

# Beauty LAND TURKEY

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Beautyland Turkey /MAGAZINE OF TURKISH COSMETICS EXPORTERS

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your beauty!

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BeautyLand continues its mission to promote and support Turkish cosmetics abroad. Our Autumn 2010 issue is keeping its finger on the pulse of the sector by visiting two big cosmetics fairs of Europe and Asia. First we will visit Beautyworld India in Mumbai between 5-7 October 2010 and then we will be at Intercharm Moscow between 21-24 October 2010 with our special edition in Russian.

We are keeping it no secret that we have dedicated our seventh issue to lavender, and of course all the latest products to hit the market. We have allocated a large space for lavender products in Scope and BeautySpy articles and almost every page of Beautyland has the latest products of 2010 introduced by a variety of firms. Along with all this, in "The ABC of Fragrance" we have a hand-picked selection of all the best scents coming out of Turkish perfumeries.

In our Design World pages, you will get a chance to meet the Turkish fashion designers sending tidal waves through the international world of fashion, while designers projecting the traditional face of Istanbul on various objects are waiting for you in the Culture Watch section.

Scents are wafting through our Profile pages too with brands in this issue telling us about how aromatherapy plays a part in their stories.

Our Trendsetter shoots offer you what everyone needs during these months: renewal. On these pages, you will find everything to help you spend autumn in a lively and healthy way.

This season BeautyLand is offering you everything you need on beauty, be it in English or in Russian.

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





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Cover Photo: Mike Ruiz  
Styling: Brian Labrecque



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# Beauty Spy

## Sweet as honey

A gift from the hardworking bees and an indispensable ingredient of personal care: honey.



**SALOON Milk&honey Care shower gel.** Provides a gentle cleansing with its special formula and it turns your bath into a pleasure. Tibet [www.tibet.com.tr](http://www.tibet.com.tr)



**JOYCE Honey hand&body wash.** Preserves the moisture balance of our skin by means of reserveoilers and moisturizers in its content. Arba [www.bilesimkimya.com](http://www.bilesimkimya.com)



**ICOLIVE Liquid soap with honey and milk protein.** While cleaning your skin with milk and honey, moisturizes and nourishes the skin with its formula. Cimen [www.cimenkozmetik.com](http://www.cimenkozmetik.com)



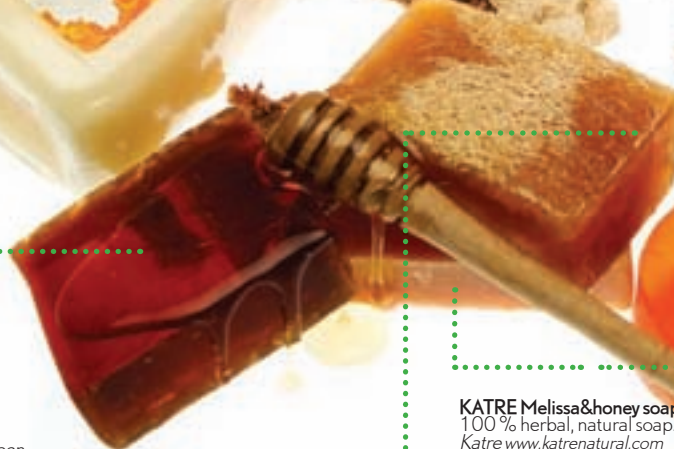
**FONEX Wheat extract&honey shampoo.** Formulated for treating especially dyed or highlighted hair. Itimat [www.fonex.com.tr](http://www.fonex.com.tr)



**TANGO Honey&milk body wash.** Body shampoo increases the natural moisture level of your skin and protects it against dry skin. Kozmo [www.kozmokimya.com](http://www.kozmokimya.com)



**SHAYNA Honey&milk hand&body mousse.** Helps giving the healthy and renovated look of your skin while increasing the elasticity. Crea [www.creakozmetik.com](http://www.creakozmetik.com)



**KATRE Melissa&honey soap.** 100% herbal, natural soap. Katre [www.katrenatural.com](http://www.katrenatural.com)

**ROEN Honey soap.** Natural, herbal soap. Roen [www.roen.com.tr](http://www.roen.com.tr)

**SOFTEM Fibrous soap with royal jelly and honey.** Recommended for use cellulite prone skin with its skin-refreshing and skin-nourishing effects. Aksu Vital [www.aksuvital.com.tr](http://www.aksuvital.com.tr)





## 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

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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

## Choose your lavender

Perfume, soap, shampoo, cream, massage oil or cologne...  
How would you like your lavender?

**REBUL Lavender eau de cologne.** A special cologne from Lavender Spa series. *Rebul* [www.rebul.com](http://www.rebul.com)

**GABRINI Lavender cologne.** *Kadioğlu* [www.gabrini.com](http://www.gabrini.com)

**ELITE SOAP Lavender antibacterial hand soap.** Provides 99,9% protection with its moisturizing formula. *Euromis* [www.euromis.com](http://www.euromis.com)

**IMAJ Shower gel.** Lavender extract relaxes your body. *Ukip* [www.ukipcsmetic.com](http://www.ukipcsmetic.com)

**NESSE Lavender air freshener.** Offers a long lasting and pleasant scent. *Gata* [www.gatakimya.com](http://www.gatakimya.com)

**REBUL Lavender candle.** Lavender scented candle from Lavender Spa series. *Rebul* [www.rebul.com](http://www.rebul.com)

**AKITA Vaseline with lavender.** Vaseline keeps skin soft, smooth and healthy, protecting babies skin against nappy rash. *Akita Cosmetics* [www.akitacosmetics.com](http://www.akitacosmetics.com)

**SHIFFA HOME Aromatherapy Massage Oil.** Lavender oil brings a refresh and smooth appearance to skin. *Aksu Vital* [www.aksuvital.com.tr](http://www.aksuvital.com.tr)

**JOYCE Hand&body wash.** Lavender extract gives this hand&body wash a sweet smell. *Arba* [www.arbatrade.com](http://www.arbatrade.com)

**CATHERINE ARLEY Violet EDT.** This lavender scented Eau de Toilette can be used both day and night. *Alfar* [www.alfar.com.tr](http://www.alfar.com.tr)

**TALIANI Natural olive oil soap with lavender oil.** Lavender soap gently cleans the body and the hair, deliver deep penetrating moisture. *Taliani* [www.taliani.com.tr](http://www.taliani.com.tr)

**EGERIA Lavender soap.** Natural lavender soap relaxes the body. *Tim* [www.timkozmetik.com](http://www.timkozmetik.com)

**FONEX Lavender spray cologne.** Gives energy and refreshness. *Itimat* [www.fonex.com.tr](http://www.fonex.com.tr)





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# Beauty Spy

## ABC's of perfume

The most striking scents of the cosmetics world are gathered in these pages. Don't forget, there's always a scent suitable for everyone. The choice is yours to make!

# A

**ANGIEHOT** Legs  
50 ml. Edt for women. *Rebul*  
[www.rebul.com](http://www.rebul.com)



**BRAVE** 100 ml. Edt for men. *Farmasi*  
[www.farmasi.com.tr](http://www.farmasi.com.tr)

# B



# F

**FIRST EVER** 100 ml. Edt for women. *Atak*  
[www.atakfarma.com](http://www.atakfarma.com)



**IXORA** 100 ml. Edt for women. *Espaş*  
[www.ixora.com.tr](http://www.ixora.com.tr)

# I



# K

**KOKU** Navigator 50 ml. Edt for men. *Treda*  
[www.tredamcg.com](http://www.tredamcg.com)



# G

**GABRINI MEN** SPORTTime  
100 ml. Edt for men. *Kadioğlu*  
[www.gabrini.com](http://www.gabrini.com)



# C

**COLORS** Red  
100 ml. Edt for women. *Rebul*  
[www.rebul.com](http://www.rebul.com)



# D

**DOLCE** Classic  
100 ml. Edt for women. *Pinkar*  
[www.pinkar.com](http://www.pinkar.com)



**HERACLES** 100 ml. Edt for men. *Dalize*  
[www.dalize.net](http://www.dalize.net)

# H



# J

**JERSEY GIRL** Aqua 50 ml. Edt for women. *Kırmızıgül*  
[www.kgkozmetik.com](http://www.kgkozmetik.com)



# E

**ENRICO** Esental 100 ml. Edt for men. *Alamo*  
[www.alamokozmetik.com](http://www.alamokozmetik.com)





**Q**uestion of the universe: flower or spice?  
According to experts, young people should prefer fresh and fruity scents. Adults should consider their own natural body scent while buying perfume.

**L**

**LADY LAMBADA For You**  
50 ml. Edt for women. *Alamo*  
[www.alamokozmetik.com](http://www.alamokozmetik.com)

**M**

**MAJORICA**  
80 ml. Edt for women. *Dalize*  
[www.dalize.net](http://www.dalize.net)

**W**

**WHITE NIGHT 100 ml.**  
Edt for women. *Fon*  
[www.fonkozmetik.com](http://www.fonkozmetik.com)

**O**

**OPTIONS Roxanne 100 ml.**  
Edt for women. *Erte*  
[www.roxanne.com.tr](http://www.roxanne.com.tr)

**T**

**TREASURE 100 ml.**  
Edp for women. *Atak*  
[www.atakfarma.com](http://www.atakfarma.com)

**X**

**XO Sophisticated 100 ml.**  
Edt for women. *Kopas*  
[www.kopas.com.tr](http://www.kopas.com.tr)

**P**

**PATROIT 100 ml.**  
Edt for men. *Kadioğlu*  
[www.gabrini.com](http://www.gabrini.com)

**REINA 70 ml.** Edt for women. *Farmasi*  
[www.farmasi.com.tr](http://www.farmasi.com.tr)

**R**

**SOCIETE White 100 ml.** Edt for women. *Yıldız*  
[www.siorecosmetics.com](http://www.siorecosmetics.com)

**S**

**U**nisex perfumes can be used by both sexes. They usually have very delicate and different scents. But since demand is very low, we rarely see unisex perfumes in the market.

**N**

**NEW JERSEY Night 90 ml.** Edp for women. *Kirmızıgül*  
[www.kgkozmetik.com](http://www.kgkozmetik.com)

**V**

**VIGESSIMO 90 ml.** Edt for women. *Dalize*  
[www.dalize.net](http://www.dalize.net)

**Y**our natural body scent mixes with the perfume you use. So, even they use the same perfume, no one smells the same.

**Z**ests are very important parts of perfumes. Some fruit zests are used with orange leaves, blossoms and fruit oils and create perfumes.

# 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. *Turklab* [www.turklab.com.tr](http://www.turklab.com.tr)

**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. *Turklab* [www.turklab.com.tr](http://www.turklab.com.tr)

**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)



# Lady's Secret™

*Hand & Body Cream*

*deodorant body splash*

*Shower Gel*

*body*

*body*



*Hand &  
Body Cream  
Lavander  
Strawberry  
Magnolia*

*Body Butter  
Strawberry  
Coconut & Milk  
Papaya  
Honey &  
Nuts & Milk*

*Body Splash  
Lavander  
Strawberry  
Magnolia  
Wild Nature  
breeze Wind*

*Shower Gel  
Lavander  
Strawberry  
Magnolia*

*Set  
Lavander  
Strawberry  
Magnolia*





## A PLANT OF HEALTH AND HAPPINESS

Even though we're unaware of its virtues, we always remember the enchanting scent of its purple flowers. Lavender is a plant completely unlike the spoilt and capricious rose or jasmine. It grows and blooms by itself on barren lands over rolling hills. However, humanity was quick to realize its other virtues. On our journey back in time we see that lavender has its name engraved in the annals of ancient history.

Words: Aydan Sümercan

A woman with her hair in a bun, wearing a purple dress, is riding a black bicycle through a vast field of purple lavender flowers. The background shows a soft, hazy landscape under a cloudy sky. The word 'LAVENDER' is written in large, bold, black letters with a yellow outline at the bottom of the image.

# LAVENDER





**L**avender has at least 6000 years of history in Ancient Egypt demonstrated by the lavender bowls found in the tomb of Tutankhamen who is believed to have lived around 1300 BC. Ancient Romans made use of its cleansing and revitalizing effects by putting them in their baths and applying them through body massage. During the plague in England in the 17th century, lavender water was used as a disinfectant. Ottomans also used it for a similar purpose while battling the cholera. Some European countries used lavender flowers to provide a refreshing scent in churches prior to major masses. It was inevitable for lavender to find its way into the perfumes created in middle age thanks to its boundless scent. To sum it up; lavender emerged as one of the most popular ornamental plants since the ancient times with its wonderful scent. It was present in the holiest of places, sometimes providing cure for many. It served humanity with both its physical and spiritual healing qualities for centuries. However it takes its name from its cleansing virtue, namely the word “lavare” which means “bathing”.







### **A plant that never lets its producer down**

In Latin the name of this plant family is *Lavandula* which includes up to 20 different species. Its homeland is the Mediterranean region. Generally it appears as a family of bushes which grow in natural surroundings. Some species are resilient to colder weathers due to the high elevations they thrive in. Many of its species are used in perfume production but the most popular and highly used one is the *Lavandula angustifolia* (*Lavandula Vera*), also known as the English lavender, and the *Lavandula stoechas* referred to as the French lavender, which grows on dry mountain slopes of the Mediterranean region. It enjoys open spaces, sunny weather and the rocky grounds of the sloping terrains.

The plant provides dark red, purple and blue flowers between June and August. When gazed from a distance, a group of lavender plants reveals just the flowers that bloom at the tips of the branches as the leaves are situated at the lower parts of the plant, close to the soil. They grow up to a meter and the body lignificates as the plant gets older. Since the body of plant begins lignificating in its second year and stops growing fresh branches, it needs to be pruned periodically during autumn. However after six or seven years, lignification becomes irreversible and the plant has to be renewed. Lavender is quite easy to look after and thus it never lets its producer down. As long as it's permeable, lavender can grow on dry soil as well.

What gives lavender its wonderful scent are the tiny and thin feathery flowers which appear on its body and its silvery leaves, as well as the flowers that bloom in the summer months. When its purple flowers are dried it becomes a plant with one of the most enduring scents in the world. These flowers are picked early in the morning while they are still buds.

### **One of the 15 major volatile materials produced in the world**

Lavender appears in everyday life in the form of a dried flower as well as by products such as lavender cologne, lavender water and lavender oil. However the most important factor is that it is among the 15 major volatile materials produced in the world: The volatile oil is the most important part of the lavender flower. The lavender essence which is acquired through distillation of this volatile oil is one of the main raw materials used in the perfume industry. In order to obtain an average 400 grams of oil, one needs to process 27 kilograms of lavender flower. The best lavender oil comes from the English lavender.

Lavender is grown in France, Italy and other European and North African countries to provide for the perfume industry. In Turkey the lavender plant which appears in its natural environment in the Northwestern regions and Southwestern Anatolia, has begun to be grown specifically to serve the industry.

For the last three years, lavender cultivation has begun in the Kuyucak area of the Keciborlu region in Isparta, under the guidance of the Rose and Rose Products Research and Application Center at the Süleyman Demirel University (SDU). The lavender plant suits the irrigable, barren and sloping



In Turkey the lavender plant which appears in its natural environment in the Northwestern regions and Southwestern Anatolia, has begun to be grown specifically to serve the industry.



## Scope



terrain of the region perfectly.

Produced on an area of 2000 decares at the villages of Kucular, Aydogmus, Çukuroren and Ardıclı, the lavender plant is harvested every year in June and around 500 tons of fresh lavender is acquired.

GULAR Manager Prof. Dr. Baydar says that if all the lavender produced in Isparta is distilled, lavender oil with an annual rate of almost 10 tons can be acquired.

### **Lavender from phytotherapy to cosmetics**

Lavender is a remedy for all types of physical, emotional and spiritual problems. It also is a plant of youth and beauty, and a natural anti-aging elixir. It provides prestige to its user and generates a “joie de vivre” wherever it is being used. Reminiscent of a purple ocean over the areas it flowers during summer months, lavender is a favorite of the bees as well, with its scent and nectar.

During the heyday of Beyoglu (Istanbul), wearing lavender became a symbol of prestige for all men. It was customary to bring lavender when invited to someone’s house. During the summer of 2010 in which Istanbul becomes a major global center of culture, Beyoglu celebrates its reunion with lavender thanks to the initiative of the Beyoglu Foundation for Beautification and Protection. Throughout the summer months lavender tenders was handing out small sachets of lavender.

### **Generally lavender enters one’s life through three ways; its scent, its remedial powers and its culinary qualities...**

#### **Scent**

\* Since ancient times, the dried lavender flowers placed in pretty, embellished sachets are placed in wardrobes, in between clothes and underneath pillows in order to have

them exude their soothing and relaxing scents for a long period of time. Lavender soothes you and lets you fall into sleep much easier. Lavender scent also repels insects so it not only provides a fresh scent, but also protects the clothes. The insect repellent quality is also effective when lavender is applied to dog’s hair.

\* Lavender has long been an ingredient in perfumery, lending its soothing scent which evokes a feeling of cleanliness. Lavender is being added to perfumes, soaps, toilet papers and detergents. Especially men’s perfumes and aftershave products feature heart notes of lavender.

#### **Healing powers**

\* Lavender oil has very powerful antiseptic and antibiotic effects. In ancient times it was used to cure wounds and insect bites, and it is still being used for the same purposes.

\* Lavender in phytotherapy: Recommended against insomnia, stress, bad temper and attention deficiency. Inhaling lavender before starting work increases energy and concentration.

\* Lavender is also used to clear respiratory channels, decrease fevers and cure rheumatic aches and migraine. The formulas used in phytotherapy are the lavender oil, lavender lotion and lavender tea. In cases of flu or angina, it is burned as incense, disinfecting the surroundings

#### **Culinary use**

\* In the kitchen: A few drops of lavender can be added to salads and sauces but it is mainly used in desserts. In order to prepare milk based desserts you have to add a couple of tea spoons of lavender in boiling milk and resting it for a while. In the region surrounding Nice in France, lavender stems are used in liqueur production. This strong liqueur has soothing effects. It disinfects respiratory channels as well as relaxing the digestive system.



Generally lavender enters one's life through three ways; its scent, its remedial powers and its culinary qualities.





# Beauty Spy

## “New kids on the block”


2010 is marked by many companies releasing myriads of brand new products and renewing their packaging in accordance with the latest trends.

PHOTOS: METİN BAKIRKAYA

WORDS&PRODUCTION: ZEYNEP MERVE KAYA



**SEA COLOR** Cream hair dye. With its special formula and pigment density, you can get long lasting, lively and shiny colours. *LilaFix*  
[www.seacolor.com.tr](http://www.seacolor.com.tr)



**BEK** Deodorant & perfume for men and women. *Sora*  
[www.soracosmetics.com](http://www.soracosmetics.com)




**HOPS** Buzzfresh cooling wipes. These colorful wipes give you freshness on hot days. *Sapro*  
[www.hops.com.tr](http://www.hops.com.tr)



**CANBEBE** Extra small diapers. Especially for premature babies. *Ontex*  
[www.canbebe.com.tr](http://www.canbebe.com.tr)



**JUICY!** Pomegranate & orange shower gel. Cleans your skin deeply while revitalizing your senses. *Naturel*  
[www.pronwer.com](http://www.pronwer.com)



**ROEN** After shave oil. Includes grapeseed oil, apricot kernel oil, lemongrass oil and orange oil. *Roen*  
[www.roen.com.tr](http://www.roen.com.tr)



**FLORMAR** Long wearing lipsticks. *Kosan*  
[www.flomar.com](http://www.flomar.com)



**PROSPER** Natural spray for women. *Kadioğlu*  
[www.gabrini.com](http://www.gabrini.com)



**ELITE** Lipstick & Eyebrow shaper. *Alfar*  
[www.alfar.com.tr](http://www.alfar.com.tr)




**AKITA** SPF 40 sun protect oil. *Akita*  
[www.akitacosmetics.com](http://www.akitacosmetics.com)



**RAPSODİ** Bronzing compact powder. *Kadioğlu*  
[www.gabrini.com](http://www.gabrini.com)



**GABRINI** Terracotta blush-on. *Kadioğlu*  
[www.gabrini.com](http://www.gabrini.com)



**PASTEL** Magic gloss & Full color liquid lipstick. *Pinkar*  
[www.pinkar.com](http://www.pinkar.com)



**ROEN** Cologne. Limited edition olive leaf cologne. *Roen*  
[www.roen.com.tr](http://www.roen.com.tr)



**PINEAPPLE** Quick dry nail polish. *Monna*  
[www.monna.com.tr](http://www.monna.com.tr)



**CATHERINE ARLEY XX** long lash Glaring mascara & Glaring gloss shine. *Alfar*  
[www.alfar.com.tr](http://www.alfar.com.tr)



# Summer memories

Colourful make-up products that capture the last droplets of sunlight are ideal for livening up the forthcoming gloomy days.

PHOTOS: TUNA YILMAZ

WORDS&PRODUCTION: ZEYNEP MERVE KAYA



1. FIRSTTIME Lipgloss. Er-man [www.er-man.com](http://www.er-man.com)
2. FARMASI Starlight Eye Shadow. Farmasi [www.farmasi.com.tr](http://www.farmasi.com.tr)
3. FARMASI Ball blusher. Farmasi [www.farmasi.com.tr](http://www.farmasi.com.tr)
4. ALIX AVIEN 3 in 1 Mascara. Kopaş [www.kopas.com.tr](http://www.kopas.com.tr)
5. FLORMAR Supershine Lip gloss. Kosan [www.flormar.com](http://www.flormar.com)
6. FIRSTTIME Roller Gloss. Er-man [www.ermankozmetik.com](http://www.ermankozmetik.com)
7. FLORMAR Super Neon Colors Nail polish. Kosan [www.flormar.com](http://www.flormar.com)
8. NIRVANA Nail polish. Kamelya [www.kamelyacosmetics.com](http://www.kamelyacosmetics.com)
9. COLLEEN Terracotta Eye shadow. Komet [www.kometkozmetik.com.tr](http://www.kometkozmetik.com.tr)
10. LILYUM Terracotta Powder. Atomizer [www.atomizer.com.tr](http://www.atomizer.com.tr)
11. MODA Lipgloss. Atac [www.ataccosmetics.com](http://www.ataccosmetics.com)
12. SHEIDA Kohl blue powder. Nural [www.nural.biz](http://www.nural.biz)
13. MODA I-shine Eye shadow. Atac [www.ataccosmetics.com](http://www.ataccosmetics.com)
14. FIRSTTIME Water shine gloss. Er-man [www.er-man.com](http://www.er-man.com)
15. GABRINI Multivitamin nail polish. Kadioğlu [www.gabrini.com](http://www.gabrini.com)
16. GOLDEN ROSE Lipstick. Erkul [www.goldenrose.com.tr](http://www.goldenrose.com.tr)
17. KAJAL Selective Nail polish. Atomizer [www.atomizer.com.tr](http://www.atomizer.com.tr)
18. FLORMAR Terracotta Powder. Kosan [www.flormar.com](http://www.flormar.com)
19. SHIVAJY Velvety Powder Eye Shadow. Shadia [www.shadiacosmetics.com](http://www.shadiacosmetics.com)
20. MODA Lipgloss. Atac [www.ataccosmetics.com](http://www.ataccosmetics.com)
21. MODA Quick nail polish. Atac [www.ataccosmetics.com](http://www.ataccosmetics.com)
22. FIRSTTIME Powder Eye shadow. Er-man [www.er-man.com](http://www.er-man.com)
23. CARLA Make up love lipgloss. Atomizer [www.atomizer.com.tr](http://www.atomizer.com.tr)
24. FLORMAR Terracotta eye shadow. Kosan [www.flormar.com](http://www.flormar.com)
25. GOLDEN ROSE Terracotta Sparkle trio eyeshadow. Erkul [www.goldenrose.com.tr](http://www.goldenrose.com.tr)



# Beauty Spy

## The colour of autumn

The colours of the falling leaves of autumn inspire cosmetic products.

PHOTOS: TUNA YILMAZ

WORDS&PRODUCTION: ZEYNEP MERVE KAYA



1. SHIVAJY Antipersperant Silky Compact Powder. Shadia [www.shadiacosmetics.com](http://www.shadiacosmetics.com)
2. MORLEY Rainbow nail polish. Shadia [www.shadiacosmetics.com](http://www.shadiacosmetics.com)
3. ELITE Terracotta Blush. Alfar [www.alfar.com.tr](http://www.alfar.com.tr)
4. GOLDEN ROSE Loose Powder. Erkul [www.goldenrose.com.tr](http://www.goldenrose.com.tr)
5. MODA Extra Strong nail polish. Atac [www.ataccosmetics.com](http://www.ataccosmetics.com)
6. KAJAL Blusher. Atomizer [www.atomizer.com.tr](http://www.atomizer.com.tr)
7. CATHERINE ARLEY Silky Touch Eyeliner. Alfar [www.alfar.com.tr](http://www.alfar.com.tr)
8. LILYUM 3x Volume Waterproof Longlash. Atomizer [www.atomizer.com.tr](http://www.atomizer.com.tr)
9. CATHERINE ARLEY Silky Touch Flower Mascara. Alfar [www.alfar.com.tr](http://www.alfar.com.tr)
10. GOLDEN ROSE Style MASCARA. Erkul [www.goldenrose.com.tr](http://www.goldenrose.com.tr)
11. GABRINI Lipliner. Kadioğlu [www.gabrini.com](http://www.gabrini.com)
12. FLORMAR True Color nail polish. Kosan [www.flormar.com](http://www.flormar.com)
13. PASTEL Blush-on. Pinkar [www.pinkar.com](http://www.pinkar.com)
14. FLORMAR Terracotta Powder. Kosan [www.flormar.com](http://www.flormar.com)
15. LIPOJEN Collagen Lip plumper. Alpaya Cosmetics [www.lipojen.com](http://www.lipojen.com)
16. PINEAPPLE Lipstick. Monna [www.monna.com.tr](http://www.monna.com.tr)
17. GABRINI Ball-blusher. Kadioğlu [www.gabrini.com](http://www.gabrini.com)
18. CARLA Blusher. Atomizer [www.atomizer.com.tr](http://www.atomizer.com.tr)
19. MODA Velvet Lipstick. Atac [www.ataccosmetics.com](http://www.ataccosmetics.com)
20. FARMASI nail polish. Farmasi [www.farmasi.com.tr](http://www.farmasi.com.tr)



# Foundation Empire

The emperor and empress foundations of the Turkish cosmetics scene strike a pose just for us.

PHOTOS: METİN BAKIRKAYA

WORDS&PRODUCTION: ZEYNEP MERVE KAYA

**ELITE Revital foundation.**  
Alfar [www.alfar.com.tr](http://www.alfar.com.tr)

**ELITE Liquid powder foundation.**  
Alfar [www.alfar.com.tr](http://www.alfar.com.tr)

**COLLEEN Moisturizing and longlasting foundation.** Komet  
[www.kometkozmetik.com.tr](http://www.kometkozmetik.com.tr)

**GOLDEN ROSE Satin smoothing, fluid foundation.** Erkul  
[www.goldenrose.com.tr](http://www.goldenrose.com.tr)

**RAPSODI Foundation. Natural make-up.** Kadioğlu  
[www.gabrini.com](http://www.gabrini.com)

**SHIVAJY Fluid foundation.**  
Shadia [www.shadiacosmetics.com](http://www.shadiacosmetics.com)

**FLORMAR Perfect coverage foundation.**  
Kosan [www.flormar.com](http://www.flormar.com)

**FIRSTTIME Perfect Finish Liquid to powder foundation.** Er-man  
[www.er-man.com](http://www.er-man.com)

**KAJAL Cream to powder foundation with Macadamia.**  
Atomizer  
[www.atomizer.com.tr](http://www.atomizer.com.tr)

**FLORMAR Long wearing radiant finish foundation.**  
Kosan [www.flormar.com](http://www.flormar.com)

**COLLEEN Moisturizing and longlasting foundation.** Komet  
[www.kometkozmetik.com.tr](http://www.kometkozmetik.com.tr)

**GABRINI Foundation.** Kadioğlu  
[www.gabrini.com](http://www.gabrini.com)

**FARMASI Hydravite foundation.**  
Farmasi [www.farmasi.com.tr](http://www.farmasi.com.tr)

**ISABELLE DUPONT Liquid foundation.** Giz  
[www.isabelledupont.eu](http://www.isabelledupont.eu)

**MODA Super cover foundation.**  
Atac [www.atacosmetics.com](http://www.atacosmetics.com)

# Design World

Bora Aksu



Erdem



Hakaan

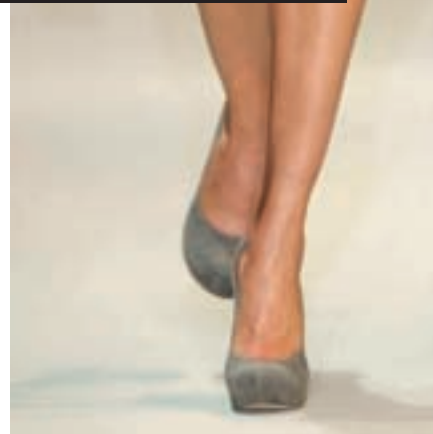


GOLDEN  
TURKS SHAPING

## THE WORLD OF FASHION

Coming across their names in the international editions of Vogue, watching their runway shows in fashion weeks, spotting celebrities gracing the red carpets wearing their creations... Here are the world-famous Turkish designers.

Words: Zeynep Merve Kaya





Umit Benan



Turkish designers keep ruling the fashion world with their creative designs.

In recent years, as the fashion forward face of Turkey is transformed, we start getting to know world-famous brands and designers much better. We come across designers we've never heard of or forgotten about, thanks to the fashion houses who try to keep up with each other by scouting young talents. Some of these names sound awfully familiar. Famous Turkish designers who lead their careers abroad stun the crowds with their innovative approaches, draw all the attention and in many ways, breaking new grounds. And thanks to them, Turkey is quickly climbing up the stairs in the wonderful world of fashion.



### BORA AKSU

Living in London Bora Aksu's style ranges from minimal to the 70s. Known to be a professionally active type, Aksu appears in collaborative projects with other brands and designers.

Since presenting one of the five best shows in London Fashion Week in February 2003, Bora Aksu has emerged as an upcoming name. He is bold enough to say that he is generally inspired by daily objects such as tablecloths, washcloths and even granny-type underwear. The light blouses, airy dresses and colourful prints which emerge from these inspirations are available at London boutiques like Liberty, Selfridges, Barneys; the Moscow boutique Podium, and the Ex Boutique in Kiev. Bora Aksu is no stranger to awards. He clinched the Top Shop New Generation Award four years in a row! He designed for Converse and worked with various dance companies. He collaborated with Artisan Armour, the producer of motion pictures like Troy, Alexander and King Arthur. The most striking pieces from the designer's 2010 Fall/Winter collection are the bright coloured blouses and transparent tunics. [www.boraaksu.com](http://www.boraaksu.com)

Hussein Chalayan



It's not surprising to learn that Turkish designers won some of the world's most prestigious fashion awards.

## HUSSEIN CHALAYAN

Hussein Chalayan describes himself as a man of ideas and aims to renew himself constantly. He can be referred to as the senior ranking Turkish fashion designers abroad. It was in 1995 that Chalayan clinched a design award in London squeezing past 100 other contestants. He used the prize money to create his own designs and build his own brand. Icelandic musician Björk wore a jacket by Hussein Chalayan on the cover of her album Post. She continued to wear his designs in the following world tour and she even surprised everyone by appearing on the runway in his fashion show. His work with Marks&Spencer, one of the most important clothing brands in Britain, provided a much needed bounce back following a period of financial difficulties. His return brought more success, culminating with the MBE title he received from the Queen. The different materials and fabric cuts he uses in his designs bring dynamism to the world of fashion. Especially young girls and recently hyped up bloggers cannot stop themselves wearing Chalayan designs. Chalayan took some time off from runway shows in 2009 to become the creative director of the active sports brand Puma. [www.husseinchalayan.com](http://www.husseinchalayan.com)

## HAKAN YILDIRIM and his brand HAKAAN

Unlike other famous Turkish designers Hakan Yıldırım lives in Istanbul and takes it as an inspiration. He likes using bits and pieces from the things happening around him, his family and his friends. It's possible to observe in his collections the past, the future, and pieces belonging to a second life which in his terms is "unknown to all". According to him, a designer either has to bring forward



Hakaan



something that did not exist before or provide new interpretations for something which already exists. He states that he is working his way to the top as a professional who loves his job. Just like Stella McCartney for Adidas, Yıldırım has been preparing a collection each season for the Turkish ready-to-wear brand Koton. The unique vision he lends to Koton shapes its style and the way the brand is perceived. Taking inspiration from life itself, Yıldırım's 2011 Winter collection titled Yesterday exudes a feeling of lament. Hakaan's runway show at the recent London Fashion Week was specially attended by Kate Moss. The models included big names like Lara Stone and Natalia Vodianova. [www.hakanyildirim.com.tr](http://www.hakanyildirim.com.tr)

### **ERDEM MORALIOGLU and his brand ERDEM**

Erdem is a brand which brings innovations to the fashion world with its modern style. Established in London in 2005 as a ready-to-wear brand, Erdem is known for its romantic approach and its combinations featuring sharp lines with graphically patterned silks. Born to an English mother and a Turkish father, Erdem was brought up in Canada. He started to emerge within the fashion scene after working alongside Diane Von Furstenberg in 2003. It wouldn't be wrong to say that 2007 has been Erdem's year. The designer received numerous fashion awards in Britain. His fashion shows were mentioned among the best. In 2009 he received the prestigious Swiss Textile Award and the British Fashion Council's "Collection of the Year" award. Erdem Moralioğlu likes to use vibrant colours in his designs. He chooses the most appropriate fabrics for his designs and uses needlepoint abundantly, lending a nostalgic character to his young spirited style. Among the fans of Erdem are Keira Knightley, Sienna Miller, Claudia Schiffer and the First Lady of the US, Michelle Obama. Erdem's designs are being sold in more than 50 boutiques globally. Among them are the Garderob in Moscow and the Glianets in Dnipropetrovs'k, Ukraine. [www.erdem.co.uk](http://www.erdem.co.uk)

### **UMIT BENAN**

The latest prodigy to emerge in men's fashion, Umit Benan, lived in Istanbul, London, New York and his current work place Milan. Following a degree in management, Benan started taking design lessons and created his own brand in 2009. It's known that Umit Benan is deeply inspired by New York fashion and the eclecticism of the city. In fact all kinds of styles, fabrics, colours and patterns can be noticed in his designs. It's for sure that the Umit Benan brand has brought new life and a modern take to men's fashion, settled deep in the shadow of women. Classic linen and cotton fabrics provide the basis for authentic yet urban looking clothes. Umit Benan believes that his designs are popular because he totally "lives" his designs. He says that he is best understood by Japanese men, who he says are the best dressed of all. You may find Umit Benan designs at exclusive boutiques in France, Japan, Britain and USA, as well as his online shop. [www.umbenan.com](http://www.umbenan.com)



**Erdem**

**Umit Benan**



Most of the Turkish designers have worked with the world's most important brands, fashion houses and designers.





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

Special thanks to Habitat and Koçtaş  
[www.habitatturkey.com](http://www.habitatturkey.com) [www.koctas.com.tr](http://www.koctas.com.tr)

## ILLUMINATE YOUR BEAUTY

Discover the way to make  
your skin glow with health





1. Herbal exfoliant scrub by **Roen** [www.roen.com.tr](http://www.roen.com.tr)
2. Uplifting face flower by **Aisha** [www.aisha.com.tr](http://www.aisha.com.tr)
3. Olive oil cream by **Ta-ze** [www.ta-ze.com.tr](http://www.ta-ze.com.tr)
4. Lime face scrub by **Farmasi** [www.farmasi.com.tr](http://www.farmasi.com.tr)
5. Intensive cream by **Fonex** [www.fonex.com.tr](http://www.fonex.com.tr)





1. Red clay peeling by **Q-Spa** [www.kozmi.com.tr](http://www.kozmi.com.tr)
2. Aphrodisiac massage oil by **Katre** [www.katrenatural.com](http://www.katrenatural.com)
3. Bath salt by **Katre** [www.katrenatural.com](http://www.katrenatural.com)
4. Body scrub by **Katre** [www.katrenatural.com](http://www.katrenatural.com)
5. Nail hardener with keratin by **Pastel** [www.pinkar.com](http://www.pinkar.com)
6. Nail care gel with calcium by **Pastel** [www.pinkar.com](http://www.pinkar.com)
7. Jasmine&green tea body scrub by **Juicy** [www.pronwer.com](http://www.pronwer.com)
8. Pomegranate&orange body scrub by **Juicy** [www.pronwer.com](http://www.pronwer.com)
9. Magnolia hand&body cream by **Maxxel** [www.cosmoplus.com.tr](http://www.cosmoplus.com.tr)





- 1- Hand&body lotion with olive oil by **Ta-ze** [www.ta-ze.com.tr](http://www.ta-ze.com.tr)
- 2- Beauty formulation cream by **Imaj** [www.ukipcosmetic.com](http://www.ukipcosmetic.com)
- 3- Lavender Spa body and massage oil by **Rebul** [www.rebul.com](http://www.rebul.com)
- 4- Lavender Spa bath soap by **Rebul** [www.rebul.com](http://www.rebul.com)
- 5- Natural lavender soap by **Otaci** [www.otaci.com](http://www.otaci.com)
- 6- Raspberry cream body scrub by **Pronwer** [www.pronwer.com](http://www.pronwer.com)





1. Lavender hair conditioner by **Akita** [www.akita.com.tr](http://www.akita.com.tr)
2. Lavender Spa shower gel by **Rebul** [www.rebul.com](http://www.rebul.com)
3. Hand&body lotion by **Rosense** [www.rosense.com](http://www.rosense.com)
4. Lavender hand&room cologne by **Katre** [www.katrenatural.com](http://www.katrenatural.com)
- 5-6-Lavender soaps by **Katre** [www.katrenatural.com](http://www.katrenatural.com)





1. Calming lavender body butter by **Aisha** [www.aisha.com.tr](http://www.aisha.com.tr)  
2. Lavender Spa EDT by **Rebul** [www.rebul.com](http://www.rebul.com)  
3. Lavender face mask by **Akita** [www.akita.com.tr](http://www.akita.com.tr)  
4-Aromatherapy shower gel by **Otacı** [www.otaci.com](http://www.otaci.com)  
5-Lavender hand cream by **Akita** [www.akitacosmetics.com](http://www.akitacosmetics.com)  
6-Herbal body lotion by **Roen** [www.roen.com.tr](http://www.roen.com.tr)





Lokum dish by Defne Koz

## “ISTANBUL OTHERWISE”

Objects related to Istanbul’s traditional life are reinterpreted by prominent Turkish artists.

Words: Ayşe Sönmez



Five-piece-gold by Ela Cindoruk



**I**t's a bit difficult to describe Istanbul. You cannot fit it in words, or photographs. Yet anyone who ever experiences Istanbul develops a certain desire to share it with others, those who already know, have seen or heard about it or those who are total newcomers. Shortly everyone wants to talk about Istanbul in their ways of expression. There's no doubt that everyone has their own style. Proje AŞ, probably took this as its starting point, with the support of the 2010 Istanbul European Capital of Culture Agency, and unveiled a successful exhibition worthy of notice. In order to succeed in explaining what Istanbul really is about, they gathered internationally renowned Turkish artists as part of the "Istanbul Otherwise" project and asked them to reinterpret various objects related to Istanbul's traditional lifestyle. Objects like rosary, five-piece-gold, lectern, lokum dish, hamam set and shoe shiner's box slipped into brand new outfits in the hands of these designers. Transformed into pieces of contemporary design by Erdem Akan, Ela Cindoruk, Defne Koz, Tanju Ozelgin, Meric Kara and Koray Ozgen, these objects symbolizing "cultural sustainability" were presented first at the Domus Academy (Milan/Italy) between 23 March and 12 April, and at the Bauhaus Universitat (Weimar/Germany) between 16 April and 6 May.

The "Istanbul Otherwise" project by Proje AŞ, aims to present Istanbul's culture, values and traditions to the international design circles and academic platforms.



**Rosary by Erdem Akan**

**Erdem Akan:** "At this imperial capital where religions and cultures meet, rosary has earned itself both an artistic and a quotidian meaning and value. The contemporary relationship between the rosary and Istanbul, I believe, is more of an ironic one; symbolizing an object of perseverance against the increasingly populated and difficult living conditions of Istanbul."



**Ela Cindoruk:** "There is this notion of five-piece-gold essentially being a 'currency', substituting money itself. Its weight and value is always the same. It's made of 22 carat gold, it's guaranteed and reliable. That was my starting point. I actually wanted it to be 24 carat gold. In my design you can detach as many pieces as you like and sell them. It's possible to separate the pieces or carry them as a whole."

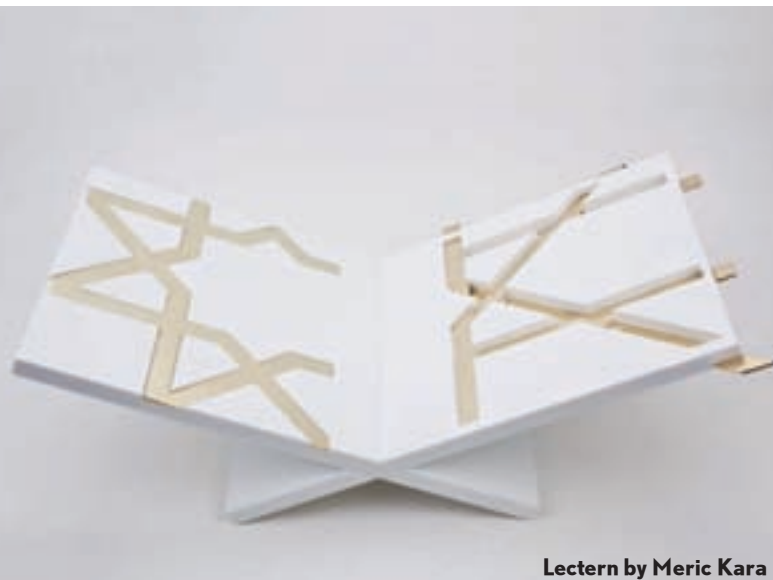


**Koray Ozgen:**

“My aim was to turn these boxes that identify shoe shining boys into objects that provide a link between the past and the future, making use of the typology of contemporary culture marketing. What I dreamt of was that these objects would one day be placed in the squares and streets of Istanbul which experienced this ‘sorrow’, and give us hope of a different Istanbul in which children don’t have to shine shoes in the streets.”



**Shoe shiner's box by Koray Ozgen**



**Lectern by Meric Kara**

**Meric Kara:** “The project aims to turn objects that harbor historical and cultural accumulation into functional pieces that play more efficient roles in our daily lives without stripping them off the values they represent. The lectern is an object that is not actively used these days. That’s why it was a good candidate for the project.”





**Defne Koz:** “I developed the project for box to store Turkish delights in order to add a ceremonial quality to a momentary pleasure.

I wanted it to have a ritualistic presentation underlining the importance of our traditional understanding of pleasure, by placing each piece of Turkish delight on a separate plate, as if they are sanctified and carried on a throne or as if they are monuments in their own rights, providing a time and a place for this pleasure to be enjoyed.”



**Lokum dish by Defne Koz**



**Hamam set by Tanju Ozelgin**



**Tanju Ozelgin:** “Through this design for a hamam set which includes a hammam bowl, clogs and a loincloth, I aimed to reinterpret the traditional values of Turkish hamam culture with the latest technological means.”

## “PERFUME IS A PERSONAL THEME”

We talked to Ibrahim Yasar, the owner of the herbal personal care product brand Roen, about the establishment of the firm and aromatherapy oils.

Interview: Duygu Ersoy  
Photos: Tuna Yilmaz



**L**et's get to know you first. How long has Roen been around for? How did you start?  
Roen is a boutique firm which has been functioning for the last 5 years. I've always been preparing various mixtures for myself. Some of these mixtures were well received but I've never thought of getting further involved in it. When I decided to work on it I went and examined a firm dealing with such products in Prague. I got some ideas, and when I came back to Turkey we started a business with a chemist friend of mine, producing soaps, lotions and oils. The first two-three years were quite difficult. We worked a great deal for our website and created a platform in which all our products could be browsed. We do online sales as well. Our wholesale service was launched a short while ago. We now deliver our products to major spas.

### **Where does your production take place?**

We have a workshop in Pendik, Kurtkoy. It's not a big factory, just a small workshop. Right now we have two employees. We're thinking of expanding through new investments.

### **Which products are being sold at the Roen boutique?**

Body oils, lotions, shampoos, shower gels, sun care products, cologne, aromatherapeutic salts, facial creams, conditioners and hair care creams are the main products available at the Roen boutique. We're planning to introduce more products in the future.

### **Is aromatherapy just about nicely scented oils? Is scent the main factor in this business or is it the benefits of the plant extracts?**

Perfume is a highly personal theme. For instance; you may quite like jasmine while another person might despise it. Just like voices, all scents have different characteristics. However the scent of a herbal oil and its use on skin may have totally different effects. We may define these as the internal and the external. For example, olive leaf oil may be used in oil and soap production but it's not suitable as a culinary ingredient. The principle oils have to be refined in order to become edible. In external use, as in aromatherapy, possible irritability of the skin must be evaluated prior to the use of the oil for massage purposes. It's not all about the scent. Scents have a significant effect on people's psychological moods. The use of an oil as an incense and its use directly on skin have very different effects. If an oil is to be applied on skin in aromatherapy, the effects of the plant may precede its scent.

### **What kinds of oil are used in aromatherapy?**

It's important to evaluate what a specific aromatherapy oil is good for before focusing on varieties and scents. Rosemary, bergamot, ylang ylang, amber, lavender and eucalyptus could be used. Eucalyptus is good for breathing and is used in saunas, opening up blocked sinuses. It's also an antiseptic. Thyme is an antiseptic as well. Rosemary is good for aches. You need to know what you have to cure before choosing an oil.



## TRIED & TESTED

### Which one of your products is the most popular?

Juniper, honeysuckle-orange, olive leaf, apricot and the new mastic products have the greatest demand at Roen. Mastic is an antiseptic and is quite important for cleansing.

### What is Turkey's position in the herbal care industry?

Plants are innumerable. Each one of them is divided into sub-species as well. Turkey has over 17 types of thyme. Although it doesn't seem as so, Turkey has one of the richest floras on the planet. We provide most of our raw materials such as hazelnut oil and almond oil from Turkey. Some essential oils do come from Southern France. England shows a great potential for demand but they don't have the raw materials. This applies to the Northern countries and the Arab states too.

### How are the correct measurements achieved?

It's important to cold-press while extracting the oil or the essence of a plant. When cold-pressed the vitamins and the minerals are maintained.

Another issue is to know what should be used in which oil. Olive oil is not suitable for moisturizing but it's nutritious. We use it only for facial care. Olive oil exudes a heavy smell when cold-pressed. Some firms use olive oil in all their products, even in moisturizers, which is not right. That's why we use hazelnut oil which is more moisturizing and nutritious, and it's unscented as well. We generally use a formula which I call H2Oil. The skin needs both moisture and oil and it requires moisture the most. We try to balance this out by mixing the lotions with oil.

### Do you sell internationally?

An American media correspondent to the Middle East came to our boutique by coincidence and bought a product. She liked the product very much and she came back with a photographer friend and did some shoots for a magazine. Consequently a boutique called Otto got interested in our products. We are now sending them products on a regular basis. Thanks to this media coverage American tourist groups now visit our boutique as well. We'll also start selling under the name Roen in foreign countries and Raen in Turkey.

### Why should people use Roen products?

We are trying to produce healthy personal care products with very simple contents. We use the best quality oils. We're among the top few companies in Turkey in terms of product variety. In addition, for the last 4,5 years we haven't changed our prices much. We have a very simple and user friendly internet site. It's difficult to find such simple and product centered web sites. We also come across many companies who are influenced by our products. This demonstrates that we're doing a good job.

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

Here are the products we tried and tested from this young company known by their meticulously produced eco-friendly herbal products.

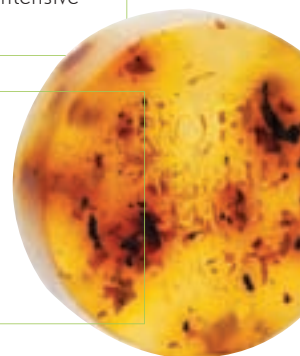
Nil Otova Photos: Tuna Yilmaz



**HERBAL BODY LOTION:** This thinly textured lotion provide a pleasant use with its nice scent and soft touch. H2 Oil; since moisture and oil levels are important in skin care the lotion is recommended to be used after adding a few drops of body care oil, in order to create an intensive skin care effect.



**PINEAPPLE COCONUT SOAP:** This is just one of the many type of products from the hand made herbal soap range. Its oily texture can be felt immediately when touched. The soft cream covers the skin and the herbal oils in its content, together with fruit particles that provide a peeling effect, turn into a soft foam under water and enable a pleasant cleansing experience.



**HERBAL BODY&MASSAGE OIL:** This product is a bit dense but it's easily absorbed by the skin. It's ideal especially for dry skin thanks to its content of sweet almond, sunflower, hazelnut oil and honey. In addition, its combinational use as H2 Oil with the herbal lotion is nutritious, softening and relaxing, and it also creates a SPA-like feeling with the perfume it leaves back on the skin.



**HAIR CARE OIL:** This hand made herbal oil mixture nourishes the hair when applied and left to absorb for 20 minutes. It creates extremely shiny and sweetly scented hair.



**HERBAL OIL CONDITIONER:** It softens the hair and leaves a pleasant scent. The content is clearly provided on its bottle. Like other products the safety lid enables ease of use both for the product and the user.



## “A BRAND AS OUR REPUBLIC”

We talked to the Deputy CEO of Eyup Sabri Tuncer, Engin Tuncer, about the new brands of the company.

Interview: Duygu Ersoy  
Photos: Tuna Yılmaz



**C**an you tell us about Eyup Sabri Tuncer? Founded in Ankara in 1923, the same year as the Turkish Republic, Eyup Sabri Tuncer Company produced its first classic lemon cologne in a small workshop. This fresh scent that spread all over the country became synonymous with the Eyup Sabri Tuncer brand. As the established and respectable cologne brand that is preferred by consumers who take care of themselves and their loved ones for the last 87 years, Eyup Sabri Tuncer has expanded its product range in accordance with the changing tastes and preferences of the country.

**Products with added values have always been a necessity within a competitive market environment. The consumer is looking for innovation and functionality. What does EST think of these two important factors and to which extent does it have them realized?**

If we want to be ahead of our current and prospective competitors within the developing global conditions, we should be producing innovations that will increase added value of the sector and introduce more functional qualities that will benefit the product. As a firm we know that an innovative thought and approach will most of all increase our competitiveness. In addition, we believe that such an approach will increase the quality of life and the welfare of our consumers. As the competitiveness of companies increase, the competitiveness of a country will be increased accordingly.

**You are established in Turkey in terms of cologne production. What other types of products do you have?**

Within the personal care category, as well as our high quality colognes meticulously prepared with enchanting and pleasant scents, we also have the Special Series Lemon Cologne which appeals to those who are interested not only in the cologne itself but the packaging also. The extra moisturizing Perfume Jewels hand and body cream, the Perfume Jewels body lotion enriched with different essences and the Perfume Jewels body perfume feature 24 different scents including Blackberry, Lemon, Papaya, Strawberry, Orange, Melon, Silky Touch, Silver Rain, Passionate Love and Cherry Pie. Within the personal cleansing category we produce wet tissues suitable for sensitive skin which cleanse, soften and nourish the skin with its perfectly arranged multi functional formula, and cologne tissues that provide 24 hours of cleansing and freshness with high quality citrus essences.

The antibacterial product range, on the other hand, feature the Cool Care antibacterial hand hygiene product series presented under the EST 1923 brand. This series consists of a hand cleansing gel, hand cleansing spray and hand cleansing tissues that provide hygienic cleansing without water and soap.

Apart from these categories, the Gizli Bahce Room Sprays designed to be used in all indoor environments against unwanted odors, provide a pleasant scent when used on carpets, bed linens, laundry and textile surfaces. As well as the hand made soap bar, the liquid soap with



# TRIED & TESTED

Here are the products we've tried and tested by this brand famous for its colognes...

Nil Otova Photos: Tuna Yilmaz

organic and natural olive oil and the hand made soap bar with bay leaf seed oil which we're currently working on to introduce to our consumers under the EST 1923 brand, we're also planning to produce under the same brand, the EST 1923 Eau de cologne, EST 1923 Body Splash, EST 1923 Red Diffuser incense sticks, EST 1923 candles and home and SPA accessories.

## Which countries do you export to?

Dubai, Iraq, EU countries and America are among the markets that we export to. In addition, we're planning expand our EST 1923 brand globally and open shops to serve the American, European and the Arabian markets.

**The antibacterial efficiency tests of the Cool Care antibacterial hand hygiene series were executed by the Pharmaceutical Microbiology department of the Faculty of Pharmacy in Marmara University. As a result, the antibacterial and antifungal effects of the Cool Care antibacterial hand hygiene series were certified by official documents.**

Now the consumers can be sure that the antibacterial gel, the antibacterial spray and the antibacterial hand cleansing tissues of the Cool Care antibacterial hand hygiene series which they can buy at pharmacies in which undeclared underground production cannot penetrate, are 100% reliable in terms of killing the bacteria and preventing their reproduction. Additionally, the fact that the products' ability to prevent the reproduction of fungi and kill the existent ones is officially documented, is important for those consumers who take great care of their health.

## Do you take part in international fairs?

We've been taking part in international fairs as observers for long years. We were at the Cosmoprof Bologna 2010, the long established and prestigious international cosmetics fair that took place in Italy on 16-19 April 2010. We also took part in the Beautyworld Middle East fair that took place on 1-3 June 2010 at the Dubai International Fair Center with a special and elegantly designed booth.

## What is EST 1923?

EST 1923 has been designed as a brand that is presented within a natural creativity concept with the intention to produce products that adapt to changing tastes and preferences, covering significant portions of the global market and thus successfully represent Eyup Sabri Tuncer and Turkey.

## What are your plans for the near future?

What's really exciting us right now is the 50-60 square meter shop we'll be opening in New York within the next 6 months. [www.eyupsabrituncer.com](http://www.eyupsabrituncer.com)



### 80 DEGREE LEMON COLOGNE:

A classic which is being produced since 1923, turning the use of cologne into a habit. With the lemon notes which dominate its content, the cologne easily gets absorbed by the skin, leaving it fresh and relaxed. It is presented in an eco-friendly glass bottle. Its yellow card box contains all the necessary information.



### SPECIAL SERIES CLASSIC LEMON COLOGNE:

The ETS cologne is presented in a black card box, placed in a satin casing with an attractive bottle with gold patterns. Once the alcohol evaporates its light perfume leaves a pleasant scent on the skin.



### ANTIBACTERIAL HAND HYGIENE

**SERIES:** The Cool Care hand hygiene series with essential oils presents two choices for its consumers: gel or liquid spray. Both of them are 99% antibacterial. Providing freshness upon application, they immediately get absorbed by the skin and leave it soft by moisturizing. They are easy to use, value for money and create a sense of absolute cleansing with their light perfume.



### ANTIBACTERIAL HAND CLEANSING TISSUES:

Easy to use cleansing tissues from the Cool Care series. Has the same content as the rest of the products in the series except perfume.



### SOAPS:

A product range which makes using soap more desirable. The packaging is simple but evokes naturalness. Each of these hand made soaps have a different content, colour and perfume. They look very pretty. They are fun to use. The high amount of glycerin provides a creamy texture, soothing and thoroughly cleansing the skin.



# Profile

“WE HAVE INVESTMENTS WORTH 10 MILLION DOLLARS”

Mohammed Taner, the General Manager of Global Horizon, shared his firm's future plans and its export details with us.

Interview: Duygu Ersoy  
Photos: Tuna Yilmaz



**C**an you tell us about your firm **Global Horizon, its history and your brands?**  
Global Horizon Hygienic Products Company was founded in Istanbul's Trakya Free Trade Area in 2004, as an establishment producing personal care and hygienic products at its 11.000 m<sup>2</sup> facility equipped with the latest technology. Rapidly becoming known within the global cosmetics sector, our company now stands firmly among the respectable companies at the countries it operates in. Global Horizon is a 100% foreign investment and is a member of Saudi Arabia based Baghlaf Holding.

Our company aims to continue its investments in the near future with the technology it applies and the quality and innovation principles it adopts in order to maintain growth and become a leading company in its sector. Within this scope, the “Lana” brand has been launched in accordance with the developing consumer demands and a long period of R&D process and investments. “Lana” will surely top the consumer choices list in the near future thanks to its wide product range and its innovative and modern structure.

**Your product range seems quite varied. Which product range remains at the forefront compared to the others?**

We have wet tissues, make-up removal tissues and

deodorants. The antibacterial liquid soaps and hand gels are among the products that enjoy an increasing demand. In addition, our wet tissues serving various needs are drawing significant attention.

**Are your products available to the Turkish consumers too, or do you solely do exports?**

Since we operate in the Free Trade Zone we only do exports. A significant portion of this export consists of Private Label products.

**There has been a recent boom in antibacterial gels/tissues/soaps and similar products. This is being regarded as a global trend. Do your facilities have the capacity to react to such sudden developments?**

The 10 million dollar investment during the establishment included machines with the latest technologies, laboratories for R&D and a professional team capable of managing all this. We have the capacity and flexibility to react to all kinds of sudden developments and cover all demands.

**Wet tissues are one of your most important product groups. It enjoys lots of new varieties globally too. From make-up removal tissues to deodorants, such tissues cover lots of different needs. There are even some “Pet**



## TRIED & TESTED

Here are the products we tried and tested by Global Horizon, specializing in Personal Care and Personal Hygiene Cosmetics.  
Nil Otova Photos: Tuna Yilmaz

### Care” products. Are you able to adapt to these variations and provide accordingly? How far can this variation go?

Our product range is really wide in terms of wet tissues. New and innovative products can be developed according to contemporary technologies and trends. Especially products that are personalized in terms of market create increasing demand. For instance, packaging and scents could be developed to appeal to certain age and interest groups. Wet tissue production can also change its course in accordance with changing technologies. One such example is the tissues that can be dissolved in water after use, which are recently being introduced in Europe.

### What type of products you have under the brand Lana?

We have hair gel, cologne, intimate gel, shower gel, baby shampoo, antibacterial liquid soap and hand gel, baby cylinder, deodorants for both men and women, make-up removers and facials for men. Also acne fighting, anti-spot, skin whitening, alcohol swab products. Our Daily Wet Wipe series have seven different types which are; Daily Daisy, Daily Rose, Daily Violet, Daily Pine, Menthol Pocket, Lemon Pocket and Kids Pocket.

### We know you also have private labeled products. What are those brands Global Horizon produces and what type of products you have?

Our private label products are Nini Baby Wet Wipes, Rento Sauna Scent, Perfix Antibacterial Gel, Sebume Shampoo, Rin Hair Gel and Delifrance Wet Wipes.

### What are your plans for the near future?

We would like to increase our support for our distributors in order to strengthen our position and maintain continuity in the countries that we operate in. Country specific promotions, television commercials and group meetings that will be held in Turkey or another country are also among our projects for the near future.

### Do you follow and take part in international fairs?

As of 2010, we've taken part in are Cosmoprof Worldwide in Italy on 16-19 April, World of Private Label in Holland on 18-19 May and Beautyworld Middle East in Dubai on 1-3 June. In addition, we're planning to take part in the Arab Health fair which will take place at the beginning of 2011.

### Which countries does Global Horizon export to?

We have distributors and sales points in a total of 27 countries. Some of which are; Saudi Arabia, Finland, Sweden, Libya, Iraq, Syria, India, Lebanon, Serbia, Egypt, Ghana, Spain, Bahrain, Pakistan, Palestine, United Arab Emirates, Sudan, Yemen, Hungary and Algeria.

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



**LANA ROSE LIQUID SOAP:** Liquid soap with flower scents, featuring a pH 5.5 formula and moisturizing agents that cleanse the skin without causing dryness. The pump cap enables just a tiny drab to create a significant amount of thin foam when contacted with water, cleansing the skin thoroughly.



**LANA INTIMATE:** A sweet scented cleansing gel developed for the genital areas. The ergonomic packaging enables an ease of use. Produces a thin foam providing a comfortable cleansing experience.



**LANA ROSE SCENTED DAILY USE WET TISSUES:** Daily use wet tissues are presented in various sizes that suit different needs. They are easily pulled from the package. They are soft and adequately thick. Cleanses the skin leaving a tint of rose scent.



**LANA MAKE-UP REMOVAL TISSUES:** Each of the 25 tissues in the packaging is large and thick enough to remove a complete make-up at a single go, easily cleansing all areas, without causing any dryness. Thanks to its special formula, the tissues have not only cleansing but also moisturizing qualities.



**LANA HAIR GEL:** These hair gels present exclusive product types, provide a pleasant use with their nice scents. They are easy to use, with long lasting effects and guaranteed results.



“WE’D LIKE TO EXPAND TO THE CIS COUNTRIES.”

We talked to the CEO of Aksu Vital, Yunus Aksu about his firm’s future plans and the real identity of aromatherapy oils.

Interview: Duygu Ersoy  
Photos: Tuna Yilmaz



## **C**ould you tell us about Aksu Vital?

Aksu Vital began its operations in 1989 with bee products like honey, royal jelly and propolis. Later on, as aromatherapy oils, herbal capsules and tablets began to get included in the product range, new brands like Shiffa Home, Softem and Avicenna joined the Aksu Vital brand. Avicenna provides capsule and tablet products exclusively to pharmacies, while natural creams and soaps categorized as cosmetics were branded under Softem. One of our early favorites, Shiffa Home, brings aromatherapy oils, herbal capsules and tablets together under the same brand. Our shops identified as modern herbalists in which all our natural products are available are also named Shiffa Home.

## **What are your product ranges?**

Aromatherapy oils are being used by humanity since the Ancient Egyptians in order to add health and beauty to their lives. Today they are used in order to wind down after a hectic day and to be better groomed. As a firm we provide 50 types of carrier and essential oils for our consumers without using any type of additives, colourings, chemicals or perfume. We also produce creams and soaps containing natural extracts.

## **It seems like anything that smells nice is marketed as a herbal aromatic oil. What should we understand from the term natural herbal oil? Could you tell us about these massage oils and aromatherapy in general?**

Aromatherapy oils are pure oils extracted from various parts of plants. In other words, they are the essences of the plants. As they are essences, they are deeply absorbed by the skin. We mentioned earlier that aromatherapy oils are sometimes used for health reasons. Aromatherapy oils have antiseptic, antimicrobial, remedial and rejuvenating qualities. The function of a product intended to be used for such purposes is much more important than its scent. This means that aromatherapy oils do not always have to smell nice. Essences, on the other hand, are either the oils themselves or their combinations with other chemicals. The only quality of these essences is their scents.

## **We know that producers supply raw materials from all four corners of the world. Could we, say that being a producer in Turkey has its advantages?**

Not every plant is grown bearing the same quality in each country. Sometimes you may need to supply raw materials from different countries in order to sustain quality. Although our country has a very rich flora, in terms of commerce and competitiveness, Far Eastern countries are more advantageous.



**Is the tricky part of the job to know what each plant is good for? Do you notify the consumers about these in any way while you're selling the products?**

Globally, aromatherapy is considered as a complimentary, a supportive domain. In cases of illnesses where medication takes place doctors have to be consulted prior to the use of such products. For cases in which health care is the main objective for consumption, we provide specialists qualified in Medical and Aromatic Plants at our shops in order to provide technical support if required. What we mean by technical support is for instance, if the person is pregnant she is advised not to use any products within the first four months, or if a person has a dry skin he/she is advised not to use lemon seed oil.

**Do you follow international trends? Do your facilities have the capacity to adapt to these changes?**

Our team follows all the trends but we don't produce something just because it's popular. Our facilities are adequate but as our product range grows, we have started to prepare the infrastructure to build a new facility within the next 5-10 year period.

**Which countries do you export to?**

We export to Arabic countries in the Middle East and North Africa, Azerbaijan, Russia, European countries and America.

**Do you take part in international fairs?**

It's not enough to produce something good; you have to explain them to people. We take part in international fairs in order to tell people about Aksu Vital, the latest ones being in Iraq and Qatar. We always come back with significant gains.

**Recently environmental concerns are increasingly considered on a global scale. Are there any measures or any implementations you have incorporated within your production processes?**

We are determined to use as much recyclable material as possible for our packaging. Although this seems like a standard measure, we are aware of the importance of such details in terms of being able to present a healthier environment to future generations.

**What is your philosophy and your future plans?**

We are confident about the quality of our products and we'd like to expand to the CIS countries, Central and Western African countries and some countries in the Gulf region. Our aim is to ensure products by Aksu Vital are present in every single household. Our philosophy is to contribute to the wellbeing of people and increase the number of healthy days one spends. In this sense, we take our role very seriously and we are aware of our responsibility.

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

## TRIED & TESTED

We tried and tested the herbal oils from the Shiffa Home product range by Aksu Vital, known by their rich selection of natural products.

**Nil Otova Photos: Tuna Yilmaz**



**HERBAL OILS IN 50 ML. PACKAGES:** Flax seed oil, grape seed oil, sweet almond oil and pine turpentine oil are only a few examples. Applied during massage, these oils are easily absorbed leaving no residue. The card boxes and the glass bottles have adequate information regarding how the oil is extracted, its content, its use and its storage. The pump and drip cap options provide an ease of use without getting messy.



**AROMATHERAPY MASSAGE OIL:** A rich herbal oil mixture promoted also as an aromatherapy oil against cellulites. All necessary information is present on the box. Applied through the pump cap. Has a sweet scent with dominant notes of oranges. Easily absorbed by the skin. Soothes the tissues on which it's applied through increasing circulation.



**HERBAL OILS 20 ML:** Eco-friendly packaging with lots of varieties; lemon oil, violet oil, English mint oil, juniper oil are only a few of them. They come in the same card box packaging and glass bottles with pump or drip caps. The labels have adequate information. They are used either in combination with other oils or on their own, applied on skin or through inhalation. Easily absorbed.



**HERBAL HAIR CARE OIL:** Adequate information regarding the content, usage and benefits on the packaging. The oil mixture is a bit dense. Easy to apply on hair and roots through the pump cap. Easily absorbed.



# Beauty Report

## ESSENTIAL OILS

Essential oils are aromatics or odorous, oily liquids (sometimes semiliquid or solid) obtained from parts of plants, such as flowers, buds, seeds, leaves, twigs, bark, herbs, woods, fruits and roots. Essential oils are mainly used in the food industry as flavouring agents, in the perfume industry for fragrances and in the pharmaceutical industry for adding taste or smell or suppressing the less desirable medicine taste.

Owing to Turkey's suitable climatic and ecological conditions, hundreds of medical and aromatic plants are cultivated or gathered from the nature. Turkey is one of the countries best suited for organic cultivation.

In Turkey, there are many plants from which essential oils are produced and rose is the most popular one. In addition to rose oil, which is a traditional product, other essential oils are also produced in large quantities in Turkey. The most popular ones are laurel leaf oil, organum oil, lavender oil and mint oil. The other essential oils produced are myrtle oil, fennel oil, anise oil, cumin seed oil, sage oil, juniper oil, rosemary oil, melissa oil, pennyroyal oil, styrax oil and vitex oil.

Two species are important commercial sources of styrax. Styrax oil is extracted in Turkey from *Liquidambar orientalis* which is a tree of 1520 meters tall. This species is native to eastern Mediterranean Europe and the Near East and is the source of styrax oil known as Asian styrax. The only country in the world for this type of styrax oil is Turkey. Production is made in limited amounts by using traditional methods in workshop scale places. The production takes place particularly in the Mediterranean and the Aegean Regions. The other species is *L. styraciflua*, a tree native to the southeastern United States, Mexico and Central America. It is the source of essential oil called American styrax. "Laurel leaf oil", which is famous worldwide is produced in large quantities in Mersin, Antakya and its surrounding regions.

Parallel to the increases in both domestic and world demand, the amount of essential oils produced is increasing every year.

### EXPORTS OF ESSENTIAL OILS

Turkish essential oil exports are showing an increasing trend depending on world prices and cultivation. The exports of essential oils, their by products and resinoids reached **21 million USD** in 2009.

The major part of Turkish essential oil exports consisted of rose oil. Rose oil has been a traditional export item, followed by, stearopten oil, vetiver, organum and orange oil.





<b>TURKISH ESSENTIAL OILS EXPORTS (US\$,1000)</b>				
<b>HS CODE</b>	<b>PRODUCT</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
330129	Other essential oils (stearopten oil, vetiver, origanum, orange oil etc)	17,758	23,087	19,908
330190	Terpenic by products of essential oils	1,331	1,222	1,175
330113	Lemon oil	0	11	44
330119	Other citrus fruit oils	15	30	15
330112	Orange oil	11	30	10
330130	Resinoids	231	258	1
330124	Mentha piperita oil	0	0,5	0,3
	<b>TOTAL</b>	<b>19,349.00</b>	<b>24,638.50</b>	<b>21,153.30</b>

The Turkish rose oil industry is highly competitive worldwide. Foreign trade of Turkish rose oil has very old and traditional roots. The exports started very long time ago. It is known that the majority of rose oil exports between 1920-1921 were destined for France and the USA. The value of rose oil exports reached US \$ 8 million in 2009.

### ROSE OIL EXPORTS OF TURKEY (US\$,1000)

**YEARS VALUE**

2000	5,871	
2001	6,009	
2002	8,068	
2003	9,784	
2004	7,393	
2005	7,174	
2006	7,594	
2007	9,383	
2008	11,210	
2009	8,492	

Essential oils were mainly exported to the European countries. Major destinations for essential oils were France, China, Germany, the USA and the UK. These countries accounted for 90 % of total Turkish essential oils exports in 2009.

<b>COUNTRIES (US\$,1000)</b>			
<b>COUNTRIES</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
FRANCE	8,896	1,3067	8,588
CHINA	76	0	4,650
GERMANY	2,827	3,545	4,416
USA	1,080	1,858	696
UNITED KINGDOM	796	1,146	652
CANADA	289	159	461
SWITZERLAND	1,974	1,148	241
BAHREIN	246	186	230
HUNGARY	36	17	169
INDIA	0	9	160
SAUDI ARABIA	67	0	131
GREECE	236	351	98
NETHERLANDS	74	55	92
SPAIN	75	134	67
POLAND	74	70	59
OMAN	0	0	58
ISRAEL	48	51	57

Source: Export Promotion Center of Turkey-Essential Oils 2010 Report

# Inspire Me



## FOR WELL-GROOMED HAIR

Banat's special brushes and combs make shaping and grooming your hair better and easier than ever. They feature ergonomic handles, and come in a variety of colours, offering vibrant aromas, and leaving a pleasant, fresh scent in your hair. *Banat* [www.banat.com](http://www.banat.com)



## HAIR IN HARMONY

This harmonious shampoo and conditioner set is suitable for all hair types. The Aqua Vera cleansing and balancing shampoo doesn't decrease the moisture level of the skin even when used frequently. When applied to wet hair by massaging the scalp, it creates a noticeable softness. The moisturizing conditioner is suitable for daily use. As well as adding shine to the hair following application, it provides volume and minimizes electrification. *www.beyazcosmetic.com*



## PERFECT FIT BY MOLFIX

The renewed Molfix Diapers provides an infinite freedom of movement for the babies and a minimum risk of leakage with their Perfect Fit structure. The super stretch side bands wrap the babies' bodies much easier and the new anatomical shape minimizes the accumulation between the legs. With their strong adhesives, expanding and loosening are no more a problem. *Hayat* [www.hayat.com.tr](http://www.hayat.com.tr) / [www.molfix.com.tr](http://www.molfix.com.tr)

## MAIN ACTORS OF HAIR CARE >>

**Dalize Ultra Hair Mousse;** nourishes your hair with its advanced formula, adds flexibility and a silky touch. *Dalize* [www.dalize.net](http://www.dalize.net)  
**Nesse Hair Mousse;** adds strength to your hair with its effective formula and protects your hair from damaging outer effects. *Gata* [www.gatakimya.com](http://www.gatakimya.com)

**Akat Extra Hold Styling Mousse;** adds resistance to your hair with its formula based on natural essences, protects your hair against rain and wind. *Akat* [www.akatkozmetik.com.tr](http://www.akatkozmetik.com.tr)

**Fonex Extra Strong Hair Mousse;** adds volume, shine and elasticity to your hair with its unique formula that makes styling ever so easy. *Itimat* [www.fonex.com.tr](http://www.fonex.com.tr)

**Antia Extra Hold Hair Mousse;** adds volume and style to your hair, suitable for professional use. *Okyanus* [www.okyanuskimya.com.tr](http://www.okyanuskimya.com.tr)

**Morfose Ultra Volume Hair Mousse;** adds volume and strength to your hair, can be easily applied on dry or wet hair. *Adnan Akat* [www.aakozmetik.com](http://www.aakozmetik.com)







## A HOPS FOR EVERYONE ▲

Hops adds 2.5 lt liquid soap varieties to its product range. These family-size bottles are ideal for those who wish to be never without Hops at home. Hops is dermatologically tested and is easy on the skin with a pH value of 5.5. Hops comes in four different fragrances: Tropical for sun lovers, White Soap for those seeking purity, Flower Bouquet for lovers of nature and The Dream of the Sea for those who miss the sea.

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



## ▲ MEN WILL LOVE HOBBY

A new and exciting adventure is waiting for men just in front of the mirror! Now with the new Hobby Men's Care series, daily routine will experience a whole new angle of comfortable shaving. With its Shaving Cream, Shaving Foam, Shaving Gel, After Shave Cologne, After Shave Balm and Shower Gel product lines, the Hobby FOR MEN series moisturizes your skin, prevents razor burn and irritation. Also, renewed Hobby Pro-Vitamin B5 Hair Gel's new formula with the "Fixate Plus" system ensures long-lasting hold throughout the day. *Hobby* [www.hobby.com](http://www.hobby.com)



## ▲ HAIRDRESSERS ARE GETTING ALL JAZZED UP!

Mono Clean's colourful products are jazzing up hairdressers. Manicure-pedicure and hair dyeing products are easy-to-use and ideal for home use, too. Mono Clean single-use colour apron in various colours comes in the size of 90x115 cm and is ideal for all lengths of hair. Pedicure slippers and toe sponges allow for walking around comfortably before the pedicure is over. *Art Kozmetik* [www.artkozmetik.com](http://www.artkozmetik.com)

## IT'S NOT ALL FRENCH TO US! >>

**Isabella Dupont Pro French Manicure Kit:** This kit with an outstandingly white varnish adds perfection to manicure at home. The kit contains three 5,5 ml varnishes in white, glittery and natural tints as well as tip guides.

*Giz Kozmetik* [www.gizcosmetics.com.tr](http://www.gizcosmetics.com.tr)

**Iris French Manicure Kit:** Now women have a chance to unleash their creativity with the white and pink varnishes in Iris's French manicure set. They can do the tips in either in white or in pink and thus even set a new trend.

*Kamelya* [www.kamelyacosmetics.com](http://www.kamelyacosmetics.com)

**Colleen French Manicure Set:** The trendy French manicure comes in many colour combinations nowadays but nothing can replace the classic white. Colleen's cream coloured varnish adds a natural and charming look to you nails. *Komet* [www.kometkozmetik.com.tr](http://www.kometkozmetik.com.tr)

**Elite French Manicure Set:** French Manicure Set is one of Elite's new products introduced to the world of cosmetics in 2010. The main colour comes in a natural tint adding a healthy and chic look to the nails.

*Alfar* [www.alfar.com.tr](http://www.alfar.com.tr)





## PUT AN END TO FOOT ODOUR

Tuba Foot Spray prevents sweating and formation of unpleasant odour with its antiperspirant qualities combined with a deodorant. Revitalizes and rejuvenates tired and weary feet after a long day. Tuba Foot Spray can be applied throughout the day as well as after the shower in the morning. Hold the product 15 cm away from the feet and spray. *Kurtsan www.kurtsan.com*



## MATCH AND USE

Snob now joins the band of after-shave colognes that are a saviour for skin irritated during shaving. Snob After Shave Cologne comes in 3 different varieties that matches the brand's deodorants and colognes. With Snob White, Classic and Black, it is now possible to choose a product that matches Snob colognes. With panthenol in its formula, Snob moisturizes the skin that dries after shaving, cools and revitalizes the face. *Pinkar www.snob.com.tr*



## COTTON CANDY

Cotton wool, pads and cotton sticks are a must-have for personal care and they continue to be one of our staples no matter how many years pass. Lux Cotton answers our needs with a high quality range of products. Lux Baby Cotton Sticks are specifically designed for cleaning the nose and outer ears of babies while Lux 100% Pure Cotton Hydrophile Cotton Wool can be used safely for cosmetic and make-up cleansing as well as many other uses at home. Lux cotton wool is whitened without paint and reveals its strong absorbent qualities in five seconds. *Era Çelik www.luxpamuk.com.tr*



## ANTIBACTERIAL PRODUCTS, NOW COLOURFUL AND FUN!

We all know how difficult it is to make children use a cleansing product. And it is even harder to root in them the habit of using antibacterial products that have been on a rise in recent years. 4 Wet has developed hand cleansing products in various colours with different fragrances so that children can actually enjoy using them. These cute, pocket-sized sanitizers come in classic, apple, orange and strawberry varieties. 4 Wet gel eliminates the need for water and soap and disinfects hands. *Turkuaz Sağlık www.turkuazsaglik.com*

## VIVA BEAUTY!



Viva, the soap for women who pay great attention to grooming, presents various types of soaps suitable for everyone. The soaps nourish and moisturize the skin with daily use thanks to their content of extra cream and fresh plant extracts. Aloe vera, jasmine, orange, rose and coconut milk are the 5 varieties of the Viva Skin Care Soap. *www.kaizer.com.tr*



## ADD COLOUR TO YOUR LIFE WITH YOUR NAIL POLISH

Those who like excitement, are ready to express how daring they are and those who like complementing their fun style with their clothes and accessories will refrain from any nail polish but the neon colours this year. Lively colours of the Pastel Cosmetics 2010 Summer Collection appeal to those who enjoy fascinating the lookers with their nails and those who enjoy being the center of attention. Pastel Neon nail polishes are easy to apply with great coverage and they have a long life on your nails. They come in fuchsia, pink, orange, purple and yellow. *Pinkar www.pinkar.com*





TURKISH COSMETICS EXPORTERS'

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Depilatories  
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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

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