That's why we now have lots of special products that win a lot of awards for design. For example, we have the Acrobat toothbrush, which has won award-after-award in some of the most established and prestigious competitions in the world, most recently winning the "2009 Best Personal Care Product Design of 2009" award at the "Good Design Awards". Other award-winning toothbrushes from Banat are the 3 component new series special design toothbrushes, the 3 component cleaning brushes, the 4 component automatic wash brushes.

Banat also makes problem-solving solutions and innovations in utility. In the new cleaning series, the ergonomic and care factors stand out. The new series toothbrushes stand out with their special ergonomic designs and their new packaging, and they all feature a protective cap that offers maximum hygiene and protection. Banat is Turkey's number one toothbrush producer and continues to lead the Turkish market. Years of experience merges with many criteria that are reflected in our products. The success of Banat is proven by the research figures produced by the independent research institute AC Nielsen. According to their results, Banat is the market leaders in terms of number of individual toothbrushes sold. Banat got a 23% annual sales average, making it the market leader.

#### What's next for Banat?

Our short-term goals are to increase the number of countries we export to 40, and to ensure a large market presence in key countries for Banat. In the long run, our aim is to establish the Banat brand name in these markets and to ensure that Banat becomes a well-known by-word for cleanliness, health and trust! This is of course a long and difficult process. But we believe we have what it takes with our use of the latest technologies and designs, the post-sales service we provide our distributors, or the marketing support we give.

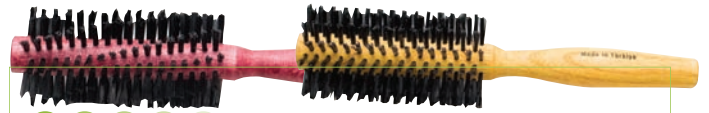
#### What differentiates Banat from other brands?

Banat has mixed experience with a vision that is open to innovation and development, growing constantly over the decades. We haven't lost our competitive edge since the 1990s when international brands came to Turkey, and we've always kept our market leadership. So Banat's success in terms of its market share is due both to its being an established local firm that has won the trust of its customers, and also to the fact that it's always on the cutting edge of innovation. Besides that important difference, Banat has also helped spread health education in schools and other nationwide projects in order to promote better oral hygiene practices and standards throughout the country.

## TRIED & TESTED

The toothbrush and hairbrush products by Banat we chose to try and test.

Nil Otova Photos: Tuna Yilmaz



**ARTISTIQUE & COLOR HAIR BRUSHES:** The ergonomic wooden handle and the flexible and soft bristles provide ease of use. The packages include a cleaning apparatus as well.



**ROMANCE :** These ones also have wooden handles however they come with flexible bristles with plastic pins which enable scalp massage. Easy and comfortable to use.



**FASHION RANGE HAIR BRUSHES:** The Fashion 253 with four candy-like colour options is specially preferred for traveling thanks to its compact size. Fashion 105 on the other hand, enables air flow through its tunnel holes during brushing. These brushes also come with four colour options and scented handles.



**BANAT TOOTH BRUSHES:** Provides several choices according to personal use and needs: **Acrobat** with its special design featuring a scented handle – which enables it to be hung to the side of a glass – is quite unique. The **Nico-Tea** is specially designed for smokers: this one has special whitening bristles that do not damage the gum and it comes with a special protection cap. The extremely soft bristled **Sensiplus** is recommended for those with sensitive gum and for post-operation use. The **Relaxation** with its diagonal teflon bristles cleans and massages the gum.



## FOCUSED ON INNOVATION AND QUALITY

We talked to Ataman İlaç & Kozmetik Sanayi Executive Board Chairman Ataman Özbay about the story of Uni Hygiene Technologies.

Interview: Duygu Ersoy  
Photos: Tuna Yılmaz



### **H**ow was Uni founded? How did it get to where it is today?

Two other pharmacists and I founded Ataman İlaç ve Kozmetik Sanayi in 1989. We started off as a family business. Before setting up Uni we were distributors for various cosmetics brands in Turkey. In those days in both Turkey and the world, wet towels were just starting to be developed. So utilizing our past experience, we decided to go into the production of wet towels. Now we export to 52 countries. We're an important brand in the world wet towel sector. We're a known brand in both Turkey and abroad and we're the market leaders in eight countries. We've been the market leaders in Turkey too for the past 15 years. Our factory is spread out over a 15,000 m<sup>2</sup> area.

### **Which countries do you export to?**

Mostly countries in the Balkans and Asia. Our aim is to

build long-lasting business partnerships based on trust and satisfaction with both our clients and our suppliers. We seek to satisfy the highest expectations of our clients. In line with these aims, the continued support and work with our partners is very important for us.

### **What sort of innovations has Uni contributed to over the years?**

Uni focuses on research and development. We aim for constant innovation without ever compromising quality. We've made many innovations to the wet towel sector both in Turkey and abroad. Some firsts for us are as follows: wet menthol towels; double sided face peeling discs; our all-natural Uni Baby Yenidoğan for newborn babies, which has no chemical components whatsoever; dry menthol towels Mentholix; the fruit-aroma wet pocket towels, Uni Extra Frutti; Uni Cups cleaning towels in packages that include car-perfume; the wet towels series Uni Formen

## TRIED & TESTED

Here are some of the products we tried and tested by UNİ, an experienced firm in hygiene technologies...

Nil Otova Photos: Tuna Yilmaz

Series for men's skin; hair wash bonnet for patients; wet toilet paper that dissolves in water; and special formula shampoo for newborns.

We have eight different product categories, namely daily care, baby and child care, health, home care, cosmetic, professional series and special brands. In these categories as well there are products that have been created for the first time in Turkey: "Uni Express" nail polish remover without acetone; eye make-up remover disks "Uni Eye Disc"; "Unimed" disinfectant wet towels that are certified by the Ministry of Health; the oily sanitation towels called "Uni Baby"; hospital patient sanitation towels; deodorant wet towels "Uni Deo Wipes", and the intensive rash cream "Uni Baby Proactive 40%".

Having been evaluated for everything from choice of materials to distribution points, our company received the ISO 9001 quality certificate in 2003 for "wet towel production and design", making it the only Turkish company to do so. Besides the production process, we also won a first-place prize with our packaging design just recently.

### What are your most prominent and popular products?

Our baby products. Within the range, Uni Baby Cream, Uni Baby Lotion and Uni Baby Pure, provide effective cleaning and smooth care of the baby's diaper area and baby's skin with their thick and cotton-like texture.

### Wet towels have become a part of our lives. What do you find to be the most difficult and challenging part of this market?

The biggest problem in Turkey is all the small unregistered "under the stairwell" no-name businesses. There are so many of these. They go through no quality or hygiene tests or controls. That's what bothers us the most. These no-name brands use all sorts of hazardous chemicals and so they can sell their products at cheaper rates, which not only brings prices down in general, but also damages the long-term health of users' skin. The quality of Uni products is above world standards. Our products all go through rigorous dermatological and clinical testing.

### What's the secret to Uni's success?

We owe our success to the importance we place on public health; to our investments in technological infrastructure; to following the latest developments, innovations and trends in the world and applying those same standards in our own laboratories; to excellent materials that we acquire from our trustworthy purveyors; to the quality control tests we apply before and after production; to our expert employees and team spirit; and our innovative R&D work. Besides all this, we also have that most important factor to success: we love what we do.



#### EYE DISC WITH APRICOT OIL:

With its oily content which is sufficient enough to remove even the thickest of eye make-up including mascara, this fast and efficient cleanser has a cotton-like effect which leaves no trace of oil after application. It is effective and satisfactory in all weather conditions. There are 72 discs inside the jar and a disc for each eye is enough to remove make-up completely.



#### ŞEALE NAIL POLISH REMOVER LEMONNI:

This strawberry scented product removes nail polish quickly and easily without damaging the nail thanks to its glycerin content.



**ŞEALE ROSE WATER:** This product presented as a natural beauty tonic embodies the wonderfully intense scent of Rosa Damascena.



**UNI BABY NEWBORN:** These cotton tissues moisturized by purified water in order to provide cleansing for the sensitive skin of newborn babies, come in an easy-to-use, hygienic packaging. Reliable with its practical use and its healthy and natural content.



#### UNI BABY NEWBORN SHAMPOO:

Detailed information on packaging. The shampoo is a bit thick in consistency. Just a little drab turns into thin foam which cleans the babies' hair and skin. Rinses off easily.

## “MOST TRUSTED BRAND”

Lapitak's General Manager, Ercan Sivri, answered our questions regarding the cosmetics sector and the Lapitak brand.

Interview: Duygu Ersoy  
Photos: Tuna Yılmaz



**H**ow did the Lapitak brand shape up? After having the Lapitak brand registered in 5 October 1995, we started working on the release of an effective foot care cream. The Lapitak Foot Care Cream was selected out of numerous formulas that were tried and tested and its production begun in November 2002, after receiving the necessary permissions from the Ministry of Health.

**Do you agree with the views underlining that not enough emphasis is being put on branding? What kind of improvements do you think the sector needs in order to stimulate development?**

The most important thing to focus on is R&D. Without R&D, any branding movement will find itself struggling to come forward. If you ask whether enough emphasis is put on R&D I can say that there are some ongoing work, but a country like Turkey has to put more effort on doing much

## TRIED & TESTED

Here are the Lapitak products we have tried and tested...  
Nil Otova Photos: Tuna Yilmaz

better. Our cosmetics sector can place itself in the global market only through extensive R&D activities.

### How would you summarize Lapitak's vision?

We're doing our best to bring out the functional aspect of cosmetics and introduce products which would provide the customers with noticeable differences. In 2008 we received the "Most Trusted Brand" award from the Consumers Association. I think this demonstrates our success in realizing our vision.

### Can you tell us a bit about your production procedure and the facilities?

We experience no shortcomings regarding production time or capacity. In future, with our export rates rising, we might experience some certain problems, but these are all easily resolvable.

### How is Lapitak placed in the market share charts of local brands within the Turkish cosmetics market? What type of actions do you take – and will take – to carry Lapitak to a better position?

The Lapitak Foot Care Cream has a strong market share. Actually instead of increasing our market share, we are trying to establish the practice of foot grooming! Consumers should think of all the problems they experience when they don't use hand creams and imagine how great a help the feet are in need of, "battling" in much harsher conditions.

### Taking your own consumer base into consideration, how would you evaluate the recent personal grooming trends?

The answer would be the same everywhere: There's a definite trend towards products which are natural and hypoallergenic, featuring decreased levels of protective materials. This is evident both in the discussions within the sector and in the questions we receive from our consumers.

### Which countries do you export to? Do you take part in international fairs?

There are various countries from different parts of the world. Yemen, Serbia and Senegal are the first that come to mind. You can also come across Lapitak products in Greece as well as Saudi Arabia.

### What are your most important production criteria?

In line with the description of our vision, it's definitely functionality. We believe that consumers should clearly notice the difference following the application of our product and should feel that something's missing when they're not using it. We seek to introduce such products.



**LAPITAK HAND CARE CREAM:** A hand cream with thick consistency. Despite its thickness, it quickly soothes and softens the hands without any residue thanks to its fast absorbing formula. It has a light and nice scent. There's detailed information on packaging. It's especially recommended for use on knees and elbows.



**LAPITAK FOOT CARE CREAM:** A foot care cream with glycerin and vitamin E. Softens the skin and soothes the feet with its fast absorbing and densely textured cream. Its nice scent and immediately felt effect is quite pleasing.



**LAPITAK MOISTURIZING CREAM & PERFUME:** The perfumed moisturizing creams within this product range provide a new approach for perfume application. Its creamy texture has the perfume notes quickly absorbed by the skin and maintains prolonged effect. It turns the scent of the perfume into the scent of the skin, thus making your skin smell ever so pleasant. As well as its versions for men and women, it also has a unisex version with masculine tones which are suitable for women too.



**LAPITAK NONALCOHOLIC CREAM PERFUME, GLF:** The nonalcoholic version of the cream perfumes is especially suitable for the summer season. This moisturizer with rich floral notes comes packed in a tube. It's quickly absorbed by the skin, creating a pleasant, long lasting, floral scent.

## BEAUTY WORLD OF DUBAI

Beautyworld Middle East is celebrating its 15th edition on 1-3 June 2010 in Dubai International Convention and Exhibition Center. We've had the chance to chat with Elaine O'Connell, the Senior Show Manager of Beautyworld Middle East just before the show about beauty and wellness industry of the region.

Interview: Duygu Ersoy



### **F**or how long has Beautyworld Middle East trade show existed? What makes you the leading show in the Middle East?

Beautyworld Middle East, the leading trade fair for cosmetics, beauty products, fragrances and the wellness industry in the region has played a major role in the last 14 years in contributing to the growth and development of the beauty and wellness industry. Beautyworld Middle East 2010 will be the 15th edition. Beautyworld Middle East attracts some of the leading players in the region as well as high net worth business executives as trade visitors. Our many years of experience in the Middle East market, coupled with brand support from Beautyworld in Germany, ensures that each event is strategically planned and every aspect is well organised. We are on top of market trends and listen to the needs of our exhibitors to continually improve and modify the event in tune with market demand. It is these facets and the team's passion for the beauty and exhibitions industry that make ours the leading event of its kind in the region.

### **What can you say about the status of the beauty and wellness industry in the Middle East?**

The UAE wellness market is to reach AED 44 billion (US\$12 billion) by 2015. In the Middle East, the cosmetics

and toiletries market was worth US\$7.2 billion in 2008 with the overall growth for this sector at 8%, representing the highest the region produced in five years. This is one of the few regions still recording growth in the market. We are confident that these trends will continue and the beauty and wellness industry will continue to remain robust in the coming years. Recent trends show that hair care is set to outperform all other cosmetics and toiletries sectors in the UAE and this appears to be the case for the entire region. The GCC perfume market also continues to be strong registering at about US\$3 billion which accounts for an incredible 20% of the world market.

### **What is Beautyworld's role in developing the cosmetics sector in the region?**

Our role in developing and influencing the market is manifold. The underlying concept behind any trade event is that it is a platform which brings together international exhibitors with regional suppliers, buyers and distributors. Over the years, many business deals and partnerships were forged under the roof of the Dubai World Trade Centre during Beautyworld Middle East. Today, many of the products and services which we see available in the top salons, high-end stores and luxurious spas have actually first been introduced to the region through

Beautyworld Middle East. The event provides the ideal platform for launching new products to the region and ensuring these products and/or services enter the market successfully. Another aspect of the show which plays a role in influencing the sector is the educational element we have introduced. From the 'Walk of Beauty' which is brought by Madi International in collaboration with The Hair Group and its subsidiary companies Salon Educators and Myhairdressers.com, to the Beauty Theatre, our trade fair puts a special emphasis on education. The Walk of Beauty introduces some of the latest trends in the hair care industry with live demonstrations on how to achieve certain looks and the Beauty Theatre is a series of workshops which encourage best practices in running salons amongst other key topics.

### **2009 economic crisis has affected many sectors. What kind of problems did you have in 2009 in international exhibitions?**

It is true that many sectors experienced difficulties in 2009 caused by the economic downturn. From our point of view, as marketing budgets were cut, exhibitors had less money to spend at trade events. However, for Beautyworld Middle East, we found our past exhibitors were returning, sometimes with slightly smaller stands, as despite potential budgetary constraints, they recognised the event's value in ensuring continued business and in sourcing new business contacts. For this year's event we are above target and expect a very successful edition and are even seeing some interesting trends from international exhibitors. For example, there has been a significant increase in exhibitors from the US and Turkey as they recognize it as an important gateway to the Middle East market.

### **What was the number of contributors last year and what do you expect for this year? Will there be a significant change?**

Last year's event saw 656 international exhibitors from 44 countries and we welcomed a little over 15,000 trade only visitors to the show. For this year's edition we expect over 700 exhibitors and look forward to welcoming well over 15,000 visitors.

### **How do you see the future of cosmetics trends for 2010? What range of products will be on the rise and which ones will go downturn?**

Beauty is a thriving industry that is set to continue, because, no matter what the financial climate, many women will put looking and feeling good high on their priority list, deeming it one of the first things they will splash out on. Dubai is a city where people take pride in their appearance. Emirati women alone spend close to

AED 1 billion per year on beauty products and treatments and the purchase of beauty products in the UAE has been expanding at over 12.5% per year. There is a predicted 12% value CAGR (compound annual growth rate) between 2008 and 2013 in the UAE specifically for hair care, making it an important growth market. As mentioned earlier, it is expected that haircare and then perfume will out perform any other sector. Fragrances as a category accounts for a 31% share in Saudi Arabia and 21% in the UAE deeming it a key target area for those in the business of beauty.

### **Beautyworld Middle East trade show offers buyers and visitors the opportunity to meet each other. But this is not your only intention. Your show has also some other features like the Walk of Beauty. What are the others and what are these features tend to do?**

The Walk of Beauty, brought by Madi International in association with The Hair Group and its subsidiary companies Salon Educators and myhairdressers.com, is a show feature which gives exhibitors an additional platform to showcase their products and services in a more interactive environment. The Beauty Theatre is a dedicated area at the show where all seminars and workshops will be taking place. Visitors will have the opportunity to learn about current trends within the beauty and wellness industry as well as be a part of the live demonstrations taking place in the arena presented by international industry professionals. At this year's event there will be a new series of educational workshops which also incorporate a colourful and vibrant nail competition for the best professionals in nail enhancements, manicures and nail art called Nail It! by OPI.



# Beauty Report

## TURKISH COSMETICS EXPORT BY SUB-SECTORS

### \*\*\* PERSONAL CARE PRODUCTS

Personal care products cover 70% of total exports. As of 2009, the Turkish personal care products export constitutes 69.52% of total Turkish Cosmetics sector export with the export volume of about **553 million USD**.

	2007	2008	2009
Skin Care Products	13,155,438	16,780,459	20,878,235
Hair Products	69,769,572	89,304,806	102,299,354
Mouth & Dental Health Products	28,772,456	24,503,120	9,964,415
Shaving & Bathroom Products	45,273,719	55,175,054	51,730,948
Soaps	266,331,484	371,571,800	368,041,763
<b>TOTAL</b>	<b>423,302,669</b>	<b>557,335,239</b>	<b>552,914,715</b>

### Skin Care Products

Products: Skin care creams, moisturizers, skin cleaning products, body lotions, manicure-pedicure equipment, sun protection and sun tanning products. In the global sense there is a growing popularity in **natural and organic products** and skin care products. The world-famous Turkish bath and culture is a significant reference to highlight the Turkish brands in skin care products market. According to 2009 export data, skin care products constitute 3.8% of the personal care products exports with its export volume of **21 million USD**. The markets which received the highest value of exports from Turkey are **Iran, Russia, Bulgaria, Ukraine, Iraq**.

### Mouth and Dental Health Products

Products: Toothpastes, tooth powders, tooth rinsing waters, dental flosses and other products. According to export data of 2009, it is equal to 1.8% of the personal care products export **of 10 million USD**. Main export markets are **Iraq, Ukraine, Turkish Republic of Northern Cyprus (TRNC), Algeria and Turkmenistan**.

### Products for Hair

Products: Shampoos, hair creams, perm hair and shaping products, hair sprays, lotions, dyes etc. According to export data of 2009, hair products export of Turkey was **102 million USD**. Hair product export corresponds to about 18.50% of Turkish personal care products export. The main export markets of hair products are **Iraq, Libya, Italy, Turkish Republic of Northern Cyprus (TRNC) and Iran**.

### Shaving and Bathroom Products

Products that are used before-during-after shaving, shaving cream, shaving soap and other shaving products, bathroom salts and other bathroom products, depilatories and other toiletries make up this group. According to export data of 2009, this group of products with its **52 million USD** constitutes 9.36% of the total personal care products exports. The main export markets are **Russia, Iraq, Ukraine, Libya and Iran**.

### Soaps

**Turkish soap exports account for 67% of personal care products**. According to data of 2009, Turkish soap export with a volume of **368 million USD**, constitutes about 67% of personal care products exports. The main export markets are **Iraq, Russia, Germany, Ukraine, Poland**.



### \*\*\* MAKE-UP PRODUCTS AND COLOUR COSMETICS

2010 Make-up fashion is set by Turkish cosmetics products. Make-up products and colour cosmetics consist of eye make-up products, lipsticks, powders, blushers, lip make-up products. As an important and basic need of women consumers; it is observed that the consumption of such products has not been affected by any negative situations such as economic crises or wars. According to data of 2009, eye make-up products with 13,4 million USD constitute 20% of make-up products and colour cosmetics sector exports. Lipsticks with an export volume of 8 million USD, has a share of 12%.

Export figures of Turkish make-up products and colour cosmetics in 2009 were **66 million USD**. Its share in the overall cosmetics sector is 8.29%. The main export markets are Iran, Russia, Iraq, Ukraine and Poland.

	2007	2008	2009
Make-up Products and Colour Cosmetics	60,270,223	82,905,256	65,917,918

### \*\*\* FRAGRANCES

Fragrances contribute to total exports by 22%. As of 2009, Turkish fragrances export with about **176 million USD** constituted 22.19% of the total Turkish Cosmetics sector exports. Products in "Fragrances" group are essential oils, mixture of perfume substances used in industry, perfumes/toilet waters and deodorants.

Turkish Fragrances Sector Exports (USD)			
	2007	2008	2009
Essential Oils	19,347,809	24,638,396	22,272,297
Mixtures of Substances used in Industry	15,325,277	16,856,178	20,185,200
Perfumes and Toilet Waters	22,572,771	29,047,715	26,235,594
Deodorants	86,520,754	109,140,590	107,768,080
<b>TOTAL</b>	143,766,611	179,682,879	176,461,171

### Essential Oils

In Turkey, a significant share of the essential oil production is rose oil. Turkey is the biggest producer of rose oil known as "Turkish rose oil" in the world. In recent years, the number of facilities for production of essential oil other than rose oil has increased. Many other types of essential oil such as laurel oil, known all over the world as "Turkish laurel oil", oregano, geranium oil, stearopten oil, lavender are produced. In the near future, it is expected that in Turkey the essential oil market will increase its importance.

### Perfumes and Toilet Waters

This subsector consists of perfumes, eau de colognes and toilet waters. In terms of turnover, the perfume market is expected to have **40 million USD** while the deodorant market **60,7 million USD**. Another segment that has achieved growth in recent years is the deostick market. It is expected that Turkey's total deostick market is about 4 million pieces. According to export data of 2009, with 26 million USD it makes up 14.87% of the total perfume and deodorant exports. The main export markets are Azerbaijan, Libya, Iraq, Iran and Romania.



# Inspire Me



## SOFT AND EFFECTIVE

The Euromis anti-bacterial moisturizing soap range declares war to all bacteria. With their soft and effective formula and 5.5 pH, the soaps protect the skin while fighting the microbes. The Euromis liquid hand wash soaps (500ml) are specially formulated to soften the hands. Euromis products which rid the skin of bad odors picked up throughout the day are suitable for babies, children and adults. [www.euromis.com](http://www.euromis.com)

## THE SYMPHONY OF MAN AND WOMAN

The Symphony perfumes for women and men are ideal for women who wish to express their femininity and men who wish to reflect their sensitive side. The lasting essences of the perfumes resemble a symphony of scents and maintain their freshness throughout the day. The perfumes with their unique bottle designs, attract couples who prioritize visual quality. [www.atakfarma.com](http://www.atakfarma.com)



## FRUIT CARE



Joyce shampoo and conditioner (750ml) provides radiance for the hair with the fresh fruit extracts in its content. Like all the other products within the Joyce Hair Care Range, the shampoo revitalizes the scalp and nourishes the hair from the root to the tip. Suitable for all hair types, the Joyce shampoo and conditioner leaves a nice fruity scent in the hair. [www.arbatrade.com](http://www.arbatrade.com)

## WOMEN WHO TAKE STRENGTH FROM RED

Kajal's special new set features the harmonious blend of red and black, with a dazzlingly coloured nail polish accompanied by the Liquid Lipstick which features orchid flower essence, offering the perfect solution for permanently moist lips. The red is complemented by black in the form of the water-resistant eye pencil with its special pigments and the Eye Shadow which is fortified with vitamin E. [www.kajal.com.tr](http://www.kajal.com.tr)

## AN UNMISSABLE OPPORTUNITY



Nesse air fresheners have a special formula and come in a variety of scents for home, work or car, ridding any space of unwanted nasty odors and replacing them with freshness and cleanliness. Offering a long-lasting and pleasant scent to any indoor environment, Nesse comes in four different flower varieties: Jasmine, Lavender, Jacinth and Lily of the Valley. Besides the 300 ml standard bottle, there's also a 33% free 400 ml bottle now available. [www.gatakimya.com](http://www.gatakimya.com)





## FAMILY SIZE ELENOR ▲

Elenor hygienic products are of utmost importance for domestic care and hygiene. The liquid soaps and hand cleansing gel of the Elenor product family push the doors to hygiene wide open.

**Elenor Anti-bacterial Hand Cleansing Gel; 250ml:** This hand cleansing gel with natural chamomile extracts provides ideal hygiene without water and soap with its non-stick, fast drying formula.

**Elenor Exotic Liquid Soap; 500ml:** Takes you to far off lands with its special formula containing exotic plants and a unique scent.

**Elenor Sportive Liquid Soap; 2,5 kg:** The Sportive liquid soap with a special packaging rids the hands of the dirt with its high pH value and leaves a nice and happy scent.

**Elenor Romantic Liquid Soap; 750ml:** The Romantic liquid soap which strikes out with its nice scent balances back the natural moisture level of the skin, just like the rest of products in this range. [www.sebakimya.com](http://www.sebakimya.com)



## ECI BABY SET

The coffret in which ECI brings together all its baby products is the perfect companion for parents with newborn babies and toddlers.

**ECI Baby Oil:** This baby oil with vitamin E and aloe vera moisturizes and refreshes baby skin after bathing and diaper change.

**ECI Baby Shampoo:** Doesn't bother the eyes and prevents rashes on the skin thanks to its special formula.

**ECI Baby Cologne:** This pure and nicely scented cologne refreshes the skin and keeps it fresh, clean and cool all day long. Suitable for both babies and adults.

**ECI Baby Lotion Milk:** This baby lotion with jojoba oil and vitamin E perfectly moisturizes baby skin.

**ECI Baby Liquid Soap:** Cleanses the baby skin without damaging its natural sensitivity and causing any rashes. Its special formula enriched by aloe vera and glycerin provides a moisturizing effect. [www.ecibaby.com](http://www.ecibaby.com)



## TIME FOR FUN ▲

The Disney series of PLM Gıda come to the rescue of parents with children who don't particularly enjoy bathing. With this bathing set which bears the cute image of children's favorite, Winnie the Pooh, kids now have fun while taking a bath.

**Disney Baby Hair Shampoo:** With its special formula which doesn't bother the eyes, this shampoo is ideal for babies. It softens the hair and leaves a lasting scent.

**Disney Baby Liquid Hand Wash:** Doesn't cause dryness, provides a long lasting and effective hygiene, and rids the skin of bacteria.

**Disney Baby Cologne:** With its special formula which resembles the natural scent of the skin, it provides a day-long freshness for babies.

**Disney Baby Oil Spray:** Baby oil moisturizing the skin after bathing or diaper change. The spray bottle provides ease of application.

[www.plmtr.com](http://www.plmtr.com)



## QUICK TAN ▲

Hops tanning tissues can give you that glowing tanned look without you having to go to the solarium. It can be used on the face and body, enabling you to have the bronzed glow year-round, with a natural, shiny and homogenous look.

[www.sapro.com.tr](http://www.sapro.com.tr)

## ANTI-BACTERIAL HYGIENE >>

Foam soaps are much better value for money compared to other liquid soaps. The anti-bacterial Titz foam soap protects the skin and keeps the pH level in balance with its pH 5.5 formula. The soft touches of the foam prevent any potential damage on the protective layer of the skin. Titz rids the skin of bacteria as well as leaving a nice and fresh scent.

[www.titz.com.tr](http://www.titz.com.tr)





## FRESHNESS EVERYWHERE

Air fresheners for your house, office or car are now available with different fragrances.

**Melissa Air Freshener:** This tropical air freshener gives a long lasting and pleasant fragrance to fabrics, carpets and curtains. [www.melissakozmetik.com](http://www.melissakozmetik.com)

**City Net Fresh Air Freshener:** The florid perfume gives the feel of Spring anywhere, any time of year. [www.newcity.com.tr](http://www.newcity.com.tr)

**Aron Daily:** With its flowery lavender scent, Aron Daily air freshener can be used anywhere. [www.aronkozmetik.com.tr](http://www.aronkozmetik.com.tr)

**Esse Baby Spray Cologne:** This is both a body spray and an air freshener, giving babies that fresh and pleasant scent that lasts all day. [www.aronkozmetik.com.tr](http://www.aronkozmetik.com.tr)



## REMOVE YOUR MAKE-UP, STAY YOUNG

To route to a nice and healthy skin goes through a well removed make-up. The make-up removal napkins of Fresh'n Soft cleanse the cosmetic residues on the skin while nourishing the skin without upsetting its natural balance. With two types of make-up removal napkins – one for normal and mixed skin and one for sensitive skin – Fresh'n Soft provides a silky softness and radiance while moisturizing the skin. The vitamins A, E and F, and the jojoba and olive oils in its content minimize the ageing of the skin. [www.freshnsoft.com](http://www.freshnsoft.com)



## THE MIRACLE OF SOAP

Soap has been one of the staples of feminine beauty and grooming for centuries. Dalan has been producing soaps since 1941, offering ingredients such as fruit and nuts and spices that are the secret to modern beauty. Their Chocolate&Almond and Orange&Vanilla aroma soaps balance the skin and offer lasting moisture.

[www.dalan.com.tr](http://www.dalan.com.tr)

## FOR EYE-CATCHING LOOKS

Pastel's new easy to use Express Volume & Length mascara gives the eyelashes a fuller and more eye-catching appearance.

Thanks to its extra thickness and volume, this mascara both feeds the eyelashes and repairs them. [www.pinkar.com](http://www.pinkar.com)



## PEARLY WHITE TEETH

A new toothpaste specially designed to give smokers lasting perfect smiles, New City Whitening Toothpaste and Polishing and Cleaning Teeth Powder, comes in mint flavor, and offers lasting protection against plaque and tartar with its high-fluoride content.

[www.newcity.com.tr](http://www.newcity.com.tr)

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## 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



## SPAS & HAMAMS

turkish  
cosmetics  
[www.turkishcosmetics.org](http://www.turkishcosmetics.org)

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SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS

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## SKIN CARE PRODUCTS

## MAKE-UP PRODUCTS AND COLOR COSMETICS



## FRAGRANCES

## PERSONAL CARE PRODUCTS

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İstanbul / Turkey  
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October 05 - 07, 2010  
BEAUTYWORLD INDIA  
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