

Beauty LAND

TURKEY

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Beautyland Turkey /MAGAZINE OF TURKISH COSMETICS EXPORTERS

241

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- *personal care
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CHRONOBIOLOGY UNDER SCOPE

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ISSN-1309-0445

With our new autumn issue we're on our way to Hong Kong. One of China's biggest and most colorful cities, Hong Kong is also home to a highly developed cosmetics industry. Cosmoprof Asia fair which is organized on November 9-10 2011 in Hong Kong will host Turkish cosmetics producers which will promote Turkey and its products to guests from all over the world for the first time. For this occasion, we have prepared an issue just as colorful and rich as Hong Kong. Turning every single page, you will find yourself amidst a vibrant festival of colors.

Firstly you will be greeted by the BeautySpy photo shoots which feature all kinds of colors and products. The issues we're mostly focusing on are facial care, perfumes and herbal products. We hope the BeautySpy pages full of plants like Aloe Vera, lavender, bay leaf and olive oil as well as all kinds of flowers and delicious chocolate will please you as much as they pleased us. The festival of colors continues with the special Trendsetter photo shoots. The shoots which highlight the colors added to our lives by cosmetic products, presents the liveliest products from Turkey.

The Scope pages feature a subject which will be of interest to people from all age groups; a subject we all have to be aware of: chronobiology. If you'd like to learn what kind of a working process our bodies switch to while we're asleep at night, you should definitely check this out.

We make sure we introduce you to Turkey's best designers and arts & culture values in all our issues. In this issue we are focused on fashion. The DesignWorld and CultureWatch pages feature Dilek Hanif, one of Turkey's most important fashion designers, and Vakko Fashion Center, again, Turkey's most important luxury fashion and lifestyle brand. As the first Turkish fashion designer to have her collection presented on the catwalk at the Paris Fashion Week, Dilek Hanif shares the latest details on her new collections. Vakko, on the other hand, shares the well earned pride of the newly opened Vakko Museum, which sheds light on the history of the brand, as well as hosting the most important fashion exhibitions in the world.

Not to forget the Window Shopping and Inspire Me pages that feature a vast selection of the best products by Turkish cosmetics brands.

Hope to see you in a new issue and new fair city.

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



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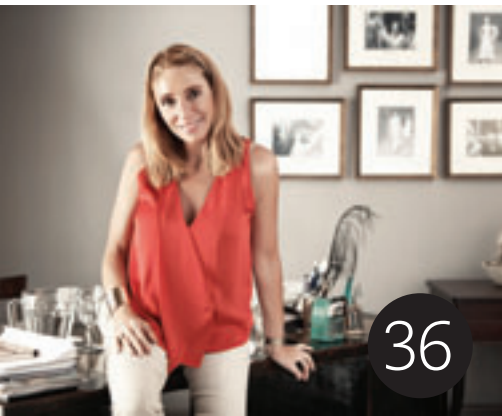
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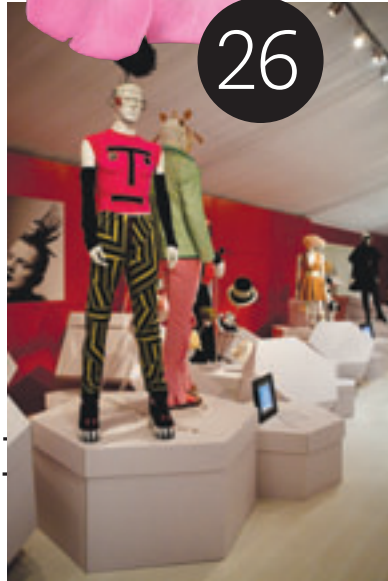
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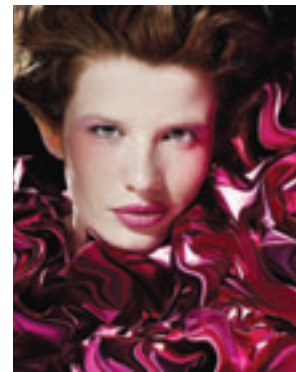
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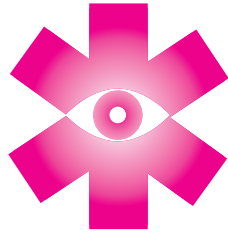
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- Annex II (Prohibited substances in cosmetic products)
- Annex III (Restricted substances in cosmetic products)
- Annex IV (Coloring agents allowed in cosmetic products)
- Annex VI (Preservatives allowed in cosmetic products)
- Annex VII (UV filters allowed in cosmetic products)
- Legal Aspects of the Safety Assessment
- Claim Sustainability
- Responsible Person
- Current Situation in the EU
- Matters to be considered for business with EU

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Lady Laurel

Now it's time to discover the cosmetics products with laurel.

PHOTOS: SERKAN ELDELEKLİOĞLU
PHOTOGRAPHY ASSISTANT: BURCU ÖZDEN
WORDS & PRODUCTION: ZEYNEP MERVE KAYA



1. VERDAA Herbal liquid hand cleaning gel with laurel. Doesn't contain coloring, perfume or alcohol and it's also antibacterial and antiseptic. *Gülteks* www.verdaa.com

2. VERDAA Herbal outpoured loofah. With peeling characteristic, cleans dead skin cells and ensures the skin to breathe. *Gülteks* www.verdaa.com

3. GÜLİZ Hand made laurel soap. It reduces eczama, dandruff and hair loss. *Güliz* www.gulizsabunlari.com.tr

4. SOFTEM Care soap. Contains laurel oil that helps to have nourished hair bottoms. *Aksu Vital* www.aksuvital.com.tr

5. OTACI Natural laurel soap. Cleans hair and body without irritation. *Kurtsan* www.otaci.com



Crazy for chocolate

After filling your stomach with delicious chocolate, try these sweet smelling products on your skin.

1. SEN Shower gel with chocolate milk. Enriched with glycerin and vitamin E maintains natural moisture of the skin and leaves the body soft and healthy looking. *Kozmoplus* www.sencosmetics.com 2. GOURMAND Caramel Candy Aromatherapy candle. *Pereja* www.pereja.com.tr 3. RAEN Caramel herbal soap. *Raen* www.raen.com.tr 4. REANIMA Scented candle. *Sudesan* www.sudesan.com 5. GOURMAND Chocolate Fudge fizzy bath bomb. A wonderful excuse to smother your body with delicious chocolate sauce tasted bath bomb. *Pereja* www.pereja.com.tr 6. EUROMIS Moisturizing hand soap with sweet almond. Has a mild but effective formulation that neutralizes stubborn odours. *Euromis* www.euromis.com

Beauty Spy

Home sweet powder

A woman's best friends, compact powders and blushers are the base for a perfect make up.

MORLEY Matte blush-on mousse.
Shadia www.shadiacosmetics.com



FLORMAR Bronzing powder for face & body.
Kosan www.flormar.com



MODA Cream foundation.
Atac www.atacosmetics.com



PASTEL Blusher.
Pinkar www.pastel.com



FLORMAR ball blusher.
Kosan www.flormar.com



PINEAPPLE Terracotta blusher.
Monna www.monna.com.tr



JU-DI Terracotta blush-on. Zümrüt
www.zumrutkozmetik.com.tr



FIRSTTIME Compact powder.
Erman www.er-man.com



COLLEEN Compact powder. Komet
www.kometkozmetik.com.tr

Make-up in red

Red is the best way to impress... Catch trendy Turkish cosmetics in the most attractive color ever.

IRIS Lipstick. Kamelya www.kamelyacosmetics.com



SHIVAY Long lasting lipstick. Shadia www.shadiacosmetics.com



GOLDEN ROSE Pearl Gloss lip gloss.

Erkul www.goldenrose.com.tr



FIRST TIME Lip gloss.

Erman www.ermankozmetik.com.tr



BRAVO Color lipstick. VK www.vk-cosmetics.com



CLAVIS Lipstick. Zümrit www.zumritkozmetik.com.tr

FLORMAR Super shine lipstick.
Kosan www.flormar.com



IRIS Waterproof lip liner. Kamelya www.kamelyacosmetics.com



Beauty Spy

FARMASI Baby cologne. With its soft structure, keeps baby skin fresh. Tanalyze www.farmasi.com.tr

L'Rouge Baby lotion. Entertains babies with its colorful package while moisturizing. Propa www.hepsipropada.com

ELA Baby powder. With relaxing effect. Ela www.elacosmetics.com

CANBEBE Baby cream. Protects the skin with lanolin. Ontex www.canbebe.com.tr

Baby Talk

These products aim to keep babies fresh, relaxed and soft as ever.

organicare BABY

ORGANICARE BABY

Full protection from day one

Organicare Baby products are 100% Certified Organic by the International Certification Body ICEA (Ethical and Environmental Certification Institute). Their organic formulas contain no harmful and irritant synthetic substances.

SPF 50+ UVA/UVB Baby Sunscreen Lotion

Ideal blend of organic shea butter and pure minerals protects baby's skin with tested UVA/UVB SPF 50+ filter effect. Fragrance free. Water resistant. Organic shea butter, vegetable glycerin and vitamin B5 keeps your baby's skin moisturized while balancing its oil level.

Organicare Baby Shampoo

Cleans your baby's sensitive skin and soft hair safely by moisturizing and protecting from adverse conditions. It is enriched with wheat, oat and soy proteins which prevents the dryness of your baby's skin. Its formula containing essential oils and natural vitamins of organic sesame seeds, organic grape seeds, organic lavender, organic aloe vera and organic olive oil nourishes your baby's skin without causing any eye or skin irritations.

Organicare Baby Oil

Magic mixture of organic oils. Organicare Baby Oil does not contain mineral oil (paraffinum liquidum, petrolatum), a petroleum by-product that coats the skin clogging the pores and interferes with skin's ability to eliminate toxins.

Vitamins and minerals within organic certified essential oils of grape seed, lavender, apricot seed, sweet almond, olive and sesame keeps your baby's skin moisturized and soft.

Its ingredients are effective against scurf and nappy rash. Fast absorbing precious essential oils leave skin with a long lasting satiny finish.

Organicare Baby Lotion

Vitamins and minerals within organic certified essential oils of grape seed, lavender and olive maintains oil balance while moisturizing and softening your baby's skin.

It contains ingredients effective against scurf and nappy rash. Ecolabel certified essential oils, vitamins E and B5 keeps baby's skin soft and supple. Adults with sensitive skin can use it safely for everyday use.



Organicare Baby products are free from; colorants, Paraben, synthetic perfumes, SLS, SLES, EDTA, Lanolin, Paraffin (mineral oil, petrolatum), animal fat and Silicone.

www.organicarebaby.com

Beauty Spy

Bring the sun in

Chamomile is one of the most loved flowers. And they work so well with cosmetics as well.

COSMETIQS Baby shampoo with chamomile. Specially formulated for babies. Euromis www.euromis.com

LANA Daisy antibacterial liquid soap. Provides a protection against bacteria. Global Horizon www.globhorizon.com

FONEX Shampoo with chamomille & keratin. Deeply cleans and purifies oily hair, refreshes and keeps cleand and light with chamomille extract and keratin content. Itimat www.fonex.com.tr

IMAJ Hair conditioner with herbal extracts. Gives the hair a pearly shine with chamomile and Aloe Vera. Ukip www.ukipcosmetic.com

NATUR WAY Herbal shampoo with chamomile. Cleans, moisturizes, softens and revitalizes hair and scalp without damaging. Kurtsan www.kurtsan.com

NADA Liquid soap with chamomile. Cleans and moisturizes hands with its specially developed nondrying formula. Global Horizon www.globhorizon.com

Neon lights

Nails need to brighten up a little.

VERY VERNIS
Monna
www.monna.com.tr

FLORMAR Super
Neon Colors. Kosan
www.flormar.com

PASTEL Pinkar
www.pinkar.com

GOLDEN ROSE Paris
& Sweet Color Erkul
www.goldenrose.com.tr

MODAQuick Atac
www.ataccosmetics.com





Something personal

Check out the best selection of nail files, buffers, cottons, tooth products and more...

1. NEW CITY Eyelash curler. *Gulf* www.newcity.com.tr 2. PERI POLL Professional nipper. *Bağdatlı* www.bagdatlias.com 3. PERI POLL Professional nail file. *Bağdatlı* www.bagdatlias.com 4. NEW CITY Nail clippers. *Gulf* www.newcity.com.tr 5. FRESH WHITE Anti-tartar tooth paste. Helps to eliminate tartar, tooth dirt, tea & coffee stains and nicotine abruptly with its content of Triclosane, fluorid and other effective substances. *Yaşarlar* www.yasarlar.com.tr 6. SAIM Hair rollers. *Atak* www.kamelyacosmetics.com 7. BANAT Acrobat tooth brush. Easy to place on the sides of glasses and tooth brush holders. *Banat* www.banat.com 8. ULTRA COMPACT Cotton pads. *Arsan* www.arsankimya.com 9. FLORMAR Blush-on brush. *Kosan* www.flormar.com 10. LUX Cotton buds. Made from 100% pure absorbent cotton. *Asya Pamuk* www.luxpamuk.com.tr 11. PERI POLL Feet buffer file. *Bağdatlı* www.bagdatlias.com

It's burlesque!

For those girls who love to make people stare...at their nails.

IRIS nail polish. Kamelya www.kamelyacosmetics.com
FLORMAR Grafitti Nails crackle nail polish. Kosan www.flormar.com
COLLEEN nail polish. Komet www.kometkozmetik.com.tr
GOLDEN ROSE Paris nail polish. Erkul www.goldenrose.com.tr
CLASSICS Glamour nail polish. Erkul www.goldenrose.com.tr
GABRINI ELEGANT nail polish. Kadioğlu www.gabrini.com
NIRVANA nail polish. Kamelya www.kamelyacosmetics.com



Beauty Spy

Flower flavor

The wet wipes are on the scene with several flower selections: chamomile, liliium, narcissus and marguerite. It's hard to choose the best...



LANA Daisy Scent wet wipes. Global Horizon www.globhorizon.com



FRESH NEMDIL Camomile wet wipes. Fulya www.fulyakozmetik.com.tr



ULTRA COMPACT Liliyum wet wipes. Arsan www.arsankimya.com



ULTRA COMPACT Narcissus wet wipes. Arsan www.arsankimya.com



DEEP FRESH Liliyum wet wipes. Aksan www.aksankozmetik.com



FRESH NEMDIL Liliyum wet wipes. Fulya www.fulyakozmetik.com.tr

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15 ml. Kadioğlu www.gabrini.com

SIORE Edts for men & women. 15 ml.
Yıldız www.siorecosmetics.com

NUE Sexy Edts for women. 20 ml.
Natur www.natur.com.tr

KREASYON 2010 Edts for men
& for women. 15 & 20 ml.
Fon www.fonkozmetik.com

Chronobiology

The importance of night time skin care products can be understood by a thorough study of the body.

We perceive with our sense organs, program our lives with our thoughts and in the meanwhile learn to listen to our bodies... Or we pay attention only when something goes wrong. However, by their own rhythms and their own rules, our bodies devote themselves to live and make us stay alive. Words: Aydan Sümercan



Our bodies work much more efficiently during the late night hours.

Sometimes we wonder why some unpleasant developments concerning our health strike out during the night! The answer to this may lie in the working program of our bodies. The body protects itself from external elements during the day and supports the vital activities of human life. However when darkness falls it turns to itself and starts the mending process. That's why flaws usually appear during the night. If we become aware of our bodily rhythm we may succeed in living in the same pace. And if skin care is applied within this program, becoming healthy, young and beautiful may not require a miracle after all.

Humans have always sought the connection between the body and time. This quest goes way back in time. For example, in Ancient Egypt the rise and fall of the Nile's water levels were associated with human life and it was thought that rises and falls appear in human life too and that all of these phenomena were programmed by the changes in the universe.

However in the 18th century chronobiology began to be seriously researched and eventually in the 1960s it was established as a field of science. Listening to our bodies and taking its 24-hour program into consideration is very important since they lead to a healthy life and a youthful look. Our bodies work much more efficiently during the late night hours when we're long asleep compared to its functioning during daylight. The body waits for the midnight, the deep sleeping condition of the organism in order to start mending and strengthening itself. This is because the organism has to



Humans have always sought the connection between the body and time. In Ancient Egypt the rise and fall of the Nile's water levels were associated with human life.

Scope

keep up its rhythm, to resort to the right weapons at the right time and keep up with our lifestyle – whether right or wrong – while trying to answer to all the orders sent from the brain, all day long. The work program of the body is adjusted by a group of nerve cells in the hypothalamus of the brain, in other words, the biological clock.

Biological program

The way our biological clock functions each day is pretty similar for all people, despite slight differences related to different geographies and seasonal conditions. Let's begin with the midnight since the hours in which we sleep should be the hours in which the sunshine makes way to darkness. After midnight the body is programmed for deep sleep. Let's say we slept at midnight. That's when the melatonin hormone which adjusts the body's clock is released. Melatonin, a hormone which is vital for our health, likes the dark. That's why specialists advocate putting children to sleep during the dark. The release of melatonin, which is also called the happiness hormone, decreases after 3 AM. (It is called the happiness hormone since a decrease in melatonin levels may cause anxiety, indecision and depression.) Body heat decreases during sleep and reaches its lowest level after 4 AM. Actually these hours mark the time for bodily repairs. Around 5 AM, the male hormone increases and consequently, with the release of the cortisone hormone, the body starts to wake up, the metabolism speeds up and the



The time between 3-4 AM, mark the time for bodily repairs.





Our skin starts to take care of itself while we are sleeping deep.



release of melatonin ends after 7 AM...

Now our body has to begin its daily activities alongside our brain. When the clock strikes 9 AM the body begins to strengthen up. During the following hours the brain begins to work faster and right around 11 AM the body is in its perfect condition.

Noon time brings about a feeling of hunger and the need to eat. During lunch, the body needs to be fed with food that will generate only the required amount of energy. Since circulation focuses on the digestive system following lunch, it's normal that the body begins to feel a bit tired. However when digestion ends, the body begins to shape up and it begins to function more efficiently as it's once again in its best form in the afternoon. In terms of efficiency, the best hours of the day are between 4 PM and 6 PM. This is the ideal time for exercise...

6 PM is also the ideal hour for dinner. Food has to be eaten before 9 PM as after that time the digestive system is put to rest and consequently, any food that enters the stomach remains undigested.

The following hours witness an increase in blood pressure and body heat. The release of melatonin begins in later hours. Around midnight the body retires for rest.

Night time and skin care...

During the hours in which the organism retires, slows down and sleeps, the skin starts to take care of itself. The damaged cells are mended and the defense system repaired to maintain balance. This is how the body stores energy. That's why cell division happens 10 times more than normal and around 1 AM it reaches its pinnacle. Old cells are pushed to the skin surface and young cells start forging a new protective layer over the skin. The skin is much better nourished with hormones after midnight. The capillary circulation in the skin similarly



increases. That's because during the day, when we are up and running, circulation focuses more on the heart and other vital organs. And since these organs start resting when we're asleep, the skin takes its turn and starts being nourished by the circulatory system.

Work conducted by cosmetics researchers demonstrate that the skin makes most use of the applied products around 4 AM. As you can see, the skin absorbs what it's given the most between midnight and 5 AM. The skin needs to be fed in order to renew itself. In order not to leave it undernourished during the hours in which it needs it the most, we have to start using night care products with special contents. These are night creams rich with amino acids, vitamins and active ingredients.

Of course in order for the skin to make use of these products the pores need to be open. That's why experts advise women to wipe make-up off completely, rid skin of any cleansing product used and definitely apply a night cream before sleep. First of all, the skin needs to be cleansed from all the dirt of the day in order to make use of the night cream. It should be cleansed down to each single pore and finally the night cream should be applied by a mild massage all the way down to the décolleté.

Skin care begins in the morning with the moisturizer. It continues during the day with protective products that address the daily problems the skin faces against external factors. It ends with the application of night creams fortified with all the active ingredients to help the skin repair itself. This whole process results with a youthful, radiant and smooth skin.

The next stage requires a good night's sleep. This is vital because the skin needs a relaxed environment to renew itself. Sleeplessness has a negative effect on the self reparatory processes of the skin. If the skin fails to pay enough attention to itself, it appears with a pale and lackluster look in the morning. Continuous sleep problems lead to a pale and unhealthy skin.

That's why cosmetic products are so important. They support the skin in its internal order.



It is best to sleep tight at nights, if we want healthy skin.



Beauty Spy

Care your face

Our most sensitive skin need special treatment with these facial products.



MAXXEL Intensive face, hand & body cream. Quickly absorbed by skin, comes with peach and milk scents. *Kosmoplus* www.cosmoplus.com.tr



AISHA Revitalizing face serum. Rejuvenates facial area, softens the effects of time. *Aisha* www.aisha.com.tr



BIOBALANCE Facial Whitening Cream. Provides extra whitening with vitamin C, DR. *Medica* www.drmedica.com



SEEN Facial peel off mask with orange. Prevents black dots and lock dead cells, dirt and impurities. *Kosmoplus* www.cosmoplus.com.tr



AKITA Rose Face wash. Easily removes dirt, grime and pollutants from the skin without stripping the natural moisture. *Akita* www.akitacosmetics.com

ROSENSE Eye care cream. The most sensitive skin on your body needs a sensitive care with rose. *Rosense* www.rosense.com

GOOD&HEALTH Ozone therapy anti-aging cream. Reduces wrinkles and signs of aging. *Mert-Koz* www.mert-koz.com

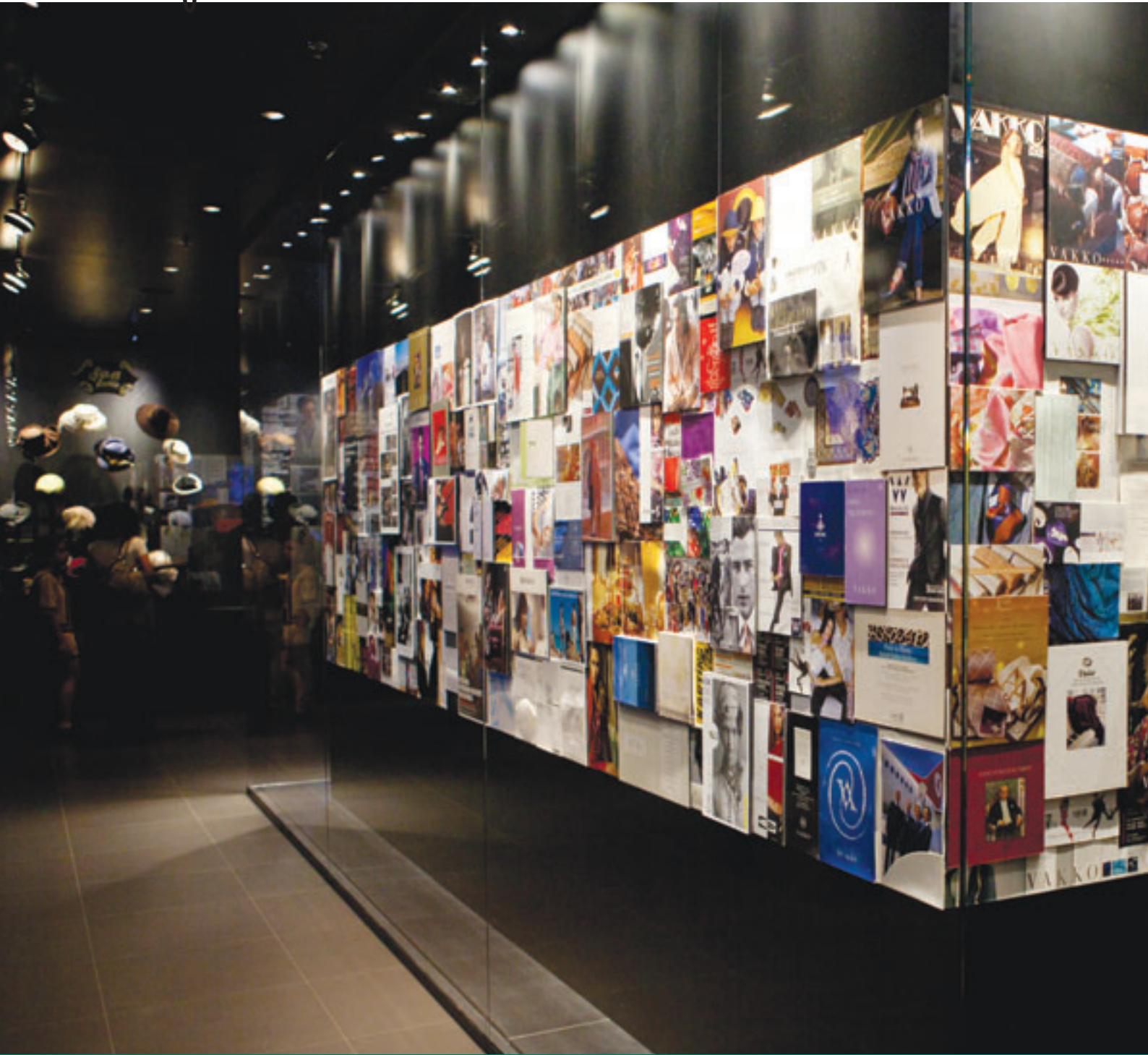
AKITA Face Day Cream with UV filter with rose. While protects your skin from the bad sides of the sun it also restores the freshness of your skin. *Akita* www.akitacosmetics.com

PELOMIN Natural face and body mask Has rich minerals that increase blood cycle, refresh your cells and skin. *Koksu Maden Sulari* www.pelomin.com.tr

QSPA Mud mask. Termal water and natural red clay minerals removes the dead skin cells, blackhead and acne. *Kozmi* www.kozmi.com.tr

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Mud Mask
Termal Su & Doğal Kil Mineralleri
Termal Su & Doğal Kil Mineralleri
Cildinizi Doğal Tencili
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Vakko Fashion Center

A leading brand in quality and luxury clothing, Vakko's award winning Fashion Center stirs up a glamorous storm within the worlds of fashion and arts. **Words: Tuğçe Kayar**



You can easily regard Şen Şapka which was founded in 1934 as a major turning point in Turkey's fashion history. As this small hat store evolved into the Vakko brand, the fashionable scarves of the brand began to appear in many women's wardrobes.

Vakko scarves became so popular that in 1948 the brand decided to expand by establishing a small workshop in Kurtuluş for fabric printing and dyeing. Even at that time the looms at the workshop were set up by consulting the famous painter Bedri Rahmi Eyuboğlu. This actually demonstrates the close relationship the brand has with the world of arts since its inception. When Vakko became involved in ready-to-wear it brought a breath of fresh air to the Turkish fashion



"Stephen Jones and the Accent of Fashion" exhibition



scene. In a way it democratized haute couture, through reflecting the style of the day by limited production. Vakko's history which is full many firsts, also marks the first fashion show in Turkey in 1955. It led the way in the high quality, luxurious clothing – the new concept of the time – with its stores in Beyoğlu and İzmir's Kordon. Vakko still holds to its leading position in the areas of design, fashion and arts.

Challenging architecture

Vakko has always had a close relationship with art and design since the first day. The Vakko Fashion Center opened in Nakkaştepe, Istanbul continues that tradition. A statue of Bedri Rahmi Eyuboğlu greets you at the left side of the garden when you enter the compound. The statue faces a relief by Jale Yılmazbaşar. The awe-striking exterior of the building excites you more as you start thinking what's awaiting you inside. The building's exterior has no concrete or any other material and is covered completely with self-carrying glass which makes it a unique structure on a global scale. The structure was designed by the world famous American architecture firm REX. Speaking about the Vakko Fashion Center, REX's award winning President, Joshua Prince-Ramus says that their "principle philosophy is to make projects that have never been done before and never to repeat what was done in the past... Vakko Fashion Center, in that sense, was a real challenge for us".

Vakko Fashion Center features an art museum with a capacity of 700 pieces, an auditorium with a capacity of 200 people, the Vitali Hakkı Library of Creative Industries set up

on a 130 square meter area, administrative units, offices for the creative staff and showrooms. Power Media Center, another Vakko corporation, is also located here and maintains an organic link with the other departments. The showcase which rises at the center of this magnificent building enables limitless installations. The glass covered steel boxes designed to be on top of each other create a vertical circulation in this section of the building. The showcase on which the image folds and breaks with the help of the mirrors and the glass, creates a striking illusionary effect. Actually symbolizing the future, these mirrors merge with the floor to create cubic structures and demonstrate a unique example of futuristic architecture. It definitely is no surprise that the 2011 Design Awards organized by the Wallpaper magazine named the eye-catching Vakko Fashion Center as the "Best Workspace". The





building further extends its glamour with the “Best Building of the Year” award given by Arch Daily, the ultimate global online source of information for architects.

Art’s center of attraction

The walls adorned with reliefs, statues and ceramic work by significant Turkish artists reflect the link between the building’s modern architecture and the past. Maintaining its links with the past, Vakko Fashion Center’s art floor features a permanent exhibition showcasing hats by Şen Şapka. The hats of the 40s are accompanied by photographs of the period and take us on a journey back in time. The Vakko Fashion Center already sets itself as a centre of attraction in the art world by hosting various events. “Stephen Jones and the Accent of Fashion” exhibition showcasing meticulously designed extraordinary hats by the world famous designer Stephen Jones was the first to welcome guests. The exhibition which lasted till 7 June and focused on the talent of Jones, who also designs hats for fashion giants like Jean Paul Gaultier, Thierry Mugler, Comme des Garçons, John Galliano, Christian Dior and Marc Jacobs, demonstrated how far imagination could take a designer. Jones’ hats which were previously exhibited at the Victoria & Albert, Louvre and Brooklyn Museums, are both striking and witty at the same time, since his influences include Anna Piaggia, editor of Vogue Italia and a style icon. Vakko Fashion Center was also among the host venues of the second edition of the highly anticipated culture festival, Istanbulcool. The festival brings together the best authors, designer, actors, poets, directors, musicians and photographers of the world in Istanbul and establishes creative worlds on an international scale. The auditorium of Vakko Fashion Center hosted Marco Mueller, Art Director of Venice Film Festival; fashion designer Haider Ackermann and Oscar winning actress Tilda Swinton. Participants sat amongst these famous figures at the auditorium of this extraordinary piece of architecture, watching panels and conversing at the colorfully decorated café. Such colorful events will always be present at Vakko Fashion Center and it seems like we’ll be seeing a lot of Nakkaştepe in the future.

www.vakko.com.tr



Mirrors and glasses create a striking illusionary effect and symbolize the future.



TrendSetter

DRIPS OF THE RAINBOW

Get ready to live your life under the rainbows. Cosmetics products are ready to color your lives.

PHOTOS: SERKAN ELDELEKLİOĞLU
PHOTOGRAPHY ASSISTANT: BURCU ÖZDEN
STYLING: ZEYNEP MERVE KAYA
STYLING ASSISTANT: MELİS TÜZMEN



Flormar
MIND
EAU DE TOILETTE

AQUA
VERA
SHOWER
GEL
Yang Yang
Feel the Heat
PRG
SANTAL

ANGIE
HOT
legs

Symphony Berries & Vanilla body splash (Atak Farma), **Colors** Lilac Edt for women & **Angie Hot** Legs deodorant (Rebul), **Classics** Glamour nail polish (Erkul), **Flormar** Mind Edt for women & Diamonds terracotta eye shadow (Kosan), **Aqua Vera** shower gel (Beyaz), Colorful soap (Eyup Sabri Tuncer) Shoes: **Cassette** Accessoires: **Özgür Takıl & Building**

TrendSetter

Aqua Vera shower gel (Beyaz), **Symphony** Strawberry, Lime & Lemon (Atak Farma), **XO** Exotic deodorant for women (Kopaş), **Fonex** styling wax (İtimat), **Nirvana** nail polish (Kamelya), **Very Vernis** nail polish (Monna), **Katre** herbal soap (Katre)
Accessoires: **Mudo Concept** Gloves: **Özgür Takil**





Flormar So Edt for women & Super Neon Colors nail polish (*Kosan*), **Pronwer** Foot cream (*Nature!*), **Imaj** Hair wax (*Ukip*), **Planet** Edt for women (*Fon*), **Bravo Color** Eyeshadow (*VK*), **Rosetta** Blue Light deo spray for women (*Crea*) Shoes, candles & blouse: **Mudo Concept & Mudo City** Gloves: **Özgür Takil** Necklace: **Building**

Arko Nem Mango & Tangerine face, hand & body cream (*Evyap*), **Pielor** Tuttifrutti Yogurt shower gel (*BFF*), **Star X** deodorant for men (*Atak*), **Katre** herbal soap (*Katre*), **Flormar** apricot scrub & Soul deo roll-on for women (*Kosan*), **Vals** Edt for women (*Ahenk*)
Blouse: **Mudo City** Necklace, bag & notebook: **Cassette**





Flormar

CLEAN CARE

with VITAMIN COMPLEX

apricot scrub

exfoliating & refreshing
for soft and healthier skin

APRICOT



[all skin types]

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250 SOUL OIL
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Special thanks to Mudo Concept & Mudo City
www.mudo.com.tr Özgür Takil +90 212 252 08 18
Building www.building.com.tr
Cassette www.cassette.com.tr



“Couture is the luxury of the woman”

Dilek Hanif, the first Turkish designer to have taken her designs to the Paris Haute Couture Week, tells us about the elegant lines of her brands, D.H. Ready-to-Wear and D.H. Haute Couture.

Interview: Melis Tüzmen Photos: Serkan Eldeleklioğlu

When did you first take interest in fashion design?

This was our family business. Professionally I began to design clothes in the late 1980s. In 1991 I established the Dilek Hanif Line. Right now we have two brands, namely D.H. Ready-to-Wear and D.H. Haute Couture. Both of these brands are shaped by the signature elegance and simplicity of the Dilek Hanif brand.

How do you design a collection? How do you feel when it's completed?

Annually we're preparing 6 collections - 2 couture and 4 ready-to-wear. Although work is quite hectic I always feel an immense happiness during the process. The preparation period is stressful, hectic and emotionally turbulent. However at the end it creates an unbelievable pleasure. That pleasure is what prepares you for the next collection. You say "it turned out so beautiful, I should make another one". It's a very pleasing but also a high-tempo and tiring profession.

Can we learn the differences between "ready-to-wear" and "haute couture" from the doyenne of the profession?

Couture refers to individual pieces of clothing prepared only for a particular person. It's completely hand made. Customers of D.H. Haute Couture are served personally by me. They do all the fittings with me. The assistants and seamstresses who assist me in the stitching process attend the fittings with me as well. Since it's a personal project, the product should be shaped exactly according to the client's body type and the occasion. You may never find all these factors coming together in ready-to-wear. You just pick the best option available out of the readily prepared selection. Therefore the two are completely different concepts. Couture is always high-end, in every means possible. It's the pinnacle of seaming, its most luxurious form. It's the luxury of the woman. And of course the man also.

What do you think has changed since the day you entered this profession?

Dilek Hanif has never compromised elegance and simplicity. There's not much change in our lines but the techniques and the materials have changed immensely. There have been



Dilek Hanif has never compromised elegance and simplicity.



D.H. Haute Couture 2011-12



D.H.
Haute Couture
2011-12



about this process?

I didn't know that a Turkish brand and a Turkish designer have never taken part in the Paris Haute Couture Week. I reached a certain point in my profession and I decided to take my chances at the couture capital of the world, Paris, in order to find out if I'm doing what I'm doing right or wrong, whether I'm really successful or not. There are no federations or a developed system that can acknowledge and approve me in Turkey. So far we have only been mimicking Paris and I didn't want to do that; I wanted to exist in it and develop with it. That's why I decided to take my collections to Paris and present the new ones there. A French agency which is a member of the Federation visited our workshop in order to certify that we're doing this the right way. The agreement process was quite serious and long. We started doing exactly what the rest of the world was doing in terms of styling and even design. To step over to the couture standards of Europe marked a true leap forward for me. Right now, all our collections, look books and agendas are linked to Europe. Moving from Turkey to Paris and initiating this process is an immense source of pride for me. Our runway shows were very successful and led to many more to come. I can say that we put out a very serious performance to keep this flame alive.

many additions to our business through time.

You won many awards with your designs. How have these awards made you feel?

When I won my first award it was very important and exciting. Being acknowledged for your success in a profession to which you have devoted yourself with discipline and being awarded for it is a fantastic feeling. It made me really happy in that terms.

You have presented your 2004 Spring-Summer collection at the Haute Couture Week in Paris and subsequently became the first Turkish designer to achieve this. Could you tell us a bit



D.H.
Haute Couture
2011-12

This must have been followed by an international demand...

Yes, we received a lot of demand for couture. Although we didn't have an office abroad, our portfolio continued to develop. After reaching a certain point we decided to present this to a different and wider audience. We met with our agency in France and transferred D.H. Ready-to-Wear to Paris. Now under the Dilek Hanif brand, we're designing both ready-to-wear and couture.



Our international clientele includes royalty, members of high society and artists.

When do you think was the golden age of fashion?

1950s and 60s were very fruitful as this was the period in which fashion was being restructured. These periods were repeatedly reapplied by designers and fashion brands. Every season we're bound to see 50s style of skirts, hair or trousers. I always regarded those years as sublimely feminine and elegant. They influence both me and my collections. And the women of that period were real women. Nowadays women seek comfort with all the modern lines and the changing lifestyles.

What awaits us in the 2012 collection?

Our ready-to-wear and couture collection is ready. We have combined fur with embroidery, black, golden, damson and cherry red. Chiffon drapes shape the winter couture. Crepes feature Ottoman embroidery. Ready-to-wear collection, on the other hand, features much different choices. This year I prepared a multi-pieced winter collection. Jackets without undercoating were kept long while shorter jackets feature 2-3 different lengths. We ended up with about 85-90 pieces. I used a lot of ecru this year. It's very useful for a wardrobe that links the day to the evening. We always need that. I think my collections appeal to the modern and elegant urban women in that sense.



**D.H .
Haute Couture
2011-12**

“40 YEARS OF EXPERIENCE”

We talked to Tuğba Eker Adıgüzel, Marketing Director of C.r.e.a. Cosmetic Solutions about the firm’s production and investments.

Interview: Zeynep Merve Kaya
Photo: Benny Genel



How long has C.r.e.a. Cosmetic Solutions been involved in the sector?

As C.r.e.a. Cosmetic Solutions we have been involved in the aerosol industry since January 2007 but our experience in the cosmetics sector goes back 40 years. We want to transfer our know-how and experience gained under the Aromel Kozmetik brand to the aerosol industry with our renewed identity.

What is your mission within the cosmetics sector?

C.r.e.a. Cosmetic Solutions aims to bring a breath of fresh air and new solutions to our sector. Determined to transfer the technologies and all the dynamics that are consequently changed, directly to the sector, C.r.e.a. Cosmetic Solutions has adopted the mission of producing high quality products that are creative and economic in line with contemporary needs, and reaching four corners of the globe through its own brands and its subcontractors. At this point of our new beginning aiming to be dynamic, modern and devoted, we can say that we have covered a huge distance. What happens next is to advance as a brand.

You’re actually a very young firm. Did you experience any difficulties in establishing yourself within the market as a newcomer?

We may be young on paper but our experience in the cosmetics sector goes back 40 years and this has actually helped us start from an advanced position. Within this perspective, we produced all the right products with our team and sold them all at the right places, which helped us gain our presently serious position within the market. The low quality products coming out of the Turkish aerosol market in the past and the consequential bad image of Turkey has initially proved us some difficulty in overcoming the mistrust of the customers we were in contact with and postponed our coming of age as a brand. However all the positive feedbacks we received from the customers who gave us a chance, and the consequently increasing orders helped us get over this difficult process smoothly. As the C.r.e.a. family we wanted to strike out not with our prices but our quality products within this price oriented market, and we succeeded in that. We have established export ties with 18 countries in such a short period and there are distributorships of our own brands in 9 other countries.

TRIED & TESTED

Specializing in aerosoles, here are what we tried and tested by C.r.e.a.

Nil Otova Photos: Tuna Yilmaz

What type of products do you have? How do you regard your position within the sector with these products?

As well as aerosol based products, we have male-female deodorants, water and alcohol based room fresheners, shaving creams, hair sprays, hair mousse and hand and body lotions. We also have oven cleaners, auto silicones, furniture cleaners and polisher and ironing spray as technical aerosol. We produce all our products in our modern facilities set up on a 10.000 square meter open space and 3500 square meter covered space. We are involved in all of the processes from the design up to the consumption. We provide the materials we use for essences, tubes, caps and valves from leading global manufacturers. This enables us to reach the customer with high quality products. In terms of producing quality products and providing swift service, we regard ourselves at the pinnacle of the sector.

What are your most important standards?

Quality... That's why we started everything by getting an ISO certificate. We are also registered in the Reach regulations. We are constantly in contact with our suppliers and conducting improvement all the time. We send our employees to quality oriented trainings. Our primary priority at the firm is to produce quality products. Our quality control department monitors our products during and after production and continuously conducts improvement work in this matter. Of course, while producing high quality products we need to take our expenses into consideration as well, as the market is quite price-based. As far as we are concerned, the biggest priority is to punctually produce quality and economic products. To continue our activities respecting our clients, employees, the society and the environment in a work place based on trust and honesty is our primary value.

Which countries do you export to?

As C.r.e.a Cosmetic Solutions we are exporting to 18 countries – both with private labels and with our own brands – like the Netherlands, France, Algeria, Germany, United Arab Emirates, Bulgaria, Estonia, Serbia, Lithuania, Romania, Nigeria, Portugal, Morocco and Kuwait.

Do you take part in international fairs?

While planning each year we determine the fairs we'll be taking part. We take part in all the fairs we think are effective. There are three fairs we definitely take part annually: Private Label in the Netherlands, Beauty World Dubai and Cosmoprof Italy. There may occasionally be some additions to these fair. We prefer to take part in organizations by IMMIB as they are very efficient and well organized. All we are left to do is to make sales and promote our brands.

www.creakozmetik.com



KOZZ HAIR SPRAY

A thin and light foam. Volumes up the hair without ruining its natural look and without sticking and making the hair much heavier than normal. Ideal for daily use.



PERFUME SPRAYS

These perfumed sprays create a pleasantly permanent scent that may actually substitute the use of perfume. That's why it's a very practical solution for the summer months. It has many scent options ranging from floral to fruity, oriental to fresh.



SIMPLY THERAPY AIR FRESHENERS

The classic air fresheners have nature themed selections. Ridding the room from unpleasant odors like cigarettes, it creates a pleasant smelling atmosphere. If you don't want a dominating scent you can adjust the amount of spray you apply with its cap.



SHAYNA HAND & BODY MOUSSE

A very special and beautiful product: moisturizing spray. Comes out from its pump cap as a thinly textured foam. Easily absorbed by the skin. Its moisturizing effect is immediately felt.



WHOOOPS! PERFUME SPRAY

Has a strikingly beautiful presentation. Easily absorbed by the skin with its light and masculine perfume and has a long lasting double function as a deodorant and perfume.



“ALLOUR PRODUCTS CAN BE SAFELY USED.”

Aysel Aydın, the Category Marketing Director of Sanitary Papers at Hayat Kimya, tell us about their firm and assess the industry they are engaged in.

Interview Melis Tüzmen



Could you tell us about the Hayat Group? Hayat Group, the stocks of which belong to the Kişılı Family, was founded in 1937 with totally local capital and continues to be a 100% Turkish brand. It continues its operations with Hayat Kimya, the Kastamonu Integrated Wood Industry and Port Management. It produces its products bearing international quality standards at the integrated facilities set up on an area of 360 thousand square meters in Başiskele-Kocaeli.

What about your brands...

We are producing the Molfix, Molped, Bebem and Joly brands within the baby care and female hygiene categories. With the Papia, Familia, Teno and Focus brands we provide toilet paper, paper towels, tissues and napkins for all types of consumption groups. We have more than 500 products under the main Bingo brand. There is also a product group consisting of washing powder, conditioner, washing up liquid and surface cleaner within the Bingo, Test and Has brands.

Sanitary pads are of great importance for women and babies. Could you inform us on your allergy tests?

Our R&D department follows the latest global trends

and conducts tests involving the latest technologies. We are also involved in close cooperation with doctors of dermatology and pediatrics. Our sanitary pads and diapers are all dermatologically tested and approved. Diapers also bear the approval of the Turkish Pediatrics Association.

When you compare the sanitary pad market in Turkey and abroad, how do you see Turkey's position and your own position within the Turkish industry?

The use of sanitary pads in Turkey is increasing by the day. The increase in the number of brands within the market is a proof of that. Molped has always been one of the top two brands in this highly competitive market. Molped has been the market leader in this category for many years now.

Why should we prefer your products?

All our products can be safely used. They undergo numerous tests and approvals before they are dispatched to the stores.

Napkins and paper towels have different textures and softness. How are these adjusted?

When we first entered the sanitary paper market as Hayat Kimya, our strategy was to provide the consumer with the highest quality products at the best prices. Our multi-

TRIED & TESTED

We tried and tested Hayat Kimya's best products including toilet papers, tissues and hygienic pads.

Nil Otova Photos: Tuna Yilmaz

layered toilet papers and towels are produced with 100% pure cellulose without applying any optical bleaching. Thus we set the quality level within the Turkish sanitary paper market at a much higher point than before. The Papia Deluxe 6 layered toilet paper which we launched in February with the motto, "A Single Leaf is Enough" is a perfect example of this.

What factors do you focus on during the design process? What inspires you?

We examine the global trends and the consumer demands during the design process. We communicate with the consumers through panel discussions and surveys.

What type of ecological measures do you adopt during your production process?

We are the first firm in Turkey to commence production without the use of optical bleaching. We enable the whiteness of our products solely by carefully selected mixture of high quality cellulose. We are also the first firm in Turkey and the world to use four 30 megawatt gas turbines which produce electric power and thermal energy together at the same time. We maximize the efficiency of the process thanks to high temperatures and high air flow which perfect the paper quality too. This eco-friendly project decreases the amount of energy and the carbon dioxide levels.

Which countries do you export to?

Hayat Kimya exports its products to 70 countries on 5 continents. In addition to the production facilities in Bulgaria, Ukraine and Algeria, and the distributorships in Russia and Romania, the countries we export to include Egypt, the Caucasus and Central Asia.

Do you take part in international fairs?

Yes we do. The Private Label Fair in Netherlands, the General Trade Fair in Basra-Iraq, the Turkish Products Fair in Indonesia and the International Trade Fair in South Africa are only a few of them.

Any new projects and objectives?

We are planning on cooperation for production with a local firm in Syria. The license and know-how agreements are signed. Production commenced a short while ago. We recently bought land at 6th of October City in Egypt and production is expected to start in two years. We are also involved in some preliminary work for liquid detergent production in Russia.

Have you received any awards?

In 2011, Molped was awarded the Silver Effie for its Daily Care trio project within the daily sanitary pad category of the Cosmetic Personal Care section. www.hayat.com.tr



PAPIA TOILET PAPER

Three layered, soft and highly absorbent. Durable but melts quickly once in contact with water. Has a pleasant look with its patterned design. Various packaging options available, ranging from 4 to 24.



PAPIA PAPER TOWEL

Three layered paper towels are much easier to use compared to other similar products. Its high absorbency and definitive cleansing is complemented by its patterned design that adds an elegant look.



PAPIA BOXED TISSUES

Very thin textured, double layered tissues come in special boxes that enable an ease of use. The boxes come in packages of 80 or 120.



MOLPED HYGIENIC PADS

As well as its hygienic qualities, its highly absorbent texture and double protection that prevent any leakage from the sides, the product provide a comfortable use without causing any dampness.



MOLPED PANTYLINERS

Very thin and hardly felt. Its double effect texture is soft. The upper texture is cottony. Ideal for daily use with its air blowing feature.



“WE’RE A 20 YEAR OLD FIRM”

We talked to Armağan Okay, CEO of Neva Kozmetik which specializes on hair dyes about their products and their new investments.

Interview: Melis Tüzmen
Photos: Tuna Yılmaz



Could you tell us a bit about Neva Kozmetik?
We’re a 20 year old firm. It was founded in 1991 and initially produced hair gels. In 1994 we started to produce hair dyes too.

My father who had 45 years of experience in cosmetics and who is also one of the founders of the firm, together with our three other partners, was working for Wella. They created Neva by combining their professional experiences. At that time I was involved in investments abroad regarding hair dyes. Since the founders quit working 4 years ago, I’ve been heading the company.

You have products aiming both regular consumers and professional users...

We are producing hair dyes, care products, hair shapers

and hair loss creams. Our firm is one of the leading producer of hair gel and our first ever product in the market, the Nevaform Hair Gel is still being produced. Right now, we are mainly focusing on hair dye production and we produce 4 types of hair dyes. On hair dying we have Nevacolor Premium Hair Coloration Cream, Nevacolor Premium Hair Color Cream Kit, Nevacolor Premium Highlighting Kit, Nevacolor Natural Color Hair Color Cream Kit, Nevacolor Oxidation Cream, Nevablond Compact Blue Bleach Powder, Exicolor Oxidation Cream and Exicolor Compact Dust-Free Blue Bleach Powder. We have around 300 color options. Apart from dyes we’re also producing perm liquids such as Nevaperm Permanent Lotion Kit, Nevaform Cold Wave Perm Lotion, Exicolor Permanent Hair Color Cream and Nevaform Ready To Use

TRIED & TESTED

Tried and tested products from Neva Kozmetik's product range.
Nil Otova Photos: Tuna Yilmaz

Foam Fixative. For hair care we produce Nevacare Nutritive Repair Glossing Serum, Nevacare Nutritive Repair and Exitenn Essential Ceratin Gliss. For hair styling we produce Nevaform Hair Spray - No Gas, Nevaform Hair Gel, Nevaform Hair Dressing Cream, Nevaflex Hair Spray, Nevaflex Styling Mouse and Nevaflex Hair Spray - No Gas. Due to increasing demand, we're producing the Nevacare Depil Hair Loss Cream too.

For how long and to which countries have you been exporting to?

We have been exporting to 17 countries for 10 years now. These countries include Azerbaijan, Iraq, Iran, Costa Rica, Bosnia and Herzegovina, Netherlands, various South American countries, Turkmenistan, Bulgaria, Germany, France and the United Arab Emirates.

Could you tell us a bit about the raw materials you're using?

Since raw materials are not available in Turkey, we buy them from the USA, United Kingdom and Germany.

What is the relationship between your products, the production process and the nature?

We've got all the environmental permissions. We're getting the green production document and the GNP. Our products are mainly produced with herbal contents rather than chemicals. Right now we are using 8 special raw materials that are not being used by any country in the world. One of them is castor oil and the others are secret.

Your internet site features a section on trainings. Are there any training facilities organized by your firm?

We've been conducting our training seminars at our headquarters for about 4-5 years. These trainings which are aimed at hairdressers and customers, include subjects like hair dying techniques, correct assessments of possible complaints and sales methods.

Any new projects?

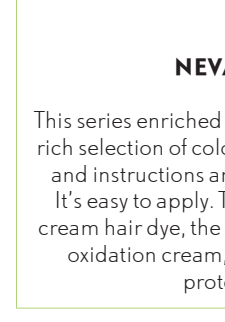
We have ongoing R&D work in Spain and Turkey focusing on hair dyes. We focused especially on non-ammoniac hair dyes and powdered hair dyes. We had investments related directly to hair dyes. In 1991, when we had first started, we had 750 square meters production and storage area. But right now we have a 6 million dollar investment in Çerkezköy – a second factory with a covered area of 10.000 square meters. New factory will be a production and storage facility with an indoor area. There will be the most advanced production techniques, with expert technical staff and full-automation. This project will be the biggest hair dye production facility in Europe. We have also invested in new machinery.

www.nevakozmetik.com.tr



NEVACOLOR PREMIUM DYE SET

The protective cream hair dye series with collagen content has 38 color options. Sufficient information about the product and its usage available on packaging. All the necessary apparatus come inside the box: the cream hair dye, application bottle with oxidation cream, special application comb, hair care cream, application gloves and a user manual.



NEVACOLOR NATURAL COLOR DYE SET

This series enriched by castor oil features a rich selection of colors. All the information and instructions are available on the box. It's easy to apply. The box comes with the cream hair dye, the application bottle with oxidation cream, application glove and protective hair care cream.



NEVACARE NUTRITIVE REPAIR

Comes in a luxurious looking jar. Has a soft texture once the cap is opened. It's scent is "appetizing" and when applied on hair it is absorbed right away. As it smoothes the hair it provides sheen and volume. Recommended especially for dyed and highlighted hair. Its herbal content repairs and nourishes.



DEPIL HAIR REMOVAL CREAM

Soft textured hair removal cream with shea oil. You need to wait for three minutes after application and then remove the hair with its special spatula. Leaves the skin soft and moisturized. As its creamy texture is odorized with lavender, it doesn't have that peculiar scent most of such products usually have.



NEVACARE NUTRITIVE REPAIR GLOSSING SERUM

A single drop of this nourishing serum is enough to soften the hair by covering it in its entirety and creates an attractive sheen on the freshly shaped hair. It's a highly satisfying product. Sufficient information available on the packaging.



“WE NEVER COMPROMISE FROM HIGH QUALITY”

Onur Gökçedağ, General Manager of Venus Brush Products tells us about the firm and its relations within the industry.

Interview: Melis Tüzmen
Photo: Benny Genel



Could you tell us a bit about Venus Brush Products?

Our firm was founded in 1953 in Izmir and has been involved in the brush industry since then. As of 2000 it is engaged in cosmetics production too. The production capacity has been significantly extended in order to cover the increasing sectoral demands and since 2003 we are equipped with machinery and production capacity to enable production aimed towards both the domestic and international markets. Lately we made some name changes. We were used to know as Elit Brush but now we are called Venus Brush.

What type of products do you have?

We have products focusing on cosmetics and personal care, such as hair brushes, combs, beard brushes, nape brushes, sole files, professional hair cutting combs, brushes and hair dye brushes for hairdressers. Our product range includes more and more products each day. What makes Venusline special is not only the product quality but the total quality culture. This not only covers the period beginning with the production process up until the delivery to the consumer, but also the period of usage in line with the unconditional consumer satisfaction principle. Establishing this culture was made possible by the devotion of both our blue collar and white collar

employees. All our staff involved in the hair industry consists of experienced and well trained colleagues with whom we have been working together for a long time.

Are you a 100% Turkish firm or do you have any foreign partners?

We don't have any partners. However we are open for all kinds of cooperative proposals that will bring us forward without forcing us to make concessions from our principles.

When did you begin exporting? Which countries do you export to?

We have been exporting since the day we entered the cosmetics sector. 50% of our sales are exports. We have connections in almost every country in the world except those in the Americas and the Far East.

Your principles include respect for humans and the environment too. Could you elaborate?

One of the most crucial controls made during the production process is the waste control. We are extremely serious and meticulous in that matter. Since our products are cosmetic they are directly connected to human health. That's why we pay great attention to all the raw materials we use in our products and never compromise from our high quality.

Which factors are taken into consideration during the design process?

Our key to this answer is customer satisfaction and consumer demands. Our technical staff is continuously engaged in research to perfect our products by cooperating with professional users. As long as our firm continues to operate, these researches will continue too.

Have you taken any awards?

We received some awards and acknowledgement documents by various professional organizations who know that we are sensitive about those subjects.

Do you take part in international fairs?

We take part in the fairs organized in Italy, our focus country. We also follow and take part in the fairs organized in our target countries.

Any new projects and objectives?

We have many projects for the 2011-2013 periods. Our marketing and sales organization is renewed. We are buying new machinery and releasing new products. Change is a must. We believe that those firms who adapt to the current economic situation can move on. Those who ignore the change will undergo by natural selection. And we are adapting to the changing conditions. www.venusline.com.tr

TRIED & TESTED

We tried and tested some of the best brushes of Venusline. Nil Otova Photos: Tuna Yilmaz



ELITE SERIES HAIR BRUSH

These brushes designed for professional use have grooved handles that enable the hair dresser a comfortable grip during hair styling. The brush part is relatively longer and consequently shortens the blow drying process by covering a large portion of the hair.

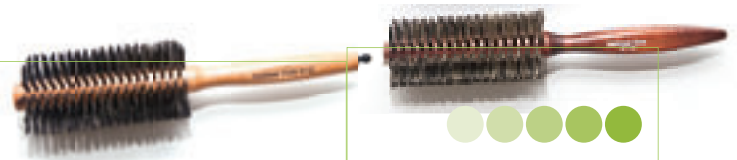


NATURAL SERIES

Easy to use brushes for classic blow drying and hair styling that enable a quick result come in three types – hard, soft and medium soft.

COLLECTION SERIES

Enables a comfortable and long period of use with its easy to grip handle and mixed brushes that hold the hair strongly.



FOX SERIES

Mildly cornered wooden handle is easy to grip. Its polyamid, natural brush mix which could stand the heat of the blow dry have an excellent grip of the hair. Ideal especially for short and medium length hair.

EXTRA SERIES

This series of brushes produced entirely of natural hair is designed for professional use but is also ideal for daily use. You just need to refrain from using it with high heat blow dry due to the natural hair used in the product. The hold of the wooden handle is comfortable. Hairs are evenly distributed and there are four different types of brushes.



NATURA SERIES

This series of brushes have roundly shaped, comfortable handles and feature fine brushes that handle the hair gently. It's a life saver for professional use. Has 12 different selections.



Window



COLOR TREND Mousse hair dye.
Treda www.tredafmcg.com



COSMOZONE Face cream with ozone.
Mert-Koz www.mert-koz.com



PIELOR Hand & body cream.
BFF www.beautyff.com



VOWELL Hair cream.
Şifa Kimya www.sifakimya.com



4 WET Bath oil.
Turkuaz www.turkuazsaglik.com.tr



GARDEN COLLECTION Shampoo.
Sora www.soracosmetics.com



DISCOVER Cargel.
Güler www.discover.com.tr



TOTEX Aftershave lotion.
Kesenler www.kesenlerkozmetik.net



**FLORMAR Diamonds
Terracotta eye shadow.**
Kosan www.flormar.com



BRAVO COLOR Powder eye shadow.
VK Kozmetik www.vk-cosmetics.com



FARMASI Hair removing cream.
Tanalize www.farmasi.com.tr



DISCOVER Mini sphere.
Güler www.discover.com.tr



CLASSICS Lipstick.
Erkul www.goldenrose.com.tr



SHOW by PASTEL Long lasting eyeliner.
PINKAR www.pinkar.com



















FARMASI Glitter pencil.
Tanalize www.farmasi.com.tr



DOAL & DOAL Foot care cream.
Yaşarlar www.yasarlar.com.tr

shopping

 <p>FRESH'N SOFT Wet wipes for baby care. Kardeşler www.freshnsoft.com</p>	 <p>BANAT Color Series hair brush. Banat www.banat.com</p>	 <p>COSMETIQS Kids shower gel. Euromis www.euromis.com</p>	 <p>ALTIN YAPRAK White lily cologne. Aron www.aronkozmetik.com.tr</p>
 <p>FAMILY PLUS Condom. Yaşarlar www.yasarlar.com.tr</p>	 <p>ACTIVE X Antibacterial liquid soap. Evyap www.evyap.com.tr</p>	 <p>AKAT GARDI Hair spray. İtimat www.fonex.com.tr</p>	 <p>BLENIOR Wax cleaning oils. Treda www.blenior.com</p>
 <p>FONEX Professional hair spray. İtimat www.fonex.com.tr</p>	 <p>FAVORI FRESH WHITE Sensitive tooth paste. Yaşarlar www.yasarlar.com.tr</p>	 <p>FRESH'N SOFT Intim hygienic wet wipes for external genital use. Kardeşler www.freshnsoft.com</p>	 <p>GİZLİ BAHÇE Air freshener. Eyüp Sabri Tuncer www.eyupsabrituncer.com</p>
 <p>WOOD'S Professional hair spray. Kozmo www.kozmokimya.com</p>	 <p>GARDEN COLLECTION Antibacterial wet towel. Sora www.garden.com.tr</p>	 <p>GIAN Liquid hand soap. SCK Zeta www.zetacompany.com</p>	 <p>GOLDEN ROSE Pressed powder. Erkul www.goldenrose.com.tr</p>

Window



GOLDEN ROSE Paris nail polish. No:44
Erkul www.goldenrose.com.tr



HYPO Liquid cream soaps.
Koruma Temizlik www.koruma.com



INNOVA Mosaic powder.
Innova www.innovacosmetics.com



IRIS Coloring mascara.
Kamelya www.kamelyacosmetics.com



IMAJ Shampoo.
Ukip www.ukipcosmetic.com



JU-DI Terracotta blush-on.
Zümrüt www.zumrutkozmetik.com.tr



KAJAL Cream to powder foundation.
Atomizer www.atomizer.com.tr



KLIVYA Foot spray.
An Kimya www.arikimyanayi.com



LANA Baby lotion.
Global Horizon www.globhorizon.com



LAPITAK Cream perfume.
Tutku www.lapitak.com



LILAFIX Fashion Color Professional hair dye.
Lila Kozmetik www.lilafix.com



MAXXEL Professional oxidation lotion.
Kozmoplus www.maxxel.com.tr



NFX Professional styling mousse.
Neva www.nevakozmetik.com.tr



JUICY Shower gel.
Naturel www.pronwer.com


















ORLENA Professional nail polish.
Orkide www.orkidecosmetics.com



PASTEL Nail polish. No:86
Pınkar www.pinkar.com

shopping

 <p>ROSENSE Shower gel. Rosense www.rosense.com</p>	 <p>SATEN Depilatory cream. Evyap www.aromel.com</p>	 <p>SEN After depilatory cream. Kozmoplus www.sencosmetics.com</p>	 <p>SUNSHINE Biomask. Kozaş www.kontes.com.tr</p>
 <p>TALIANI Natural olive oil soap with lavender. Taliani www.taliani.com.tr</p>	 <p>TECHNICOLOR Liquid hair color for professionals. VK Kozmetik www.vk-cosmetics.com</p>	 <p>ULTRA COMPACT Indoor air freshener. Arsan Kimya www.arsankimya.com</p>	 <p>VERY VERNIS Nail polishes. Monna www.monna.com.tr</p>
 <p>FLORMAR Graffiti nails crackle polishes. Kosan www.flormar.com</p>	 <p>NESSE Hair mousse. Gata www.gatakimya.com</p>	 <p>IRIS Nail polish. Kamelya www.kamelyacosmetics.com</p>	 <p>FLORMAR Super Neon Colors nail polish. Kosan www.flormar.com</p>
 <p>COSMETIQS Aromatherapy shower gel. Euromis www.euromis.com</p>	 <p>KLIVYA Professional shaving cream. Ari Kimya www.arikimyanayi.com</p>	 <p>ULTRA COMPACT Paris, Moscow, London, Milano wet wipes. Arsan Kimya www.arsankimya.com</p>	 <p>COVEX Antibacterial liquid soap. Dalan www.dalan.com.tr</p>

Inspire Me



PASTEL GONE SOFT

Keeping up with the nail polish trends with its newly launched nail polish colors, Pastel's new Soft Colors range enables a quick route to achieving elegant nails. Orange, purple, green, pink and nude colored nail polishes which enable women to feel more special are highly determined to challenge the throne of red nail polish. *Pinkar www.pastel.com*



A LADY'S SECRET WEAPON

The Lady's Secret Hand & Body Cream which features various scents such as lime, coconut & vanilla, apricot & peach, cherry & milk and aloe vera & cucumber, can be used safely on all skin types. Ideal for those who would like to indulge themselves in some fruity sensation especially in summer months, these creams moisturize, nourish and protect hands and body with their vitamin E and glycerin enriched formula without causing any oiliness. They also relax after manicure and pedicure. *Sora www.soracosmetics.com*

PROTECT YOUR BABY

The special products of the Organicare Baby series enable enhanced protection and moisturizing for baby skin. The Organicare Baby Lotion, with its meticulously developed formula has an all organic herbal content consisting of grapes, sesame seeds and lavender which all together protect the fragile baby skin. The Organicare Baby Lotion softens the skin and maintains its moisture balance with its effective content which protects the skin against heat rash, diaper rash, irritation and redness. The Organicare Baby Lotion Ecolabel essential oils, on the other hand, are suitable for daily use both for babies and the adults. *Işık Terapi www.organicarebaby.com*



BLUENESS FOR MEN 4 IN ONE

The Blueness for Men 4 in 1, Spice Marine series features a deodorant, eau de toilette, shaving cream and balm. The box set is ideal for both personal use and as a gift. The deodorant provides real 24-hour freshness with its intense perfume. The EDT which complements the deodorant with its fresh and masculine perfume, the balm which protects and soothes the skin from rashes and the shaving cream suitable for all skin types all together provide a total daily care for your skin. *Adnan Akat www.aakozmetik.com*



SKIN CARE WITH GREEN TEA AND HONEY

The Green Tea & Honey range by Rare Blossom - Turkey's first and only certified organic cosmetics brand - enables a total renewal of skin. The range which features the Intense Moisturizing Day Cream, Intense Moisturizing Night Cream, Tonic and the Eye Serum intensely moisturizes, nourishes and renews the skin with its specially designed formula and it also decreases the amount of wrinkles. *Rare Blossom www.rareblossom.com*

TURKISH COSMETICS EXPORTERS'

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