

Beauty LAND

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Beautyland Turkey / MAGAZINE OF TURKISH COSMETICS EXPORTERS

TURKEY

Hamam
Accessories

384

NEWEST
SEDUCTIONS

*bath *baby *teeth
*soap *hair *travel
*make-up *fragrance

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HAIR CARE
MARKET

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& TESTED**

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www.pastelcosmetics.com

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ISSN-1309-0445

Amidst all the wonderful feedbacks we're getting for BeautyLand, we are enjoying the pride of completing our second year of publication with our 8th issue. The high level of interest our magazine is attracting internationally proves that BeautyLand has substantially achieved its goal to support the Turkish cosmetics sector. The bilateral promotion work we have embarked on during recent months with the French beauty magazine BW Confidential, succeeded in placing BeautyLand among the well-known publications within its sector and in opening brand new doors for Turkish producers in Europe.

With the confidence generated by these significant successes, we have prepared an issue heaping with exciting content. In this issue we are presenting you with more than 300 products ranging from bathroom to baby products, from dental care products to soaps and from hair care products to colour cosmetics.

Hair is the focal point of this issue. It is the most attractive and high-maintenance part of the human body and taking care of it has almost turned into a passion. And now, you can confidently leave your hair in the capable hands of Turkish hair care and styling products.

Our eighth issue marks the beginning of a brand new series of articles. You may unlock the doors to the hamam, one of the most important societal icons of the Ottoman Empire and Turkish culture, in our Spa Culture pages.

Our guests in the CultureWatch section are the 4 designers of Demirden Design. This design group which has quite an appetite for awards is gaining attention around the world with its two-year-old brand ilio.

Our Trendsetter pages, specially prepared for the New Year's Eve, are not only featuring various products specific to use on that big night, but also providing a source of inspiration for your own New Year's decorations with its nicely styled photographs.

We once again spoke to the significant actors of the sector in our profile pages. Our cosmetics editors tried and tested the popular products of the 4 companies and shared the results with you.

Lastly, we would like to remind you that we will be at the IN-SHAPE fair in Beirut, Lebanon on November 11-14.

May you have a wonderful year

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



Table of Content

04 - 2010



06



18

06 BEAUTY SPY: From personal care products to hair care, from soaps to bath sets, 213 products under the scope.

18 SCOPE: Hair with its morphological, psychological and sociological effects.

28 CULTURE WATCH: Elegant designs with a natural touch.

32 TRENDSETTER: Getting ready for 2011: Best products for New Year's Eve.

38 SPA CULTURE: Artistic and elegant; Hamam accessories.

42 PROFILE: Spokesmen of 4 major brands of Turkish cosmetics: Fonex, Çimen, Yaşarlar and VK Cosmetics.

50 INSPIRE ME: Latest developments and newest products of Turkish cosmetics market.

53 CONTACT FILE: A to Z contact list of Turkish cosmetics companies, spas and hamams of Turkey.



32



28



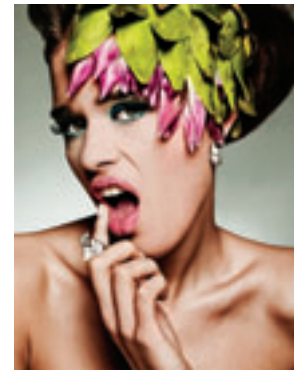
38



42



50



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- Dermatologically tested.

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DIFFERENCE
IN JUST 5 DAYS...

TRY IT!



Beauty Spy

Hair perfection

If you make sure you choose the right products, the most valuable part of your outer look, namely your hair, will never look bad.

1. MORFOSE Ultra strong hair mousse. Gives natural shine and vigor. Adnan Akat www.aakozmetik.com 2. TRESAN Herbal hair tonic. With beech tree extracts. Fulser www.fulser.com.tr 3. SECTOR Hairmate cream and serum. For wavy and curly hair. Ayca www.sectorwax.com 4. ORGANIC Natural Colors hair dye. Permanent hair dye with certified organic content. Doğatek www.dogatek.com.tr 5. MACHRIQUE Clay for hair care. This archaic clay that contains rose oil, nourishes the scalp and gives hair health. Levanten www.machrique.com 6. REANIMA Hair gel. For normal hair. Sudesan www.reanimacosmetiques.com 7. MAXXEL Maxx hair care mask. For damaged and coloured hair. KozmoPlus www.maxxel.com.tr 8. SAIM Hair rollers. Atak www.kamelyacosmetics.com 9. COLOR TREND Temporary hair dye. Foam dye is effective for more than 10 hair wash. Treda www.tredafmcg.com

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Beauty Spy

Red wave

Blame it on the time of the year or on the romantic reminiscence of the colour, but this season we are into red. Make it your statement colour, with ruby lips, or cheeks; you choose.

PHOTOS: TUNA YILMAZ

WORDS&PRODUCTION: ZEYNEP MERVE KAYA



1. NIRVANA Nail art polish. Kamelya www.kamelyacosmetics.com
2. OTACI Natural sweetgum soap. This sweetgum oil soap can be used for face, hands and body. Kurtisan www.otaci.com
3. CATHERINE ARLEY Glaring gloss shine. Alfar www.alfar.com.tr
4. COLLEEN Lip gloss. Komet www.kometkozmetik.com.tr
5. FLORMAR Number 201 Supermatte lipstick. Kosan www.flormar.com
6. KOKU Manuche EDT for women. 50 ml. Treda www.tredafmcg.com
7. KREASYON 2010 Natural spray for women. 20 ml. Fon www.fonkozmetik.com
8. FIRST TIME Water shine gloss. Er-man www.ermankozmetik.com
9. OTACI Rose water. Can be used as face tonic, adds rose flavour to desserts. Kurtisan www.otaci.com.tr
10. IXORA Eau de parfum for women. 50 ml. Espas www.ixoraparfum.com
11. FONEX Hair conditioner. Conditioner with avocado oil and silk for coloured and dry hair. Fonex www.fonex.com.tr
12. FIXATION Hair serum for coloured and damaged hair. Corrects chronic and unruly frizz. Adnan Akat www.aakozmetik.com
13. ONSHORE Extra strong hair spray. This professional products assures perfect adaptation to all types of hair. Orkide www.orkidecosmetics.com
14. SAİM Hot hair rollers. Atak www.kamelyacosmetics.com
15. FARMASI Romantic body splash with cherry and almond. Enriched with vitamins and oils. Farmasi www.farmasi.com.tr
16. KREASYON 2010 EDT for women. 35 ml. Fon www.fonkozmetik.com
17. RENDEZ-VOUS Deo spray. 150 ml. Dalize www.dalize.net
18. BANAT Professional round hairbrush. Banat www.banat.com
19. DEX Antibacterial liquid soap. Glycerin softens the skin and moisturizes. Tat www.tatkimya.com
20. TANGO Mix berries liquid soap. Provides antibacterial skin care. Kozmo www.kozmokimya.com
21. AQUA VERA Pomegranate shower gel. Enriched with pomegranate extract which helps to reverse signs of aging. Beyaz www.beyazcosmetic.com

Noir/Blanc

Don't be fooled by the neutrality of these colours. These products that are of utmost importance for male and female grooming make it all easy for you.



1. **REANIMA** Conditioner. It softens the hair and makes combing easy with extra thickeners inside. *Sudesan* www.reanimacosmetiques.com
2. **CLAVIS** Number 134 Eye shadow quintette. *Zürüt* www.zumrutkozmetik.com.tr
3. **AKAT COLLECTION** Black Orchid perfumed spray for women. *Akat lar* www.akatkozmetik.com.tr
4. **MODA** I-Shine eye shadow. No308. *Ataç* www.ataccosmetics.com
5. **BOOTY** Long lash mascara. *Aysan* www.aysankozmetik.com.tr
6. **GABRİNİ** stick foundation. No106. *Kadioğlu* www.gabrini.com
7. **4 WET** Hand wash. Enriched with Vitamin E and glycerine, cleans and moisturises your skin. *Turkuaz* www.turkuazsaglik.com.tr
8. **SUNSHINE** Bio mask. Clay content helps cleaning the face and reduces the pores. *Kozaş* www.kontes.com.tr
9. **AQUA VERA** Liquid hand soap with jasmin. Can be used for hand cleaning safely for all members of the family. *Beyaz* www.beyazcosmetic.com
10. **NUE** Deo perfume for women. *Natur* www.natur.com.tr
11. **PASTEL** Nail cuticle softener pen. Softens nail cuticles with vitamin E&A and helps you get a manicured look. *Pinkar* www.pinkar.com
12. **ECI** Exotic body wash for men. Aromatherapy body wash with herbal essences. *Sora* www.ecimen.com
13. **İMAJ** Sahara after shave balm. With effective smell and special formula, softens your skin and fights with drying. *Ukip* www.ukipcosmetic.com
14. **FLORMAR** Diamonds terracotta eye shadow. *Kosan* www.flormar.com
15. **FIXATION** Professional hair spray. Protects your hair style under any conditions. *Adnan Akat* www.aakozmetik.com
16. **SNOB** White after shave cologne. Moisturizes, cools and freshes your face after shaving. *Pinkar* www.snob.com.tr
17. **FARMASİ** nail enamel. No31. *Farmasi* www.farmasi.com.tr
18. **İRİS** nail polish. No101. *Kamelya* www.kamelyacosmetics.com
19. **GOLDEN ROSE** Black style liner. *Erkul* www.goldenrose.com.tr
20. **İRİS** Eyeliner. *Kamelya* www.kamelyacosmetics.com
21. **MORFOSE** Hard aqua wax. Gives shine and helps to create natural styles for your hair. *Adnan Akat* www.aakozmetik.com
22. **FIRSTTIME** Liquid precision liner. *Er-man* www.ermankozmetik.com
23. **GT** Ice body spray for men. Makes you feel cool all day, controls perspiration. *Gata* www.gatakimya.com
24. **İRİS** Waterproof & volume mascara. *Kamelya* www.kamelyacosmetics.com
25. **PINEAPPLE** Long lash mascara. *Monna* www.monna.com.tr
26. **FIRSTTIME** Ultra glitter eye shadow. *Er-man* www.ermankozmetik.com
27. **ECI** Excitement. EDT for men. *Sora* www.ecimen.com
28. **MAXOR** Shaving foam. Gives smoothness to skin. *Gata* www.gatakimya.com

Beauty Spy

Bon voyage!

Wherever the trip may lead to, all women and men would like to bring along their treatment products. Here are the products that you should consider for a well groomed trip.

PHOTOS: METİN BAKIRKAYA

WORDS&PRODUCTION: ZEYNEP MERVE KAYA

ARON Acetone. Strawberry scented. *Aron* www.aronkozmetik.com.tr

QSPA Elixir anti-aging cream. Effective cream with pure herbal extracts. *Kozmi* www.kozmi.com.tr

IRIS Dark blue coloured mascara. *Kamelya* www.kamelyacosmetics.com

BLENIOR Depilatory cream. Can be used for sensitive skins. *Treda* www.tredafmcg.com

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

GABRİNİ SELECTION Eau de toilette. *Kadioğlu* www.gabrini.com

KATRE Natural mini soaps. *Katre* www.katrenatural.com

FE Stainless steel colour tweezers. *Ataş* www.atasgroup.com

SAİM Sponge hair rollers. *Atak* kamelyacosmetics.com

NEW CITY Tweezers. *Gulf* www.newcity.com.tr

NESSE Instant disinfectant. Supports your personal care and hygiene. *Gata* www.gatakimya.com

FLORMAR Lip care. Gives your lips a taste of orange. *Kosan* www.flormar.com

ROSENSE Eye care cream. Formulated using Retinol to nourish the skin. *Gülberlik* www.rosense.com

ISABELLE DUPONT Pro nail polish. *Giz* www.gizcosmetics.com.tr

BANAT Coloured hair brush. *Banat* www.banat.com

REANIMA Shower gels and hair conditioner. Carry the hygiene in these pocket size products. *Sudesan* www.reanimacosmetiques.com

GABRİNİ Moisturising hand and body cream. With tropical fruit extracts. *Kadioğlu* www.gabrini.com

SAİM Hot hair rollers. *Atak* kamelyacosmetics.com

AKİTA Face concentrate. This lightweight mist gives immediate comfort for stressed skin. *Akita* www.akita.com.tr

FIXATION Hair serum. For weak and frizzy hair. Adnan Akat www.aakozmetik.com

ENERGY Ocean shaving foam. Makes shaving easy and smooth. Dalize www.dalize.com

DOAL&DOAL Foot care spray. Prevents bad smells that consist by perspiration and bacterias on feet. Yaşarlar www.yasarlar.com.tr

EST Cool Care antibacterial hand cleaning gel. Provides antibacterial cleaning without touching the soap and water. Eyüp Sabri Tuncer www.eyupsabrituncer.com

MACHRIQUE Anatolian alum stone&deodorant. It can be used both as a razor-burn reliever after shave and also as a deodorant. Levanten www.machrique.com

KATRE Natural salt and juniper soap. Katre www.katrenatural.com

ROEN After shave oil. Hand made oil contains grapeseed oil, apricot kernel oil, lemongrass oil and orange oil. Roen www.roen.com.tr

KLIVYA Shave gel. Special no foam formula for excellent shaving. Arı www.arikimiyasanayi.com

BANAT Travel contains whitening toothpaste and toothbrush. Banat www.banat.com

BLUENESS Hairwax for men. Provides a long-lasting protection and gives hair a healthy look. Adnan Akat www.aakozmetik.com

TİTİZ Lemon cologne. Can be used by both babies and adults. Titiz www.titiz.com.tr

GABRİNİ PERFECT Mini eau de toilette. Kadioğlu www.gabrini.com

Beauty Spy

Bathing time

It's time to fill the tub and take a nice bath. You can be sure that your bathing experience will be enhanced with these special bath precuts we chose for you.



1

- 1. REANIMA Series VII Bath Set.** Includes shower gel, bath foam, color protection shampoo and hand&body lotion. *Sudesan* www.reanimacosmetics.com
- 2. MACHRIQUE Hammam Box.** Includes Aleppo soap, round sisal mitt, black soft mitt, volcanic pumice stone and Anatolian alum stone. *Levanten* www.machrique.com
- 3. VERDAA Herbal laurel bath set.** Includes Laurel shampoo and laurel shower gel. *Gülteks* www.verdaa.com
- 4. FLORISTA Royal shampoo set.** For oily and normal hair. *Rotex* www.florista.com.tr
- 5. 4 WET Rose, bath set.** Includes shower gel, bath oil and bath foam. *Turkuaz* www.turkuazsaglik.com.tr
- 6. LADY'S SECRET Magnolia set.** Includes Hand&body cream, shower gel, and body splash. *Sora* www.soracosmetics.com
- 7. FONEX Coconut set.** Includes anti-dandruff shampoo&conditioners. *Fonex* www.fonex.com.tr
- 8. TRESAN Shampoo set.** Includes herbal shampoo for dandruff hair and nettle shampoo for oily hair. *Fulser* www.fulser.com.tr

2





3

4



5

6



7



8

Choose your soap

Soaps with fruit extracts, olive oil, organic soaps, natural soaps, shaped soaps, colourful soaps... Thousand of soaps to choose from...



1. VERDAA Pure olive oil soap. *Gülteks* www.gulteks.com.tr
2. EST Masochist natural bar. *Eyüp Sabri Tuncer* www.eyupsabrituncer.com
3. KATRE Natural soap. *Katre* www.katrenatural.com
4. ADATEPE Olive oil soap with lavender. *Adatepe* www.adatepe.com
5. KATRE Natural soap with ceramic bead. *Katre* www.katrenatural.com
6. KATRE Natural soap. *Katre* www.katrenatural.com
7. DURU GOURMET Cherry Pie soap. *Eyyap* www.eyyap.com.tr
8. TALIANI Natural olive oil soap with lavender. *Taliani* www.taliani.com.tr
9. AISHA Pure olive oil soap with vanilla. *Aisha* www.aisha.com.tr
10. MACHRIQUE Cleopatra soap with natural clay. *Levanten* www.machrique.com
11. SOFTEM Sulphur soap. *Aksu Vital* www.aksuvital.com.tr
12. EGERIA Relaxing natural soap with ivy. *Tim* www.timkozmetik.com
13. OTACI Natural laurel soap. *Kurtsan* www.otaci.com
14. DURU Savon de Marseille. Soap with calendula and almond. *Eyyap* www.eyyap.com
15. d'OLIVE 100% pure olive oil soap. *Dalan* www.dalan.com.tr
16. EST Blackberry lotion bar. *Eyüp Sabri Tuncer* www.eyupsabrituncer.com
17. GÜLİZ Hand made daphne laurel soap. *Güliz* www.gulizsabunlari.com

Pearl white

Smiling with pearl white teeth is now possible with these products that we chose for you.

1. **FRESH WHITE Toothpaste.** With its powerful formula, fights against tooth decay. *Yaşarlar* www.yasarlar.com.tr 2. **İLAYDA Toothpaste.** New effective formula for white and healthy teeth. *Ari* www.arikimyasanayi.com 3. **DENTA COLD Waxed dental floss.** Effectively cleans without harming teeth gums. *Treda* www.tredafmcg.com 4. **FRESH WHITE Sensitive toothpaste.** Helps to eliminate tea, coffee, tartar, nicotine and food stains. *Yaşarlar* www.yasarlar.com.tr 5. **FRESH WHITE Mentol toothpaste.** Natural mint dispels the disturbing bad odour and maintains fresh breath. *Yaşarlar* www.yasarlar.com.tr 6. **BANAT Tri-action toothbrush.** Has soft rubber bristles that massage the gums. *Banat* www.banat.com 7. **BANAT Acrobat toothbrush.** One of the newest products of the brand. *Banat* www.banat.com 8. **FRESH WHITE Mouth care system.** Prevents the bad mouth smells. *Yaşarlar* www.yasarlar.com.tr 9. **CAXA Smokers whitening tooth powder.** Specially formulated to remove tooth stains and to reduce plaque. *Bağdatlı* www.bagdatli.com



Beauty Spy



Special thanks to Joker Toys www.joker.com.tr

Playground

The best products designed for babies and kids are waiting to meet up with their playmates to start the fun.

1. BANAT Minno toothbrush. Ensures effective brushing with its top of the brush and special cut shape for the children. *Banat* www.banat.com **2. İLAYDA Baby shampoo.** Active ingredients, camomile extract and special "no tears" formula. *Arı* www.arikimiyasayni.com **3. DALIN Baby shampoo.** Clinically approved pure, soft and skin-friendly formula. *Kopaş* www.dalin.com.tr **4. ECI Liquid baby soap.** Cleans and moisturises baby's skin with its Aloe Vera and Glycerin enriched formula. *Sora* www.soracosmetics.com **5. DISNEY BABY Hair shampoo.** With suitable pH, it won't make any dryness on the skin. *APS Ambalaj* www.apsambalaj.com **6. KAYLA BABY baby oil.** Contains vitamin E, A and F. *Kayla* www.kayla.com **7. Q SPA Baby shampoo.** Contains special and natural essences of jojoba oil, parsley water and walnut oil. *Kozmi* www.kozmi.com.tr **8. LANA Baby cologne.** Provides all day relief and freshness with its effective and long-lasting scent. *Global Horizon* www.globhorizon.com **9. AKITA BABY Care cream.** Free of petro-chemicals, synthetic colours and preservatives. *Akita* www.akita.com.tr **10. GABRINI Baby cologne.** Pure and soft cologne gives freshness to baby's skin. *Kadıoğlu* www.gabrini.com **11. SPONGEBOB SQUAREPANTS Baby cologne.** With its coloured packagin, this cologne is suitable for children. *Tradeks* www.tradeks.com.tr **12. DOAL&DOAL Anti-rash cream.** Prevents from rash and redness. *Yaşarlar* www.yasarlar.com.tr **13. LAPITAK Baby care cream.** Suitable for skins with rash and redness. *Tutku* www.lapitak.com

Soft touches

These creams with vitamins and natural extracts will turn your skin as smooth as a baby's.



1. SHAYNA Hand&body mousse. Helps renovating your skin by moisturizing it with Shea Butter. *Crea* www.creakozmetik.com
2. OLIVE LINE Hand & body lotion. Natural olive oil and herbal extracts act as an anti-cellulites agent. *Pereja* www.pereja.com.tr
3. FARMASI Taif Rose body lotion. Nourishing cream that firms your skin while creating a silky softness. *Farmasi* www.farmasi.com.tr
4. ILAYDA Hand & body lotion. A daily nourishing cream that creates a silky soft skin. *Ari Kimya* www.arikimyasanyai.com
5. KONTES Hydro firming cooling moisture cream. Moisturizes the skin; suitably for dry hands. *Kozaş* www.kontes.com.tr
6. FARMASI Milk & Honey, hand & body cream. Enables your skin to remain smooth and soft in all weather conditions. *Farmasi* www.farmasi.com.tr
7. IMAJ Moisturizing skin creams. The content of allantoin, green tea and ginseng extract makes this cream suitable for all skin types. *Ukip* www.ukipcosmetic.com
8. ARKO NEM. Face, hand and body cream brings joy to skin care with its exotic perfume. *Evyap* www.evyap.com.tr
9. DOAL&DOAL Hand&skin intensive care cream. The plant extracts and vitamins in its content are easily absorbed by the skin. *Yaşarlar* www.yasarlar.com.tr
10. AKITA ROSE Hand cream. Its formula effectively protects the skin against the harmful influences of the environment. *Akita* www.akitacosmetics.com
11. FONEX Hand & body lotion. Provides the necessary moisture for oily skin with its Vitamin C content. *Itimat* www.fonex.com.tr
12. FONEX Natural cream. An ideal nourishing cream for all skin types. *Itimat* www.fonex.com.tr
13. LAPITAK Hand care cream. Ideal for use after manicure and pedicure. *Tutku* www.lapitak.com
14. HOBBY Face & body cream. The intense pomegranate extract in its content balances the moisture level of the skin. *Hobi* www.hobikozmetik.com
15. UNI Handel hand cream. Africa's natural ingredients create harmony and purity for your hand skin all day long. *Ataman* www.uni.com.tr
16. KLIVYA Hand & body cream. Nourishes and moisturizes your skin with its silky softening effect. *Ari Kimya* www.arikimyasanyai.com

Scope

HAIR

With its morphological, psychological and sociological effects

Words: Aydan Sümercan



The hair as a symbol of power, beauty and identity is ever-present in fairytales, legends, history and social judgments. Let us remember: Rapunzel, the protagonist of the famous Brothers Grimm tale was trapped by the evil witch inside a stairless tower. The only way to reach the top was to climb through her long and flowing hair which she let down from the top of the tower. Both her captor and her savior prince reached the top of the tower by climbing through her hair. The source of power and strength for Samson, one of the invincible heroes of the Bible, was his long hair. When his lover Delilah found out about this and cut his hair, Samson lost his power and was captured by the Philistines. He had to wait for his hair to grow back in order to regain his strength. Medusa's magnificently curly hair stars in a story of damnation in Greek mythology. When the beautiful Medusa makes love with Poseidon at the temple of Athena, the goddess turns each one of her hair strands into a snake, and whoever laid their eyes on her turned into stone. According to legend, the women of Carthage weaved ropes out of their hair for

Scope



the Carthaginian ships, which were in dire need for all kinds of resources in order to defend their city against the Romans. In spite of its delicate and fragile outlook, human hair is extremely strong and durable. It can carry the secrets of its owner for thousands of years. For instance, a mummy belonging to a member of the Sakkak tribe, thought to have lived in southern Greenland between 2500 BC and 800 AD, had its physical features reconstructed according to the DNA information extracted from his hair. It demonstrates that the hair carries a person's DNA information and can store it for centuries.

If we look back in history, we see that in various cultures, hair defines a person's place within the society. Since antiquity, long hair and strong beard has been a symbol of a man's virility. Noble Sumerian ladies used to wrap their hair with a fillet or tied them into a knot with braids. Noble women in ancient Greece tied their hair into a knot too. However, the noble ladies of ancient Egypt preferred to shave their hair and wear wigs, probably due to the overwhelming heat. Magnificent powdered wigs were so popular among European nobility for a long period of time, that no one knew whose hair was real or not. Hair was also a symbol of virtue for women. For non-noble women hair used to be a symbol of virtue and the biggest of all punishments was to have them cut short. However, women in the 20th century cut their hair in order to emphasize their independence and their equality with men.

The life cycle of hair...

What was it that made hair so durable and important? Let's take a look inside a delicate and frail looking strand of hair. The outer layer of the hair is covered with fishscale-like overlapping scales called cuticles. Underneath these scales are the strong and vertical cortex cells. While the beauty of the hair depends on the proper layout of these scales, its strength depends on how firmly these scales are connected to the cortex fibers. The innermost layer harbours the pigments which give the hair its colour. Now we are down at the root of the hair: Right underneath the scalp lie the hair follicle. This follicle is the liveliest part of the hair. We see some glands, the most important of which are the sebum pouches, lending the hair its slickness. However, too much secretion out of the glands causes greasiness on hair while a lack of it causes dryness.

The life cycle of a strand of hair spans from a few months to several years. Each strand of hair has a unique structure, which determines the length of the growing and resting phases:

Anagen phase: The hair stems from the root and continues to grow on the skin. This lasts around 3 years.

Catagen phase: This is when growth slows down. It lasts for several weeks.

Telogen phase: The hair stops growing and maintains its length. This can last for only 3-5 months. After this period it is either pushed out by a younger strand or is removed externally by combing or pulling.

There are around 100-150.000 strands of hair on the scalp. 85-90% of them are in the anagen phase with the remaining



1. Otacı Hair care set. Kurtisan www.otaci.com
2. Biomeen Anti-hair loss shampoo. B'iota www.biomeen.com
3. Q Spa Hair conditioner. Kozmi www.kozmi.com.tr
4. Dermo Kil Natural clay shampoo. Ezel www.dermokil.com.tr
5. Komili 100% natural olive oil hair conditioner. Komili www.komili.com.tr
6. Eci Professional spray hair conditioner. Sora www.soracosmetics.com
7. Lilafix Professional spray hair conditioner. Lila www.lilafix.com
8. Morfose Spray hair conditioner. Adnan Akat www.aakozmetik.com





10-15% enjoying the catagen and the telogen phases. Hair loss is stressful for many people. However, it's normal to lose around 100-150 strands of hair on a daily basis.

The speed of monthly hair growth varies from around 1 to 3 centimetres. As the hair gets longer, the speed at which it grows slows down. The seasons take their toll on hair growth as well. For instance hair growth intensifies during summer heat. Hair growth also increases during sleep at nights.

To sum it up:

The average monthly growth rate for each hair strand is 1 cm

The daily amount of hair strands a person loses is 50-100

The short story of shampoo

The closest friend of hair and the main material which provides it with the best care for its health and its beauty is the shampoo.

According to sources, the habit of using shampoo began in England. Washing hair became a fashionable activity among English people during the 19th century and by the 1880s the English pass on the trend over the English Channel to the members of the high society in France. Although the Western world borrowed the word shampoo from the English, the origins of the word goes back to India, to the Hindu word "champoo".

In Western societies shampoos were initially used by barbers who produced the product by boiling black soap in carbonated water. It was only after 1945 that this initial version of shampoo became widely used outside barbershops.

Functions of shampoo

The golden rule of hair beauty hasn't changed a bit in centuries: "Hygiene, vitality, beauty".

Functions of shampoo can be summed up with these three words. To begin with, shampoo cleans the hair and the scalp. In other words, it removes the excess sebum from the scalp and washes away the dust particles and the residues of hair products (gel, foam, spray etc) remaining on the hair strands. It also softens the hair thanks to its active ingredients, making it easier to get combed and shaped. It even restores some of the defects in the hair's structure (dry hair, oily hair, extra soft hair) and provides cure for scalp problems (like dandruff). It coats thinly stranded hair, providing volume. Washing the hair as an act of hygiene can easily turn into a cosmetic process, a moment of pleasure. You only have to choose the right products and use them accordingly.

The shampoo should wash the tips of the hair without damaging the strands and greasing the roots. It should wrap the hair like a cover and lubricate it without causing heaviness, guaranteeing a lasting sheen after rinsing. It should be able to do all these in this vast environment made up of varying elements of a fragile nature, namely the hair!

Various shapes of hair

Today, if a woman who steps outside the doors of a hairdresser feeling well groomed, beautiful and self confident that's due to the morphological, psychological and sociological effects of the hair.

In the early 20th century, right after World War I (1914-18)



1. **Zeytin vs.** Hair oil.
Zeytin vs. www.zeytinvs.com
2. **İmaj** Shampoo with herbal extracts.
Ukip www.ukipcsmetic.com
3. **Aqua Vera** Shampoo.
Beyaz www.beyazcosmetic.com
4. **Sunshine** Hair mask with cream for men.
Kozaş www.kontes.com.tr
5. **Restorex** Anti-hair loss serum.
Dr. Medica www.drmedica.com

women began cutting their hair. This was the first awakening of women's rights and it was pioneered by famous and successful women like Colette and Coco Chanel. Thus, 20th century marked the beginning of a new era for hair styling. The habit of hair dying which began as a method of covering white hair, combined with the newly fashionably hair styling, led to an unstoppable increase in product varieties.

The hair now took on its morphological role of reshaping the face and covering up flaws, becoming a weapon of emphasizing beauty.

Made up, shaped up or changed hair became a symbol of elegance, which in turn created a positive effect on the psychological mood of women with regards to their beauty. New hair grooming products such as styling cosmetics, curling tongs and machines began to be developed and produced.

Today, hair conditioners, masks and serums accompanying shampoos which finalize the process in which the hair is made to look finer, shinier and volumed, are followed by hair styling cosmetics, which in turn became a symbol of social identity.

Beauty Spy

Shape your life

Don't let your out-of-shape hair ruin your day. There's definitely a suitable hair gel for you.

LANA Hair gel styling, 500 ml. With its special formula, styling is easy and enjoyable. [Global Horizon www.globalhorizon.com](http://GlobalHorizon.com)

IXORA Professional styling gel, 750 ml. Pro-vitamin B5 forms a protective layer on hair, nourishes and moisturizes the hair. [Espaş www.ixora.com.tr](http://Espaşwww.ixora.com.tr)

FIXEGOISTE Platinum-wet, ultra strong gel, 250 ml. Gives a wet, shiny and long lasting look. [Denge www.fixegoiste.com](http://Dengewww.fixegoiste.com)

FONEX Hair gel, 700 ml. Maximum hold fixing gel for creating extreme hairstyles and structured shapes. [itimat www.itimat.com.tr](http://itimat.com.tr)

KLIYYA Hair gel, 750 ml. This professional hair gel gives your hair a wet effect. [An Kimya www.arikimyasanaayi.com](http://AnKimyawww.arikimyasanaayi.com)

FARMASI Hair gel, 300 ml. Its hard formula helps you create all kind of hair styles. [Farmasi www.farmasi.com.tr](http://Farmasi.com.tr)

IMAJ Fix&Shine hair gel, 165 ml. With just a single use, you can shape your hair by wetting it lightly whenever you like. [Ukip www.ukipcosmetic.com](http://Ukipwww.ukipcosmetic.com)

NEVA FORM Professional hair styling wet gel, 750 ml. The product has intensive consistence and gives your hair a shining effect. [Neva www.nevakozmetik.com.tr](http://Nevawww.nevakozmetik.com.tr)

Sprayed up

The key to a perfect hair volume is a reliable hair spray or foam. It's now easier to achieve the perfect look with these products.



FONEX Hair spray. İtimat
www.fonex.com.tr

NFX Nevaform Xtreme
ultra strong hair spray.
Neva Kozmetik
www.nevakozmetik.com.tr

KOZZ Hair spray. Crea
Cosmetics www.creakozmetik.com

ANTIA HAIR STYLING Hair
spray. Okyanus Kimya
www.okyanuskimya.com.tr

NESSE Hair
mousse. Gata
Kimya Kozmetik
www.gatakimya.com

FIXATION Hair
mousse. Adnan
Akat Kozmetik
www.aakozmetik.com

FIXEGOISTE Hair mousse. Denge
Kozmetik www.fixegoiste.com

DALIZE Hair spray. Dalize
Cosmetics www.dalize.net

AKAT Hair spray. Akatlar
Kozmetik www.akatkozmetik.com.tr

MORFOSE Extra Strong Hair
spray. Adnan Akat Kozmetik
www.aakozmetik.com

ECI Hair spray. Sora Cosmetics
www.soracosmetics.com

FIRST THINGS FIRST Hair
spray. Matsan www.matsan.net

MORFOSE Hair spray.
Adnan Akat Kozmetik
www.aakozmetik.com

KOZZ Hair spray.
Crea Cosmetics
www.creakozmetik.com

AKAT Styling mousse.
Akatlar Kozmetik
www.akatkozmetik.com.tr

FONEX Hair mousse. İtimat
www.fonex.com.tr

Beauty Spy

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GABRINI Perfumed
vaseline. Kadioğlu
www.gabrini.com



NEW CITY Coconut vaseline. Gulf
Group www.newcity.com.tr



KONTES Vaseline.
Kozas www.kozas.com.tr



ELA Vaseline. Ela
www.elacosmetics.com



UNI Vaseline extra.
Ataman www.uni.com.tr



AKITA ROSE Vaseline. Akita
www.akitacosmetics.com



GABRINI Perfumed
vaseline. Kadioğlu
www.gabrini.com



MELISSA Vaseline.
Melissa www.melissakozmetik.com



FONEX Vaseline.
İtimat www.fonex.com.tr



CAXA Perfumed
vaseline. Bağdatlı
www.bagdatlias.com



Color of the nature: green

Although the origins of personal cleanliness date back to prehistoric times, liquid soap idea is approximately a 40 years old baby.

EUROMIS hand soap. Antibacterial moisturizing. *Euromis Co.*
www.euromis.com



SEN liquid hand wash. Natural moisturizing effect with glycerin & vitamin E. *Kozmoplus*
www.sensocosmetics.com



ULTRA COMPACT liquid hand soap. With extra moisture and softness. *Arsan Kimya Sanayi*
www.arsankimya.com



NILY hand cleaning liquid. With magnolia extract. *Saruhan Kimya*
www.saruhan.com.tr



ELENOR liquid hand soap. With pH 5.5. *Seba Kimya*
www.sebakimya.com



DURU MOODS nature liquid soap. *Evyap* www.evyap.com.tr



FARMASI LIME hand wash. Savon Liquide. Citron. *Tanalize /Farmasi*
www.farmasi.com



ELSE liquid soap. Therapy extract with pH 5.5. *Askimya*
www.aslanbaba.com



OLIVE LINE hand&face soap. Anti aging with olive oil & jasmine. *Pereja Cosmetics*
www.pereja.com.tr



JOYCE liquid soap. It has a skin friendly pH value and suitable for all skin types. *J&R World Wide Inc.*
www.arbatrade.com



TANGO skin care formula. pH 5.5 antibacterial. Green apple extract. *Kozmo Kimya*
www.kozmokimya.com



LANA antibacterial liquid soap. Pine extract with pH 5.5. *Global Horizon Hygienic Product*
www.globhorizon.com





Elegant designs with a natural touch

ilio, the 2 year old brand of Demirden Design, which has been a successful actor within its sector for the last 16 years, is directing global trends with the international awards it has won and the worldwide exhibitions it takes part in, while embracing functionality and aesthetics with its elegant, simple and natural products.

Words: Selin Miloşyan Photos: Tuna Yılmaz

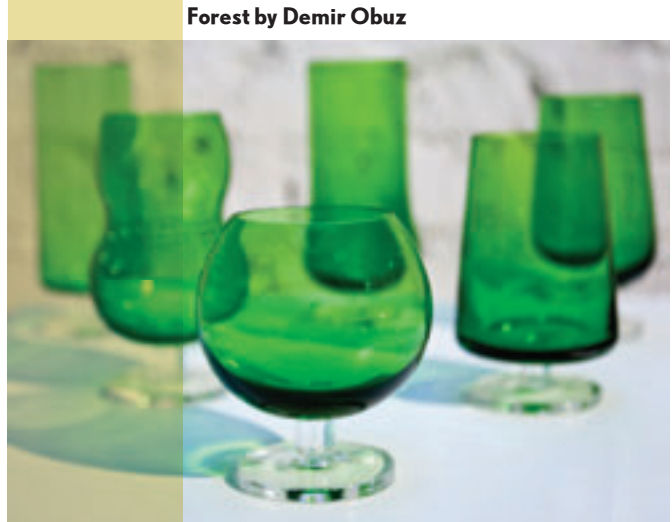
We arrive at the headquarters of Demirden Design, one of the leading firms in Turkish design with successful projects and international awards, in order to get to know the firm and its design team better. The offices are in Beyoğlu, in a high-ceilinged glamorous building with a distinctively Levantine architecture. Demirden Design uses the bottom floor as a gallery and the upper floor as an office. The firm was established by two siblings Mehtap and Demir Obuz – both industrial design graduates – as a small metal workshop, producing bespoke furniture. Since they started business with iron designs they decided to name the firm they founded in 1994 as Demirden (meaning ferrous). They were joined in 1996 by Sema Obuz, a graphic design graduate who spent many years working as an art director, and by architect Nil Deniz in 2004. With its core management team of four and its dynamic staff, Demirden Design is a radiant, alive and productive firm. They engage in creative and innovative projects focusing on brand building, corporate identity design, architecture, interior design, fairs, events, product design, graphic design and multimedia. With its motto of “Reaching meaningful designs as those of the nature”, Demirden Design’s two year old baby ilio is a tabletop, furniture and accessories brand, which follows a design philosophy completely devoted to nature. Taking inspiration from the nature and reflecting it on designs which exude functionality and aesthetics, ilio definitely succeeds in appealing to the artistic sides of those who are curious by nature and who enjoy life to the full.

Natural, serene and simple...

We first head down to the gallery to get to know ilio better. The gallery which brings together design products and visual arts, houses a different installation in each of its rooms. Taking its name from “ilios”, the Greek word for sun,



Blob by Mehtap Obuz



Forest by Demir Obuz



Vis-a-vis by Demir Obuz



Bouquet by Nil Deniz

Mehtap Obuz
Dil Deniz
Demir Obuz
Sema Obuz
(Left page; from the left to the right)



ilio symbolises the sun and its reflection on water when regarded vertically. Saluting the nature with its name, ilio aims to identify with nature through products that carry its pieces. Mehtap Obuz points that they use various materials like stoneware, glass, marble and porcelain in their designs and that they harbour a great feeling of responsibility to nature both in their choices of material and their means of production. In fact, Mehtap Obuz's "ice drop" resembles a patch of water frozen in nature, while Sema Obuz's "cube" which features 12 plates sitting on top of each other, resembles a stylised rock. The gallery has a serene and peaceful atmosphere thanks to the dominant use of white while its contents pushes us right in to the arms of nature. Consisting of six same sized glasses with a different design, Demir Obuz's "forest" stylises tree forms and creates a landscape on dinner tables. "Happycell" which introduces us to Nil Deniz's imagination and creativity, consists of whiskey, water and shot glasses, making reference to people who come together for joy and sharing.

A brand with countless awards

Pointing that they are designing all ilio products as pieces which will become classics in the long run, Demir Obuz defines ilio as "creating modern classics". For instance, the



Ice drop by Mehtap Obuz

spiral lines of Çeşm-i bülbül, a form of glass decoration art which emerged in the Ottoman Empire towards the end of the 18th century, inspired Mehtap Obuz's vase design "lines", which celebrates the combination of the classic with the modern. ilio's ambition to stand the test of time and emerge as a classic with long lasting products differentiates it from other similar brands. "We've been very selective about ilio, making sure we design a product not because it is new but because it would bring a new meaning to life and last for a long time" says Mehtap Obuz. There are interesting stories underlying each of the ilio products. The "twig" stools by Demir Obuz feature various functions such as reclining, portability, hat hanging and balancing when stood upon, but when they are arranged in a group they resemble a reed-bed by a lake. The fact that the "twig" stool received the iF Gold award and that Demir Obuz became the first Turkish designer to have this honour proves how important a brand ilio is within the Turkish and global design scene. ilio is a brand with countless awards. Since its launch in 2008, it received 9 international awards, some of them being among the most important design awards in the world, such as iF, Red Dot, Design Management Europe, Design Defined, Design Plus and EDIDA. The fact that ilio took part in the Trend Areas of prestigious fairs like Ambiente in 2009 and 2010 with all of its collections, is a proof of its international success. Up until now ilio has taken part in important fairs like 100% Design (London 2008), Maison et Objets (Paris 2009) and Zona Tortona (Milano 2009), and the brand is quite ambitious for 2011. The Marta Herford Museum in Germany, New York's MoMA, the "Maison et Objets" fair in Paris and the Ambiente fair in Frankfurt are all preparing to introduce ilio designs to all art and design lovers in 2011.



Exist by Mehtap Obuz

ilio is sold all over the world!

ilio's sculpture-like yet totally down to earth, real and sincere designs harbour a magical charm within. You immediately fall for them and want to own them. ilio products are available not only in Turkey but in 15 countries around the world. The Moooi Gallery in Amsterdam, Vastu in Washington, Luminaire in Miami, Takashimaya in New York, MoMA Museum Store in San Francisco, Le Bon Marché in Paris, La Rinascente in Milan and Moda Bagno in Athens are all featuring this fun and bold brand within their premises. ilio is bold, because it doesn't refrain from designing innovative products without focusing on gaining profits. It is fun, because it adds a multitude of colour to the lives of those who touch them or own them. It also makes people curious and makes them want to discover its products. "International press representatives, students, academicians and people from social design groups come and visit us and wish to get to know our team better and find out about the design trends in Turkey" says Mehtap Obuz. Of course, this success story is all down to the meticulous efforts of the team at Demirden Design. Lastly, we ask the designers how they would "describe Istanbul". Mehtap Obuz tells us that she took inspiration from the worn out marble steps of the old Istanbul apartment buildings while designing the marbled plate "landscape". Demiz Obuz, on the other hand, tells us he made reference to Istanbul's coffee shops with tiny stools and the coffee culture in general in his "vis-a-vis" chairs.

ilio products are available not only in Turkey but also in 15 countries around the world.



Katkat by Mehtap Obuz



Twig by Demir Obuz



Cube by Sema Obuz

Landscape by Mehtap Obuz



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Discover the make-up
trends and the
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Reanima bath salts (Sudesan), **Reanima** hand and body lotion, **Reanima** scented candle, **Prosper** Natural spray for women (Gabriñi-Kadoğlu), **Angie** Wild Strawberry Eau de Cologne (Rebul), **Touch** EDP (Flormar-Kosan), **Reanima** Home perfume, **Machriqoe** shampoo (Levanten), **Rebul** Lavender candle.





Lipsticks: **Colleen** (Komet), **First Time** (Er-Man), **Flormar** (Kosan), **Golden Rose** (Erkul), **Iris** (Kamelya), **Moda** (Ataç), **Orkide**, **Orkide**,
Powders & Blushes: **Black Lollis** (Komet), **Carla** (Atomizer), **Catherine Arley** (Alfan), **Clavis** (Zürüt), **Colleen** (Komet), **First Time** (Er-Man), **Flormar** (Kosan), **Gabirini** (Kadıgözü), **Global** (Gül), **Golden Rose** (Erkul), **Isabelle Dupont** (Giz), **Moda** (Ataç), **Orkide**, **Rapsodi** (Kadıgözü)





Reanima scented candles (*Sudesan*), **Fiery IV** perfume for woman (*Akatlan*), **Angie Crazy Fruits** Eau de Cologne (*Rebul*), **Perfect** EDT (*Kadloglu*)
Nail polishes: **Farmasi**, **Gabrini** (*Kadloglu*), **Golden Rose** (*Erkul*), **Iris** (*Kamelya*), **Kajal** (*Atomizer*), **Nirvana** (*Kamelya*), **Olivia** (*Orkide*), **Pastel** (*Pinkar*)



Hamam accessories Artistic and elegant

The hamam, as one of the most symbolic features of Ottoman culture, used to enthrall everyone with its beautiful and elegant objects, each one resembling art works with fine handiwork. It also used to be at the center of social life, thanks to traditions like the bridal bath, entertainments with live instruments and singing, and various beauty rituals. Words: Selin Miloşyan Photos: Yapı Kredi Cultural Activities, Arts and Publishing



Bath Bowl



Rose Water Bottle



The hamam is not just a place to bathe in with hot and cold water, but an indispensable part of social life, a tradition, a place in which social rituals are forged, and a symbol of Ottoman and Turkish cultures.



The exhibition catalogue provides information about objects and tradition related to the hamam.

Ivory combs with silver coins



Since antiquity, humankind has been in constant search for hygiene, health and beauty, and having grasped the vital role of water in achieving all this, it developed various rituals of hygiene and cleansing. We know that in ancient times bathing was done in rivers and streams like Euphrates, Nile and Ganges. Hygiene, which occupies a great place in the teachings of all divine religions, reaches its peak especially in the Islamic religion. Prayer is one of the most important rituals of Islam and the fact that it cannot be performed without ritual ablution; demonstrates that hygiene plays an important role not only in religious practices, but also in the social and cultural lives under the influence of religion, especially during the Ottoman times. In fact, this is how Edmond de Amicis, the Italian author who spent many years in this country, describes as an outsider how important hygiene was for the Ottoman society in his book “Istanbul”, which was first published in Paris in 1883, and published in Turkish in 2009 by the Pegasus Publishing House: “... faces, hands, feet, all taintless, the amount of patched clothing is very little and dirty clothing is almost nonexistent, all social classes demonstrate a mutual respect.” Since the Ottoman times – and not excluding the Seljuk period – the Turks, in line with the understanding of cleanliness which dominated religion and the social life, decorated the lands on which they live, with covered bathing spaces, namely hamams. In other words, the hamam which has to be regarded within the framework of Islam’s sensitivity towards hygiene, is not just a place to bathe in with hot and cold water, but an indispensable part of social life, a tradition, a place in which social rituals are forged, and a symbol of Ottoman and Turkish cultures.

The Umurbey Hamam in Bursa, which was renovated as the Tofaş Art Gallery, hosted an exhibition titled “Eski Hamam, Eski Tas” (Old Bath, Old Bowl), focusing on the hamam culture since the ancient Roman times till today, accompanied by an exhibition catalogue bearing the same name. The “Eski Hamam, Eski Tas” catalogue which was written by specialists and published by Yapı Kredi Yayınları, under the project management of Naim Arnas and Gonca Dardeniz who renovated both the museum and the hamam, and brought together the exhibition with their private collection, demonstrates the particulars of the hamams throughout the Byzantine, Seljuk and the Ottoman periods, and provides the reader with essential information regarding objects and traditions related to the hamam. Taking this richly contented catalogue as a starting point, we will present you with a series of articles, focusing firstly on the hamam traditions and rituals, opening up the hamam bundles of women in order to investigate the bathing objects they use, and later on we will focus on the historical transformation of the hamams.



R. de Launay-Le Barbier, *Woman's Bath*, engraving, 1787.

Silver mirror with coral and emerald

The hamam bundle of an Ottoman woman

While examining objects specific to the hamam culture during the Ottoman times, we need to distinguish between those that belong to the hamam itself and those women bring along. Apart from the bathing equipment consisting of bench clothes, shirts, pillows and a floor cloth, coffee and tea sets,

backgammon boards, nargileh, pipe and the ashtrays called "takatuka" were provided to the customers by

the hamam owner. When the customer came to the hamam, her servant would unload the bathing bundle carrying the equipment and prepare the room by laying the floor cloth and placing the linen towels and the embroidered pillow. Loincloths with jacquard motifs on the edges, kerchiefs, a pair of clogs, lacy towels, bathing bowl, soaps, copper soap dishes, vegetable sponge, washing glove, scaled or beaded cheese clothes – some with coral motifs to cover the head after bathing, silver jewellery box, an eye make-up box, henna and black hair dye bowls, tweezers

and a blush box were among the essential belongings women had to carry in order to ensure a proper hamam experience. Women who entered the hamam with their high heeled elegant clogs and silk loincloths used to bathe at the basins specially allocated to them or at the central platform, and then wrap their loincloths again and move on the changing room prepared by their servants beforehand. When it comes to men, the things they took to the hamam were far more limited compared to women. Razors, shaving brush and soap, mirror, fragrances, washing glove, bath powder and soap were among the main hamam equipments of men. In large hamams women's and men's sections were separated, whereas in single hamams, women and men had certain days.

Fine handiwork of the hamam equipments

Elegant like works of art, hamam equipments definitely deserve a closer look due to their aesthetic beauty and fine handiwork. Clogs, which are among the indispensable hamam objects, varied in height between 5 to 20 centimeters. This was due to the fact that the marble hamam floors were heated from underneath and women didn't like when their feet got scorched. Women used to wander around the hamam on the elegant clogs with inlaid mother-of-pearl or silver and straps decorated with beads, pearls, corals and silver thread. The bathing bowls were used for pouring water and were usually made of copper, brass and silver, appearing as the finest and most beautiful examples of handiwork with their raised stylised floral motifs. The most important features of bathing bowls are the raised, round middle sections

which has its roots in Phrygian traditions. This raised section symbolizes the navel of Anatolian Earth Mother Cybele. Women also brought along bath cauldrons – which they carried on their heads – called “kirdenlik” with large bottoms and small orifices, and have them covered with embroidered cloths. Since they used it for washing their dirty laundry and as clay (kil) used to be a cleaning material back then, some regions also called this cauldron as “kildan”. These cauldrons were also used as stools to sit on by turning upside down, as well as drums during hamam entertainment as they created beautiful sounds. Lastly, mirrors with silver or wooden frames and combs and hairpins made of materials such as antler, bone, boxwood, ivory and ebony were the main companions of women during their beauty rituals at the hamams.

Hamam as a living space

Hamams are not only regarded as places of cleansing but also venues for entertainment and social gathering. Women used to go to these places in which they spend a whole day, following a ritualistic preparation. They would take their children and leave with their servants for the hamam early in the morning, brining along food for the meals. They would meet up with their friends and gossip the day away. Sometimes musicians and belly dancers would be invited and everyone would sing along and dance. After bathing and massage, women would engage in grooming activities and pluck their eyebrows, apply henna on their hair and do waxing. Hamams also occupy a significant place within Ottoman cultural history as places for mothers in search of suitable brides for their sons. In fact, mothers used to go and talk to the prospective brides in order to get to know them. If they liked a certain girl they would even visit her home. Fully informed about these processes, single girls used to go to the hamam full of enthusiasm and excitement, making sure they look their best. For the Ottoman women who spent most of their times indoors, hamams provided a valuable excuse to go out and socialise. This is why hamams were highly frequented by women. It could almost be regarded as a “coffee house” for the women. On the other hand, hamams were used as venues for various other occasions such as “wedding baths” which could be regarded as today’s bachelorette parties; “puerperal baths” in which newborn babies are bathed on the 40th day of their birth alongside prayers read by the midwife.

Speaking of special days, one has to underline the affluence observed in the hamam equipment. The people who organized these special events would refresh the guests with the washbowl-ewer they bring from home; treat them to rosewater served in special rose water bottles to ensure they have a pleasantly perfumed skin and make sure the hamam smells nice by burning incenses like cherry and ebony in cassolettes made from silver, copper and tombac. In short, primarily being a bathing house, the hamam can be regarded as an indispensable part of social life with its entertainments, specific traditions and specials days, as well as the most characteristic symbol of a culture passed on from generation to generation since the Ottoman times.



Washbowl-Ewer



Turtle shaped silver pumice stone



Soap



Woman's underwear

For the Ottoman women who spent most of their times indoors, hamams provided a valuable excuse to go out and socialise.



Soap Dish

“HAIRCARE IS ONE OF OUR PRIMARY NEEDS”

We spoke to Kadir Bıyıklı, the Advertisement and Public Relations Manager of Fonex about the firm’s successful hair care products and sponsorship projects.

Interview: Zeynep Merve Kaya



What has changed at Fonex following its foundation in 1962?

Our firm was founded as İtimat and then changed its name to İtimat Lux. Initially achieving success with hair salon equipment we moved on to the cosmetics sector in 1995 with a new name, Fonex. We pay great attention to make sure we provide what people demand and need, and continue to grow according to our targets. We certainly refrain from ignoring the needs of the times we’re living in. We are completely open to change and totally determined to develop new projects with our professional team. Our product range continues to expand within an active circulation and this prevents a loss of customers, making Fonex a much preferred cosmetics brand.

You are one of the leading hair care brands in Turkey. What do you think is the key to this success?

A great portion of our success is due to the policies and strategies our firm adopts. Being a brand which is constantly open to growth and innovation, Fonex never compromises from the area in which it is specialised strategically, keeping customer satisfaction as the primary objective. Having established this trust and satisfaction, we developed successful marketing policies which all led to a wider recognition for Fonex and turned it into one of the leading hair care brands in Turkey. Through our international export activities, we’d like to become a better known and preferred brand in many countries.

All around the globe, both men and women pay great attention to their hair and personal grooming. Can we go as far as saying that hair is now become a passion? How did your passion for hair begin?

After securing a certain level of prosperity, it’s only natural that people being to take care of themselves. What was previously seen as an extra expense has now become one of the primary needs. Describing hair care as a passion would therefore be truthful as people now value their outlook as much as they value eating and drinking. Instead of waiting for people who think they have a bad hair to feel happy and be productive, we prefer to provide solutions through Fonex’s extensive product range. Instead of supposing there is a single type of hair or skin and bringing together various needs under a single category, we do the opposite and place the individual at the core.

What type of products do you have?

Within our hair styling range, there are many types of gels, molding waxes, pomades, gels with pomades, sprays and foams, straightening gels and double phased nourishing spray hair creams classified according to each level of strength. Within our hair care range there are various shampoos, conditioners and shampoos with or without conditioners suitable for each type of hair. Finally, within our personal care range we have classic creams, moisturising creams, vaseline, hand and body lotions, foot care products, aftershave balsam/cologne/cream, colognes, liquid soaps and room sprays.

TRIED & TESTED

Here are the products we tried and tested by Fonex, well known by their wide range of products.

Nil Otova Photos: Tuna Yilmaz

Apart from products for personal use, you also have products and equipments for professional hair salons...

Yes, we produce professional products as well as personal products. Professional hair salon products like hair dyes, hair bleaches, oxidant creams and liposoluble waxes and professional hair salon equipment like hair trimmers, blow driers, hair curling and straightening irons and scissors are also among our products.

There is an increasing demand for natural raw materials and organic products. Many firms prefer using recyclable packaging. What do you do in these terms?

Thanks to the latest advancements in science and technology, we now know not only which products and materials are harmful for human and environmental health, but also which materials we have to use instead. Fonex has entered this process earlier as a precautionary measure. As we underline in our product tags, almost all of our packaging is recyclable.

Your contribution to art cannot be overlooked. You appear as sponsors in many events like "Theatre Awards". Do you have any similar projects in the future?

Of course we have similar projects for the future. That's because Fonex doesn't want to resort only to motivational marketing campaigns while promoting its name. Being known as a brand promoting its quality through supporting art and artists is really flattering. If this wasn't the case we could only have advanced to a certain point through promoting arts. They are projects which lend us a guiding light for the future, on this road we're taking in confidence.

Do you take part in international fairs?

Taking part in international fairs is an inevitable necessity for brands which are now well established. We have taken part in many fairs and we will continue to do so. One of our primary objectives is to reach those countries we could not reach before through these fairs and let them know about the quality of our products as well.

What are the most important standards during production?

Quality is the first and foremost standard in our production. Our goal is to continue producing products that are of high quality, respectful of environmental and human health, guarantee customer satisfaction and harbour qualities that could increase our market share.

Which one is your most popular product?

"Gummy" has become a highly preferred brand. Our goal for 2011 is to create a product range out of this brand. We aim to provide a variety of products like hair spray, hair foam, aftershave cologne and balsam. www.fonex.com.tr



FONEX LIQUID SOAPS: Antibacterial liquid soaps that come in grey, blue, pink or purple coloured packaging. Creates lightly perfumed, thin and abundant foam. Doesn't cause dryness after use. Easy and economical with its pump cap.



FONEX SHAMPOOS:

Fonex has four different shampoos for different hair types. They all easily foam up, cover the hair and leave a pleasant scent after rinsing. These shampoos come in packages of 750 ml.



SHOWER GEL FOR MEN: These shower gels which easily foam up and achieve a creamy consistency, create a feeling of total cleansing and relax the user with their masculine notes, leaving a pleasant scent on skin afterwards.



YOUNG LINE COLOGNE:

Although intended for the youth, these colognes appeal to all who enjoy lightly scented products. They have refreshing and lasting notes.



GUMMY HAIR GEL:

Even a small amount of gel successfully styles your hair, maintaining its natural look. Doesn't cause any heaviness on the hair.



AFTER SHAVE BALMS: Fonex After Shave Balm series include three different scents; Ocean Blue, Action Sportive and Sportive Living. Each one of them is easy to use, softens the skin after using and prevents irritation. These products boosted with allantoin, vitamin E and honey are a great way to start a fresh day.

“INNOVATION IS EVERYTHING”

Fatih Çimen, one of Çimen Cosmetics and Treda Fmcg's owners, told us about innovation and the particularities of high quality production.

Interview: Zeynep Merve Kaya
Photos: Tuna Yılmaz



For how many years have you been in the cosmetics sector?

We are a family firm founded as an incorporation in 1984. It all began with two brothers, Hasan and Mehmet Çimen who kicked off with retail and then moved on into cologne production.

Initially you were producing colognes and perfumes. How and when did you decide to extend your product range?

1980's was a decade in which traditional cologne enjoyed great popularity and was regarded as an essential product. Back then we were only producing lemon and regional tobacco cologne but the point at which we began producing our famous Çimen Cologne can be regarded as a turning point for us. A company should be innovative. Innovation is everything. The diversification of our product range was initiated when we moved our factory to Istanbul and the second generation members of the family began to take part in management. At this point, we began cooperating with our sister firm Treda Fmcg and realised common projects which led us to take part in retail sector in a much more professional way.

You produce both for your own brands for private brands. What type of products does Çimen Cosmetics produce?

All of our liquid cosmetics products are produced for our various brands or for our clients' private brands. The depilation range includes various types of waxes like roll-on, strip, cartridge, canned, powdered as well as cleansing oils. Our perfume production is structured mainly around tailor-made ranges. Our baby care range

includes baby oils formulated with raw materials that are suitable for baby skin and are non-irritant, as well as baby lotions with natural oils and baby shampoos developed with non-irritant and anti-allergenic essences. Sun care range includes UV filtered lotions and auto-bronzing oils and creams. We also have fragrance diffusers for room freshening that began to appear in the Turkish market with an increased frequency.

Which countries do you export to?

We have favourable relations especially with Middle Eastern countries. As of today, we are exporting to Dubai, Kuwait, Iraq, Syria, Iran, Saudi Arabia, Britain, Croatia and Greece.

You have many products ranging from baby products to personal care and depilation. What are the primary standards for your products?

We have several sensitivities which we will always hold on to for our products developed by Çimen Cosmetics and Treda Fmcg. Our fundamental principles include choosing correct raw materials and formulations, performing production and quality controls when necessary, and choosing appropriate and high quality packaging. We apply these principles not only to our own brands but also to the products we prepare for our private label clients. We sometimes can get a bit persistent about these principles. We want to continue realising new project in the forthcoming seasons without compromising our quality. What is important for us is to witness that the products we produce are much more profitable compared to similars.

TRIED & TESTED

Here are the products we tried and tested by Çimen specialising on health and hygiene oriented products and perfumes.
Nil Otova Photos: Tuna Yılmaz

Where do you think the Turkish cosmetics sector is heading to? Where exactly do you see yourself within the sector?

When we look at the general trade volume of the sector in Turkey we see that it is rapidly growing both commercially and in terms of product diversity. The biggest problem of the sector in general is the prejudices which small and medium sized firms face within the domestic market. Products are usually evaluated according to the brand. However a product has to be evaluated according to its innovativeness, its quality standards and its price. This obstacle is gradually being overcome thanks to the discount retail understanding developing in our country. All these misperceptions discourage manufacturers from developing and presenting innovative and high quality goods to the market. High prices also causes more products that are low quality and harmful to the skin, to be produced and they in turn block the advent of high quality products. In a way, the consumer is condemned to use low quality products. We, on the other hand, do not divide the domestic and foreign markets and make sure we provide the market with high quality and innovative products with added value.

Do you take part in international fairs?

We are selective with regards to fairs. We took part in some international fairs before, but we make sure we take part in a fair in Turkey each year.

Nowadays, many domestic and foreign manufacturers tend to use natural raw materials and organic production. What type of projects do you have in this regard?

Firstly, I must say that organic products are certified products. Consumers should check the web sites of the organizations that hand out certificates of naturalness in order find out about natural materials before they buy any products. In Turkey, the percentage of usage regarding organic cosmetics is unspecified and very open to exploitation. There are many products out there on the market – both local and foreign – which claim to embody herbal, organic and biological qualities. Percentage of certified cosmetics in Europe is 2%. This rate is 6% in Germany. We use non-irritant formulas that are enriched with natural oils during the production of our baby and sun care ranges. We do not produce completely certified products yet but we have several projects in our portfolios directed to the European markets.

Which one is your most popular product?

Starting with the Çimen Cologne, we can point out the Belnior products within our waxing-depilation category which we produce for our sister firm Treda. Soon we will present our unique Savra Dream Gardens odourising products which we think will be very well received. www.cimenkozmetik.com



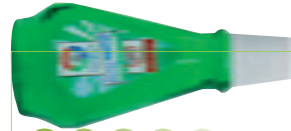
BLENIOR WAX SERIES: The products in the Blenior wax series provide solutions for all kinds of expectations regarding depilation, with its hygienically advanced presentation. The practical Waxing Strips come in three different sizes for the face, the bikini area and the rest of the body. Cleansing tissue is also available inside the package. The Roll-on Liposoluble Waxes come in three versions and they are applied without hand contact by softening in hot water. Has a nice scent. For classic wax application there's also a liposoluble wax in a jar. After heating it is applied by using a spatula. Has a really nice apple scent.



ANTIBACTERIAL HAND SOLUTION: The pump cap enables you to determine the dosage. Immediately refreshes, creating a nicely scented skin.



ÇİMEN EAU DE COLOGNE: The product which lends the firm its name: Çimen cologne. It refreshes, relaxes and freshens with the floral notes and 66 degrees alcohol in its content.



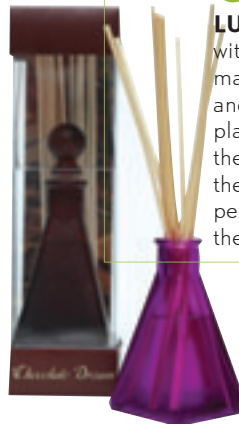
DENTACOLD MOUTH WASH: Sufficient information provided on the flacon. Its intense yet refreshing and pleasant mint flavour is immediately felt. The refreshing feeling it creates after rinsing is quite long lasting.



PERFUME: The floral perfumes with attractive feminine names like Dishy, Bloom and Manuche, come in glass flacons with colourful plastic caps. The spray cap enables you to control the amount of perfume you put on. Has a long lasting effect on skin.



LUXURY REED DIFFUSER: These products within the Savra Dream Gardens range are made up of a flacon carrying an essential oil and a bunch of sticks. When the sticks are placed inside the flacon, they start to absorb the oil. 24 hours later the sticks which absorb the oil completely, begin to diffuse a pleasant perfume. Detailed information available on the box. A long lasting indoor odorizer.



“THERE’S NO END TO LEARNING”

We talked to Chief Executive Mansur Yıldız and Member of Board Resül Yıldız about the evolution of their family corporation Yaşarlar Cosmetics and their production standards.

Interview: Zeynep Merve Kaya
Photos: Tuna Yılmaz



There are lots of essential personal care products within your product range. You are one of the few firms that produce in different categories, like children, women and men...

Our firm began its commercial activities as a family firm in August 2000. Our production, which began in pharmacy, cosmetics and luxury hardware, still continues in the cosmetics branch. Having crowned our knowledge and experience with the commencement of production in 2000, we are continuing to promote our 100% Turkish products to the world and contribute to national employment. As two brothers we have embarked on this journey together, and when we look back we tell ourselves, “There were two of us, now there are 20. We hope someday we will be 2000.”

You have been active in the sector since 2000. You are celebrating your 10th anniversary. How far has Yaşarlar Cosmetics advanced during the last ten years?

We perceive the satisfactory and critical feedback we get from the domestic market as a real gaining and we do everything we can to generate an increase in export rates. We can see how far we’ve been by acting brave and consistent just by looking at our product barcode count and sales figures. The fact that we began exporting in 2005 really widened our horizons. Although it has been a short time, we can see that many things have changed in the world since then. We observe how the way people perceive Turkish people and Turkish products are changing in the countries we are visiting. Each new

product and each export, gives us more excitement. But there are definitely more roads to follow and lots more to learn. There’s no end to learning. We’re firmly on our way.

What are your brands and products?

Alongside our commercially strong products like Favori Fresh White, Tüyo and Doal&Doal, we are producing oral hygiene products like toothpaste, teeth whitener, whitening powder, oral spray, mouthwash, female personal care and body care products, shaving cream and baby care products. We are importing condoms from Europe under our commercial brand Family. We are also continuing our cooperation with domestic and international partners with regards to private label projects.

Dental hygiene is among the biggest priorities for many people. Teeth whitening trend is taking over the world. You have many dental products within your product range...

Considering the input of medicines, beverages and food, we can regard the mouth as the entry point of energy. It is of utmost importance for us to contribute to mouth care and dental hygiene – which are the in a way, the safety fuses of our bodies. The toothpastes which we are still continuing to produce are very well received both in Turkey and in the countries which we export to. As the interest in personal care and health increases and technology advances, innovations in the cosmetics sector will remain continuous. Soon we are planning to begin producing some new products which we have been working on for a long time.

TRIED & TESTED

Here the products we tried and tested by Yaşarlar Kozmetik specializing in family oriented hygiene products.

Nil Otova Photos: **Tuna Yılmaz**

Which countries do you export to? Does interest in your products change from one country to another?

All our products, which have become items of necessity, are being exported within our capacity to around 25 countries in Europe, Balkans, Turkic Republics, Middle East and North and Central Africa. We are increasing our production capacity and pouring all our gaining into the business, forcing open new export channels. Our newest destination is USA.

What are the primary standards during production?

Our products are being used by our families and children too. Initially, we have to be satisfied with the product, so that we can make other people happy too. From staff training to the supply of raw materials and packaging, and storage, we try to make sure we apply the essentials of conscientious, ethical and legal standards. Our products are being used by tens of millions of people. Who knows, maybe hundreds of millions of people will be using them in the future. No one has the right to toy with public health.

Do you only have Turkish partners or do you also cooperate with foreign partners?

We are a commercial brand with a 100% Turkish capital, and we're very happy about the way our products are being received. We believe that we're doing what we have to do and meeting all requirements. We would like to take this opportunity to thank all our domestic and international partners and consumers who have preferred our products. We are receiving countless proposals to produce internationally under our own brands or for private brands. We are interested in some of them but we are being very meticulous about whether our conditions are fully satisfied or not. That's why we haven't realised any of the projects yet. That's because these projects are far more serious than lots of people think. The fact that such projects are important means to bring added value to our country, loads great responsibilities on our shoulders.

Do you take part in international fairs?

We try to take part in all domestic and many international fairs which appeal to the sector we are operating in. We would like to note that in December 2010, we'll be taking part in the 1st Syrian Turkish Export Products Exhibition organised by İTO in Syria by supporting our distributor in this country.

Why should people have trust in your products?

As a reality of daily life, respectability of a firm depends a lot on to the reliability of the products, service, statements and actions. Since 2000, our products are known by their high quality, renewability and their success in responding to changing demands. www.yasarlar.com.tr



TOOTHPASTE: One of the useful products within the Fresh White dental range, the Sensitive toothpaste is ideal for those with sensitive gum. It gently cleans the tooth and the oral area, leaving a pleasant freshness inside the mouth. Adequate information available on packaging. The Mint Flavored Toothpaste in this series creates a refreshing feeling both during and after brushing. It also clears the breathing passage.



TÜYO DEPILATORY CREAMS: Easy to use. Detailed information available on the package. Comes with a spatula. Slightly perfumed. Creates the desired effect on gradually thinned hair when applied according to the manual.



FOOT CARE: The Doal&Doal foot care cream is immediately absorbed by the feet, including the hardened parts. It softens by moisturising and creates a lasting freshness. It gives you exactly what you expect from it. The Doal foot care spray is effective both on the feet and inside the shoes as an anti-perspirant. It's a refreshing and practical product.



FRESH WHITE TOOTH POLISHING POWDER:

This thin powder containing carbonate and active ingredients comes in an oyster shell shaped case. It gently whitens the teeth and cerates a nice sheen with a fresh fruit scent. It's ideal especially for smokers. Explanatory information is available on packaging.



DOAL & DOAL HAND AND SKIN CARE CREAM:

Nourishing cream with a deep consistency. Relaxes and softens the skin when applied by massaging. Ideal for those who have skin that stretches in the dry winter weather.



“HUMAN HEALTH COMES FIRST, AND THEN COSMETICS”

Hakan Çuhadar, the Cosmetics Department Director of VK Cosmetics and Pigar, told us how they value human health.

Interview: Zeynep Merve Kaya
Photos: Tuna Yılmaz



What is the story behind VK Cosmetics?

We first founded Pigar in 2006. Pigar is a company which imports and markets raw materials in Turkey.

We also represent many European firms in Turkey and the Middle East. Led by our CEO Vahide Aktalay, Pigar has expanded in 2007 with the establishment of VK Packaging Factory which markets packaging in Turkey and abroad. Finally in 2009, we brought our brands together under the umbrella of VK Cosmetics.

What type of brands and products do you have?

We have many brands under the umbrella of VK Kozmetik. These are, hair, skin, hand-foot care, spa and colour cosmetics products. The Technicolor brand comprises of various hair care products, from hair dye creams to liquid hair dyes with herbal content and from sprays to care creams. Bravo Color has colour cosmetics products where as Tonix has wax, hand-foot care, manicure-pedicure solutions and peeling products. Our newest brand Mysia features spa products like massage oils.

Does Pigar Kimya provide raw materials only for Turkey?

As Pigar we do both domestic distribution and international export. We cooperate with many large scale firms in Turkey. We are able to cover the domestic demand completely in terms of raw materials; so we can say that Turkish market doesn't need China. Those firms which

know what they are doing and are doing it well tend to prefer us and the raw materials that arrive from Europe.

How do the domestic sales of VK Kozmetik take place?

We present our finalised products to the market through our franchises. We do not have direct sales to hair salons but we make sure we have a franchise in every region.

Which countries do you export to?

We export to many countries, from Netherlands to Nigeria. We have an extensive network. Europe, Africa, Middle East, Balkans, Russia, Turkic Republics. Who knows, you might come across VK Kozmetik products even in Papua New Guinea.

What do you think of international fairs?

We took part in cosmetics fairs in Nigeria in mid-September, and Iraq in October. Before that, we were in Kenya. We follow a certain strategy when we take part in such fairs. In countries in which we are strong, instead of taking part in fairs, we prefer to support our franchises with special seminars.

Let's talk a bit about hair. Hair care which has become somewhat of a passion for all is now an important aspect of personal care. What would you like to say about this?

We launched a brand new and original product at the end of September. The unique hair care wax, Technicolor Hot Touch. An effective hair care therapy requires heat for a

TRIED & TESTED

lasting effect. The heat opens up the hair scales and lets the hair absorb the cream much better. Women have to put their heads into hair hood dryers at hair salons to achieve that heat. Our new product completely bypasses that process. Hot Touch is in the form of a wax. You have to light its wick and let it melt. Once it melts you pour it on your hair. The hot wax heats up the hair strands and lets them absorb the formula.

What about the herbal cream dyes?

Their most important attribute is that they remove the stiffness and the residues that the hair dye creates after the dyeing process. Therefore it enables you to receive hair care while you're dyeing your hair. Our liquid hair dye also has an herbal content. "Herbal content" is a highly important term. You may come across many badges on the products you buy stating that they have natural or herbal content. However most of these products contain small amounts of chemicals. With standard hair dyes with herbal content, you have to spend around 35-40 minutes in one of these hair hood dryers in order for the dye to have a proper effect. Our products dye the hair without heat. To summarize, we can say that human health is of foremost priority when it comes to hair care. We don't want people to get trapped in hair hood dryers and suffer from the chemicals in the products they buy thinking they are totally herbal. Human health comes first, and then cosmetics.

What do you think of natural raw materials, organic production and recyclable packaging?

Did you know that when you dye your hair you receive the same amount of toxic materials as smoking two cigarettes a month? The level of ammoniac and chemicals inside the dye may increase that number. That's why we try to produce our products with the correct raw materials. When you compare two product packages, you'd see that the content sections are exactly the same. However even though the amount of chemicals is the same, the origins of these materials are what matters the most. Our raw materials are all harmless and approved by the International Cosmetics Organization and the European Union. We also use recyclable packaging for our Technicolor product range.

You also value social responsibility...

We train students of hair dressing and skin care in the leading vocational high schools and universities of Turkey. We do seminars with MC Academy, the apprenticeship training center with 66 hair salons around Turkey. We provide samples to teachers and have them test our products. We also provide free hair dyes and products for these schools. We also go to the Child Protection Agency and retirement homes with our team and do their hairs and provide hand and feet care. www.vk-cosmetics.com

Here are the products we tried and tested by VK Cosmetics, specialising in colour cosmetics, hair dyes and hair and body care products.

Nil Otova Photos: Tuna Yilmaz



Inspire Me



SCENT BOMB ▲

The Nue range of Natur Kozmetik which is well known by its various perfume and deodorant ranges presents a suitable scent for all women. The Nue Classic Women EDT has 8 different perfumes featuring fruit, flower and spice essences. Each color represents a different scent. For freshness you should choose dark blue. Light blue for soapy and floral scents, and red for fruity and floral scents. Girls who prefer sugary and spicy touches should choose the pink Nue. *Natur* www.natur.com.tr



CHOOSE YOUR COLOR ▲

Nevacolor Cream dye set: The Nevacolor cream hair dye provides an intense, bright and lasting color with its new age Micropigment Technology. Covers the sturdiest of all whites perfectly. *Neva* www.nevakozmetik.com.tr

Sea Color Cream Dye: Creates bright and radiant color with the Nano Silicones in its formula. It covers all white hair perfectly and provides long lasting brightness thanks to the intense pigments in its content. www.seacolor.com.tr

Organic Natural Colors Hair Dye: This long lasting hair dye which has organic certification, doesn't contain ammoniac and resorcinol. Covers the whites perfectly. *Doğatek* www.dogatek.com.tr

Alix Avien Diva Hair Color Cream: The Alix Avien Diva Cream Hair Dye creates a lasting color on your hair. With its special Lim-1 treatment complex, it provides extra sheen from the root to the tip. Doesn't wash off easily. Maintains its initial shine and color for a long time. *Kopaş* www.kopas.com.tr



LIBERATING THE NAILS ▲

The special Pineapple Nail Care range calls for well groomed nails.

Nail beauty oil: Nail and cuticle conditioner with a unique moisturizing combination of a pure botanical oil with vitamins E&F.

Good-bye cuticles: Colorful micro-capsules containing ultra-potent strengthening vitamins which dissolve without effort upon application on and around the nail and cuticle.

Vitamin booster: A 3 in 1 base coat enriched with a cocktail of 5 activations especially selected to impart essential nutrition to dry and brittle nails that have lost their suppleness. *Monna* www.monna.com.tr



▲ FOR ADULTS ONLY

The Canped Disposable Underpads with waist bands differ from its competitors by its new wetness technology. Thanks to its wetness indicator, one can see if the underpad is ready for disposal or not, without having to remove it. This adult underpad with an 85-125 cm. waist size provides a more efficient protection with its new ultra system. Its double layered soft area provides a comfortable feeling. The double sided strong straps prevent sliding during movement. It has various sizes like Extra Large, Large, Large Night and Medium. All underpads are dermatologically tested.

Ontex www.canbebe.com.tr



WOMEN NEED TO BE PROTECTED

One of Ontex's newest brands, Helen Harper helps women feel more secure and comfortable during their periods with its high quality sanitary pads. Released with three different package sizes, these pads block the liquid from leaking outside with the Secure Blue Zone on their sides. Their special texture allows the liquid to be absorbed at the core and blocks all possible leakages. It traps the liquid inside by turning it into gel. It also protects your underwear with its protective wings. *Ontex* www.canbebe.com.tr



COLORFUL CLEANSING ^

The days in which women who enjoy painting their nails in a multitude of colors are condemned to only a single colored nail polish remover are now in the past. With four different color options, these nail polish removers cleanse and nourish the nails with fruit extracts. These nail polish removers with scent options of tropical, apple, strawberry and melon contain vitamin E. They remove the polish without damaging nails thanks to the moisturizing glycerin in their content. *Gül* www.gul.com.tr



A MUST-HAVE FOR ALL

In the car, after meals, during flights, while exercising or when the children are playing outside... These magical tissues small enough to fit in all pockets let you carry hygiene wherever you go. These wet pocket tissues cleanse, soften and moisturize. Suitable for the whole family with their non-alcoholic and hygienic composition.

Ela Junior: Non-alcoholic, ph 5.5. *Ela* www.elacosmetics.com

Aron Daily: Specially perfumed, non-alcoholic and ph 5.5, *Aron* www.aronkozmetik.com

Gabrini For Kids: Non-alcoholic, ph 5.5. *Kadioğlu* www.gabrini.com

Esse Daily: Non-alcoholic, ph 5.5; *Aron* www.aronkozmetik.com

SWEET SMELLING HOMES >>

The Discover Air Purifier which combines 4 different qualities brings an end to all the unpleasant odors at your home and offices. Contrary to other similar products, Discover operates with electricity and cleanses the air, which makes it one of the most effective and economic solutions formulated to increase the air quality in enclosed areas. Used both as an air purifier and as a humidifier, Discover can also function as a room odorizer with various types of scents which can be added inside. With a color selection of white, red, blue, pink and yellow, it also functions as an attractive decorative object. *Güler* www.discover.com.tr



TRADITIONAL TURKISH REFRESHMENT ^

As the indispensable source of refreshment in Turkish traditions, colognes never lose their popularity. Turkish cologne producers continue to produce products suitable for all.

Eyüp Sabri Tuncer Lemon Cologne: High quality cologne, meticulously prepared with the fresh and heartwarming scents of citrus orchards. *Eyüp Sabri Tuncer*

Gabrini Zambak Kolonyası: Prepared using the best of the scented lilies. A nice alternative to lemon. *Kadioğlu* www.gabrini.com

Fonex Youth Cologne: A new product within the Fonex range. Special lavender cologne for the young ones. *Fonex* www.fonex.com.tr

Golden Leaf Genuine Tea Cologne: World's first and only tea cologne. Doesn't disturb the skin with its vitamin E content. *Aron* www.aronkozmetik.com.tr

Roen Cologne: Limited edition cologne with olive leaf extracts. *Roen* www.roen.com.tr



THE LATEST BY KOZMO

The Woods hair sprays and Tango shaving creams by Kozmo Kimya provide the perfect start to a day for all men.

Woods Flowers Hair Spray: Maintains the shape of the hair on all seasons and weather conditions. Protects the natural composition of the hair and protects it from external elements.

Tango Shaving Cream: Provides daily treatment for the skin and enables a comfortable shave. Has two versions for dry skin and for normal skin.

Kozmo www.kozmokimya.com



HAVE YOU WASHED YOUR HANDS?

Sen Liquid Hand Wash: Enriched with a glycerin and vitamin E formula. Deeply cleans and moisturizes your hands. Kozmoplus www.sencosmetics.com

Sensev Liquid Cleanser: Provides a lasting feeling of cleanliness and freshness with its violet scents. Şifa www.sifakimya.com

Euromis Moisturising Hand Soap: Mild but effective formulation that removes grimes and neutralizes stubborn odors. Euromis www.euromis.com

Lina Liquid Soap: Thanks to the olive extracts in its content, it delivers the rejuvenating effects of olive oil to your hands. İtimat www.itimatkimya.com

Farmasi Hand Wash: Specially formulated to clean your hands and gives a long lasting freshness to your skin. Farmasi www.farmasi.com.tr



HEALTHY LAUNDRY, HEALTHY BABIES



Dalin Laundry Softener: Easy on the skin with its hypoallergenic formula with softening colors suitable for baby skin and sensitive skin. Ideal for babies. Makes baby laundry as soft as their skin. Long lasting perfume provides freshness for a long time. Kopaş www.dalin.com.tr

Dalin Liquid Laundry Detergent: The Dalin liquid detergent is suitable for baby skin and sensitive adult skin with its anti-allergenic formula. Thanks to its liquid composition, it easily gets rinsed off the laundry. Therefore, no residues which can cause skin irritation remain on the clothes. Kopaş www.dalin.com.tr

ECI Liquid Laundry Detergent: The ECI liquid detergent is suitable for sensitive baby skin with its special anti-allergenic formula. Can be used with clothes of babies of zero years and onwards. Sora www.ecibaby.com



ENTERTAINING PROMOTIONS

Promaks Kimya which achieved great success with its promotional products, provide its customers with a wide range of products and many number of selections.

With categories of medial promotion, hygiene group promotion and special design products, Promaks steals the show with its latest designs. The most interesting design products among those produced in accordance with hygiene regulations are the puzzle, shah, foot and hanging bottles. All the products within Promaks's special design category carry the Industrial Design Licence. Promaks www.promaks.net

RAINBOW COLORED HAIR >>

A Orkide adds excitement to your life with its colorful hair spray. With a wide range of colors, these color streaking hair sprays of various sizes are highly popular among young girls with their easy application and high quality. The Lake Mech sprays in silver and gold colors are single preparation products giving the hair the desired streak color. Rainbow On Hair Ultra mech spray brings a touch of rainbow with its 14 color choices. The Glitter Spray with two different sizes, is suitable for daily use with its colorful and metallic colored choices. Orkide www.orkidecosmetics.com



OLIVE OIL EXPERTS

Komili has introduced the thousands year old source of natural beauty in its Komili Anatolian Thermal Springs Series with a shower gel, a liquid soap and a beauty soap. These products helps soften the skin with its mineral content and creates the refreshing and rejuvenating effect of thermal baths. The Komili Anatolian Thermal Springs series consists of three different selections, namely Bergama, Haymana and Ladik. All selections have a liquid soap, a beauty soap and a shower gel.

Komili www.komili.com.tr

TURKISH COSMETICS EXPORTERS'

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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

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Istanbul Chemicals and Chemical Products Exporters' Association



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

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SKIN CARE PRODUCTS

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