

Beauty LAND TURKEY

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Beautyland Turkey /MAGAZINE OF TURKISH COSMETICS EXPORTERS

A new art
platform
AKARETLER

175
NEW PRODUCTS

- * hand & foot care
- * products with lavender
- * perfume * make-up

INTERVIEWS
WITH LEADING NAMES

TRENDSETTER:
**COSMETICS
AND FASHION
HAND IN HAND**

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After Hong Kong we are diverting our route towards Europe, to Bologna in the Emilia-Romagna region in northern Italy. Also known as "La Rossa", the city is home to the famous bolognese pasta sauce. It is also a prominent destination for the international cosmetics industry. The Bologna Cosmoprof Fair that will take place on 9-12 March 2012 will bring together the biggest names of the global cosmetics industry. To complement the excitement of the fair, we have prepared a colorful magazine rich with original content.

The Beauty Spy pages featuring elegant, healthy and natural products are filled with great products by Turkish cosmetics firms. We have brought together a selection of perfumes, hand and foot care creams, liquid soaps, cosmetics for men and women, and vibrant make-up products. The Trendsetter pages will feature the "dress code" theme. Each of these pages will represent a separate but elegant combination. Enriched with cosmetics products, these pages create a true visual feast.

Also in this issue is the past and the present of dermocosmetics, an interview with prominent designer Derin Sanyer, and the emergence of Akaretler as the new art platform of Istanbul. As usual, the Profile pages feature interviews with leading names of the industry, representing Pinkar Kozmetik, Matsan Kozmetik, Elso and Işık Terapi.

Last but not least, we are featuring products with detailed information on our Window Shopping and Inspire Me pages. Wishing you a great fair and pleasant read.

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



Instead of calling them flowers
We use their own names for it.



Every single flower in nature has a special talent. Each one knows what your skin desires and composes the most natural solution for your needs. What remains for us to do is taking care of them. We,

- Produce flower oils ourselves.
- Filter oils through **microbiological** filters.
- Keep our products in **certified** packages.
- Prove how much is nature worth to us by our certification from **Ecocert Greenlife**, European certification body for organic agricultural products.
- Present you nature's miracle in the purest way with Rareblossom in **9 categories containing 61 different organic** skin care products.



Table of Content

01 - 2012



10

18



26



48



52



36



30



8 BEAUTY SPY: Hand & foot creams, make-up products and much more.

18 SCOPE: The past, the present and the future of cosmetics...

26 DESIGN WORLD: A new art platform in Akaretler.

30 TRENDSETTER: The eye catching combination of cosmetics and fashion.

36 CULTURE WATCH: A pleasant interview with the successful designer Derin Sarıyer.

40 PROFILE: Interviews with leading actors of the industry: Pinkar, Elso, Işık Terapi and Matsan.

48 WINDOW SHOPPING: Selected products by Turkish cosmetics companies.

52 INSPIRE ME: Latest products, leading trends...

53 CONTACT FILE: A to Z contact list of Turkish cosmetics companies.



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froma

Fragrances & Flavors

15th
anniversary

FROM



Secret Drops of Creativity

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PERSONAL CARE FRAGRANCES

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www.fromakimya.com

Beauty Spy

Journey to olive land

Gift of Aegean and Mediterranean regions to the world, olive oil is the favorite ingredient for cosmetics producers.

PHOTOS: METİN BAKIRKAYA
STYLING&WORDS: CANA ÜNSAL

OMER Pure olive oil soap. Omer
www.omersoap.com

OTACI Herbal shampoo with olive oil and laurel. Cleanses the hair from scalp to top and revitalizes. Kurtisan
www.otaci.com

MEDITRINA Natural Series shampoo with olive oil. This shampoo of new generation is produced by extra virgin Mediterranean olive oil is rich in Vitamin A, D and E. Akdeniz
Dış Ticaret www.akdenizcompany.com

BIOFLORA 100% natural olive oil soap with thyme. Mohen
www.mohen.com.tr

d'OLIVE Shower gel with olive oil. Made from Aegean olive oil, shower gel's creamy lather gently cleans. Dalan
www.dalandolive.com

EST 1923 Organic olive oil soap. Made by the nature's greatest gift to humans, pure organic olive oil, this soap contains all the nourishing affect of olive and olive olive. Eyüp Sabri Tuncer
www.eyupsabrituncer.com

ADATEPE Liquid olive oil soap. Natural product made from Adatepe olives. Ada Çiftlik
www.adatepe.com

GR

Golden Rose®
COSMETICS



The Color Cosmetics
Export Champion of
2009



The Color Cosmetics
Export Champion of
2010



Beauty Spy

FLORMAR Nail Enamel.
Kosan www.flormar.com

LILYUM Secret Face Foundation. Its fluid, innovative texture has been achieved through the deconstruction of a classic foundations. Atomizer www.atomizer.com.tr

COLLEEN Eye Shadow
21 Colors. Komet www.kometkozmetik.com.tr

IRIS Metallic Eyeliner.
Kamelya www.kamelyacosmetics.com

GABRINI Ball-Blusher. Due to its different colour shade provides pure, natural and silky look on the skin. Kadioglu www.gabrini.com

GOLDEN ROSE Ultra Rich Color Lipstick. Erkul www.erkulkozmetik.com.tr

ORKIDE Flower Voluminous Double Mascara. Orkide www.orkidecosmetics.com

Beauty is Everyting

Everything that will blow a woman's mind, you will find on these pages.

ANGIE

HOT



Angie Hot Gift Set
(50 ml Eau de Parfum + 125 ml Deodorant)

50 ml Antiperspirant Roll-On

REBUL COSMETICS - HALL 30

Beauty Spy



TUBA Foot Spray. Prevents perspiration and unpleasant odors. *Kurtsan* www.kurtsan.com

AKAT Bouquet Perfumed Moisturizing Hand&Body Lotion. With its light and hydrobalance formula, penetrates into the skin easily. *Akatlar* www.akatkozmetik.com.tr



SEN Foot Cream. Heel repair formula with Allantoin, avocado oil, almond oil and vitamin E. *Kozmoplus* www.sencosmetics.com

AKITA Peau Rose Natural Foot Spa Scrub. Tender and youthful feet with the power of roses with real rose petals. *Akita* www.akita.com.tr



DOAL&DOAL Hand&Skin Intensive Care Cream. Contains antibacterial agent. *Yaşarlar* www.yasarlar.com.tr



DOAL&DOAL Foot Care Cream. It helps to prevent and remove bad smells, itchy, callosity skins and specially the heel chaps. *Yaşarlar* www.yasarlar.com.tr

TUBA Rough Skin Remover. It removes callouses and rough skin on various locations. *Kurtsan* www.kurtsan.com



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Your hands and feet need extra care during cold, harsh winter.

Rebul

perfumes



Rebul
POWER

Eau de toilette for men
100 ML



Rebul
POWER



Deodorant Spray
for Men



Rebul
POWER



Deodorant Roll-On
-Alcohol Free-

ANTI-PERSPIRANT

Eau de Toilette
100 ml

Deodorant Spray
150 ml

Antiperspirant Roll-On
50 ml

REBUL COSMETICS - HALL 30

www.rebul.com



Lavishing lavender

Who can get enough of lavender? This beautiful scented herb keeps providing health and beauty for cosmetics products.

1. DALAN THERAPY Lavender body lotion. Suitable for normal skin. Dalan www.dalan.com.tr 2. MACHRIQUE Lavender Blossom candle. Made as a mix of natural wax and lavender, this special candle has been in use by distinguished persons since Middle Ages. Levanten www.machrique.com 3. PERFUME JEWELS Black Mulberry skin-silkening body lotion. Created with the best of natural skin soothers, conditioners and irresistible fragrances, it leaves the skin silky, soft and heavenly scented. Eyüp Sabri Tuncer www.eyupsabrituncer.com 4. BIOFLORA 100% pure olive oil soap with lavender. Mohen www.mohen.com.tr 5. SEBY Liquid hand soap with lavender. Cleans and protects hands with pH 5.5. Aron www.aronkozmetik.com.tr 6. AKITA Nature's Spa body scrub with lavender. Contains natural lavender petals. Akita www.akitacosmetics.com

Holiday Time

Holiday joy starts with packing. Well but, what should we pack?

OTACI Natural Hair Styling
Kurtsan www.kurtsan.com

OLIVE LINE Natural Hand&Face Cream. It is an effective anti-aging product. [Peraja www.pereja.com.tr](http://Peraja.com.tr)

PIELOR Hammam El Hana Shampoo. Helps to prevent hair loss with its enriched keratin ingredient. BFFwww.beautyff.com

VIGESSIMO Comfort Deodorant [Dalize www.dalize.net](http://Dalize.com)

BOUQUET Parfum & Eau De Toilette. Gives a fresh floral fragrance. [Akat Kozmetik www.akatkozmetik.com.tr](http://AkatKozmetik.com.tr)

JOY DROPS Aromatic Bath Foam Peach. Accelerate blood circulation, antiseptic, wand and irritation curing. [Turkuaz www.turkuazsaglik.com.tr](http://Turkuaz.com.tr)

IMAJ Passionate Hair Spray. Protects shaped hair for long period. [Ukip www.ukipcosmetic.com](http://Ukip.com)

BLENIOR Ready To Use Wax Strips. For underarms and bikini. [Treda tredafmcg.com](http://Treda.com)



HE IS GREEN CODE by Flormar Edt for men. 100 ml. Kosan www.flormar.com



ROCK by Sansiro Edt for men. 75 ml. Ahenk www.sansiro.com.tr



MAXSIMUS Edt for men. 100 ml. Fon Kozmetik www.fonkozmetik.com



CAMELOT Black natural spray for men. 100 ml. Adnan Akat www.aakozmetik.com



Different styles different scents

Men and women may not understand each other most of the times but always inspire with their scents.



EQUAL Sense Edt for women.
75 ml. Hunca www.hunca.com

LADY'S SECRET Day Dreamer
Edt. for women. 100 ml.
Sora www.secretoflady.com



TANGO by Sansiro Edt for women.
50 ml. Ahenk www.sansiro.com.tr



CRYSTAL TEARS Edt for women.
50 ml. Dalize www.dalize.net



Scope

THE PAST AND THE FUTURE OF COSMETICS

What we call cosmetics today is actually a pretty serious subject utilizing science and technology. Cosmetics sector, on the other hand, is dedicatedly seeking the elixirs of youth and beauty. Words: Aydan Sümercan

The history of cosmetics is as old as human life.

The word cosmetic comes from the ancient Greek word *kosmesis*, which refers to “beautifying and organizing”, and is being widely used in modern times. However its history predates this word by thousands of years. Humans have used whatever they would find to help them remain healthy, beautiful and young, impressing everyone, friends and enemies alike. Grass, mud, sand, mineral water, sea water, seaweed, soil... simply everything! They borrowed the materials from whatever they are surrounded with, including stones, soil, roots, plants... First humans, while painting the walls of their caves, initiated the concept of make-up by applying the colors to their faces and bodies. And they founded the earliest version of cosmetics while rinsing off make-up and tending to their wounds. This process stretching from the first pomades to modern dermocosmetics has not ended and as the story goes on, the lifespan of youth gets longer and longer.

5000 years ago...

The history of cosmetics is as old as human life. For ages, people have cured themselves with plants, water or mud; discovered the virtues of spring water, burned incenses to keep away bad spirits, painted their faces and bodies, sometimes to startle their enemies and sometimes to impress their gods. In the beginning they were using the pure and natural materials while eventually they learned how to process them, mix them with other natural materials and develop formulas as they acquired skills. In fact they developed these skills in the very early ages.

The first archeological findings pointing at the use of cosmetics go back to ancient Egypt of 5000 B.C. One of the most famous women of her time, Cleopatra was also known as a beauty expert who prepared and applied her own mixtures. For Cleopatra “being beautiful” was a way of life. She not only perfected make-up, but also developed a purifying process similar to what we now call peeling, utilizing the sand of the Nile. She took beauty baths in milk, applied masks with various plant mixtures, had her body rubbed with essences after mud baths and of course, put on perfume! Even today, one can observe how herbal essences were used as medicine and how perfumes were prepared with such essences, on the walls of ancient Egyptian tombs. Ancient Egyptians poured various scents in their baths and cleansed their bodies with clay. After bath they massaged their bodies with nicely scented oils to keep them moisturized. The grooming habits of Egyptians spread in time to Mesopotamia, Greece, Iran and Rome.

Herbal oils

Herbal oils were an oriental area of expertise. Herbal oils came to be used since ancient times for two purposes: for rubbing aching areas of the body as “aromatherapy” or for



Scope



extracted from cedar and cypress trees have been exported since 1800 B.C. Henna and khol has been indispensable beauty products for the Arabs and the eastern lands since the ancient times. Khol is still being used, especially by the desert people – both male and female – to protect their eyes and the surrounding area from sunlight.

The first person known to use the distillation technique is the Arab chemist Ibn Hayyam during the 10th century. This technique began to be used for pharmaceutical purposes, especially during the 16th century.

The virtues of spring water became the subject of many legends... One such legend is the one spoken of Balçova: When Agamemnon's daughter falls ill during the Trojan wars and blisters begin to appear all over her body, her father abandons her at a faraway headwater in order to protect his soldiers from the disease. Bathing in these waters, his daughter gets cured over time and returns to her father with a skin even prettier than before... Healing waters have been used for medicinal purposes in many places from ancient Egypt to Rome, reaching modern times as hot springs. Nowadays, the minerals in these waters are sources of health and beauty for those who bathe in them, drink them and use skincare products that contain them as their major ingredient. However, how these hot springs evolved to spa centers is a totally different subject.

Healing waters have been used for medicinal purposes in many places from ancient Egypt to Rome.

beautification with their pleasant scents permeating the skin. One quality of herbal oils is that they quickly get absorbed by the skin and mix with blood, efficiently transferring the active ingredients to the whole organism. This is exactly what modern day aromatherapy is all about! On the other hand, the eastern world became the pioneers of perfume industry with the essences they created. During the Mongol Empire, many types of perfume were used in India. Chinese were also using scented oils they extracted from plants. Moreover, it is known that oils

Mud baths in the form of clay, whether white, green or brown, was used as medicine as well as a beauty elixir for thousands of years, as it contains all the richness of the earth that it comes from. Today the





Coco Chanel was a fashion designer; she changed the look of women, created perfumes. However her biggest revolution was exposing her skin to sunlight.

valuable elements of mud is taken or copied and applied either in care products for oily skins or as additives of body slimming products. People still take mud baths like their ancient ancestors in order to benefit from its active ingredients.

Sunbathing time...


Throughout history whiteness came to be regarded as a symbol of nobility and wealth. Tanned skin was peculiar only to slaves and laborers. This discrimination is evident even on Egyptian murals and statues; the noble woman is always white... However one woman completely changed this perception...

Coco Chanel was a fashion designer; she changed the look of women, created perfumes. However her biggest revolution was exposing her skin to sunlight. Until then women were hiding their faces under hats and applied powder in order to look beautiful but Chanel proved that tanned skin can also look beautiful. She thus laid the foundations of a giant industry producing sun care products. As a result, people are now both taking advantage of the sun and seawater while protecting themselves from the harmful rays of the former. Since then, the beauty of a tanned skin is what everyone desires to achieve. Albeit by protecting their skin from the UV rays!

Cosmetic explosion:

Following the First World War, science too joined researches conducted by the cosmetics industry. Nowadays, extensive laboratory researches lie behind almost all the products. As well as herbal active ingredients, fragile vitamins like vitamin C can also be added to creams. Active ingredients in cosmetic formulas can be sent deep down into the inner layers of the skin by vectors. Bodies can be shaped with seaweed therapies and products fortified with active ingredients. Scents are extracted from the secretions of flowers, fruits, roots and tree trunks, and their effectiveness



A clear glass jar filled with a thick, white cream. The jar is surrounded by several pink cherry blossoms on dark brown branches. The background is a soft, light pinkish-white. The text is centered over the cream in the jar.

Following the First World War, science too joined researches conducted by the cosmetics industry. Nowadays, extensive laboratory researches lie behind almost all the products.

is further supported with certain chemicals. Care products support skin regeneration by revitalizing its functions. Skin youth is maintained by sunblocks standing against UV rays. New generation, protective make-up products act as skin care products. Tissue firming formulas inspired by plastic surgery and mechanic applications help people stand the test of time, making use of technology. In other words, each day humans come closer to achieving the legendary elixir of youth.

Dermocosmetics:

Cosmetics took a great leap during the 1990s. It now attracted the attention of dermatologist and doctors. Especially anti-aging products witnessed a great deal scientific input through well researched formulas. Now, in the 21st century, cosmetics appeal to a greater portion society and are no more perceived as luxury. Cosmetics products that contain improved formulas now begin to appear as “dermocosmetics” and are sold not at perfumeries but at pharmacies. The products within this range include; sun care products, skin bleaching or tanning products, anti-blemish creams and lotions, anti-hair loss and hair growing shampoos, lotions, cures, anti-wrinkle and anti-aging products, and anti-cellulite care products. What makes these products different is that they are put through certain dermatological tests in line with the pharmaceutical regulations prior to production. Special raw materials are used and their formulas rely on clinical researches. Consequently, they emerge as products that combine medicine and cosmetics. The levels of active ingredients are slightly higher and they can penetrate further down the skin, creating a longer lasting effect. However, they must be purchased from the right places and the consumer should definitely be well informed by a specialist.

Cosmetics took a great leap during the 1990s.



Beauty Spy

VALENTINA Beauty soap. SCK
Zeta www.zetacompany.com

AQUA Beauty soap with apple.
Alaeddin Sunucu
www.sunucusoap.com

MONALISA Extra cream.
Tat www.tatkimya.com

BiX Creamy beauty soap with honey and almond. Bilal Sabuncu www.bilalsoap.com.tr

JOYCE Beauty soap with rose.
Arba www.arbatrade.com

Bubbly dreams

Hand soaps are one of the most important part of Turkish baths. Why not add some to your own bathroom too.



DURU Gourmet Mango ice cream glycerin soap. *Evyap*
www.evyap.com.tr



BERRY Beauty soap with rose.
Tat www.tatkimya.com



ACTIVEVX Bacteria Blocking System antibacterial soap.
Evyap www.evyap.com.tr



DALAN Multi Care cream soap with pomegranate & grape seed oil. *Dalan* www.dalan.com.tr



BERRY Beauty soap with lemon.
Tat www.tatkimya.com

Haremlique



The new art platform in **AKARETLER**

The row of houses that were once used as lodgments for Dolmabahçe Palace in Ottoman times came to be known as Akaretler in the 21st century. The neoclassical architecture has been preserved and we have a new center of attraction for art and design.

Words: Tuğçe Kayar





Known once as Sira Evler, the buildings today known as Akaretler were built by the architect Sarkis Balyan under the orders of Sultan Abdulaziz and were meant to be lodgments for Dolmabahçe Palace. Today they are a symbol of nostalgia and modernity. Known as that period's first mass housing project, Sira Evler became a status symbol due to its proximity to the palace, and has houses many a famous personage, among them the palace artist and art historian Fausto Zonaro, along with Ataturk's mother Zübeyde and sister Makbule.

Like Beylerbeyi Palace, the Malta Pavilion and Galatasaray Lycee, Sira Evler also carries the Sarkis Balyan signature. Although he doesn't carry on the same baroque style as those

Like Beylerbeyi Palace, the Malta Pavilion and Galatasaray Lycee, Sira Evler also carries the Sarkis Balyan signature.



Sevan Bıçakçı



Derin Design



Burhan Doğançay - Artlimits

Sevan Bıçakçı



other works in Sıra Evler, the latter stands out as an excellent piece of neoclassicism. The buildings haven't lost any of their opulence and charm in the 21st century, and continue to be a center of art and design.

The buildings are now home to some of the world's leading brands like Chloé, Bottega Veneta, Marc by Marc Jacobs, Etro, Paul Smith and Jimmy Choo, making it stand out as an elite neighborhood today. In 2010, the character of the area changes slightly to make it more of center of art and design.

The meeting place for galleries

With all the galleries, design boutiques and cafes that have opened this year, Akaretler has become a center of attraction for art lovers, intellectuals and stylistas. We proceed from Beşiktaş to Maçka and the first place we encounter is one of the most important galleries in İstanbul, Galerist, which has opened a third branch following the ones in Mısır Apartmanı on İstiklal Avenue in Beyoğlu and the one in Tepebaşı, there by enriching the city's cultural landscape. Exhibitions featuring the polaroid photos and feature length videos of pop-art icon Andy Warhol really made an impact on İstanbul's art world.

Another excellent art platform is the gallery Art On, which is the Turkish representatives of artists such as Damien Hirst, Gary Hume and Paul Morrison. The gallery also represents the new generation of artists such as Ali Alışır and Burcu Perçin and introduces the world to their artworks. Another gallery is Artlimits, which doesn't host temporary exhibitions but rather has a permanent exhibition of photos, illustrations and digital works by 25 artists. Among the artists whose work can be seen at Artlimits are Mark Mawson, Masato Kato, Stéphane Suisse and Hamza Arcan, whose fashion illustrations have become a part of the permanent exhibit in London's Victoria&Albert Museum.

Rampa is another gallery that stands out with its focus on the creation, exhibition and wide visibility of unique and authentic

works of art. Contemporary artists like Ayşe Erkmen, Nilbar Güreş, Hüseyin Bahri Alptekin and Vahap Avşar all work or have worked with Rampa. Just next to Rampa is C.A.M Gallery, which stands for Contemporary Art Marketing. C.A.M features exhibitions of artists from different disciplines and generations, focusing mainly on contemporary art. Among the artists they represent are Emir Uras, Murat Germen and Peter Hristoff.

Design in Akaretler

Who wouldn't want to check out some special design products when opening their new restaurant, renewing their office or figuring out the interior design of their new house? Especially if these products are winning Design Awards one after the other. Akaretler offers us the fabulous

design world of Autoban, which won Wallpaper magazine's "Best New Restaurant" award in 2006 for MüzedeChanga. Established in 2003 by Seyhan Özdemir and Sefer Çağlar, Autoban focuses on interior design products, and the various award-winning seats, chair sets, lamps and tables in their showroom all sweep us off our feet. Even as we're still under the influence of Autoban, just a little further ahead we find Derin Design, which also blows us away. Established by father Aziz Sariyer and since turned into one of the most talked-about brands in the design world by son Derin Sariyer, Derin Design's products are a perfect blend between simple contours and minimalist styles. So successful are they that now Derin Design are considered on a par with names like Karim Rashid and Philippe Starck. Besides Derin Sariyer's personal designs, the brand also collaborates with other designers. For example, the studio in Akaretler will exhibit the B-line brands industrial design award-winning and iconic Bobby drawer unit. Due to its vertical structure, Bobby is a multipurpose unit that can be used in homes, offices and hospital operating rooms, and has become a permanent fixture at the New York Museum of Art and Milan Triennial. Caroline Koç and designer Banu Yentür's Haremliques catches our eye across the street from Derin Design. When walking into their store, we're confronted by towels, comforters, bedroom and bathroom products. We decide to sample





Figen Özdenak



Olgu Ülkenciler - C.A.M Galeri

some of the stylishly packaged Turkish Coffee that they sell there. There are also soaps made from 100% Edremit olive oil, candles, lavender hangers and fabrics inspired by the Ottoman Harem. Haremlique also specially produces custom ordered textile products for yachts or homes, in any color, and including motifs and designs inspired by 19th and 20th century techniques. For those who'd like to sleep in a comforter with their own initials on it, Haremlique is the address.

Akaretler took over from Galata as the center of cultural and design events in Istanbul in the last few years, and it has quite a few different disciplines in the design field. At the intersection of Akaretler's Süleyman Seba and Şair Nedim Avenues, you can find jeweler Sevan Bıçakçı's magnificent boutique featuring some fantastic works. You can find the unique rings he's created, inspired by Ottoman and Byzantine designs, only one of which is produced, and they are showcased in a marble casing. Bıçakçı imagines old Istanbul and creates jewelry as if he dreamt he were Sultan. The fact that he won one of the most prestigious awards in the design world, the Town&Country Couture Design Awards, is enough of a reason to visit his boutique. Akaretler's Süleyman Seba Avenue is also home to Vakko Wedding which has wedding dresses from world renowned names like Azzaro, Elie Saab, Tedashi and Vera Wang. Tansu Çiller's fashion stylist Figen Özdenak's boutique "Gen" is on the other side of the street from Vakko Wedding. She is known not to follow the dominant trends, and her designs include relatively colorless and masculine details for stylish women. The boutique is very bright inside and has been decorated in a white and minimalist style. As we wonder whether the decor is inspired by the clothing or vice versa, we learn that both are the creation of Figen Özdenak. We had a fun weekend during the first Art&Design Day last spring, when there were workshops and fascinating exhibitions in the rows of design and art galleries. After that Galatamoda, which brings together the leading Turkish designers, also picked Akaretler as its new address. It looks like we're going to be hearing a lot more high heels on the cobblestone streets of Akaretler.




Akaretler took over from Galata as the center of cultural and design events in Istanbul in the last few years.



Yasemin Kaçkar Demirel - C.A.M Galeri

THIS IS

MY WORLD!



Fashion and cosmetics are two great inseparable power. Spice up your life depending to your personality, mood and taste! Choose one which reflects you.

PHOTOS: METİN BAKIRKAYA
STYLING: CANA ÜNSAL



Katre Body Scrub (*Katre Natural*), **Machrique** Dead Sea Salt (*Machrique*), **Flormar** Terracotta Trio Eye Shadow (*Kosan*), **Olive** Line Anti-Aging Hand&Body Lotion (*Pereja*), **Vanilla** Ice Cream Aromatherapy Candle (*Pereja*), **Sheida** Eyeliner (*Nural*)
Suspenders: **Cotton Bar**
Blouse: **Limon Company**
Sweaters: **Asymmetry, Cotton Bar**

Rebul Colors White Perfumed Deodorant Spray & Colors White Eau De Toilette Gift Set (*Rebul*), **Banat** Fashion Comb (*Banat*), **Angie** Hot Eau De Parfum (*Rebul*), **Lana** Body Wash (*Global Horizon*), **Flomar** Long Wearing Lip Gloss (*Kosan*), **Colleen** Lip Gloss (*Komet*) Blouse: **Asymmetry**



Katre Natural Soap (*Katre*), **Aisha** Sensual Bath Oil (*Aisha*), **Etruschi** Eau de Toilette (*Atak*), **Joy Drops** Personal Lubricant Gel (*Turkuaz*), **Ariane** Two Phase Conditioner (*Akatlar*), **Flormar** Nail Enamel Dryer (*Kosan*) Scarf: **Cotton Bar** Sweater: **Cotton Bar** Dress: **Asymmetry**





Pielor Masculine Power Men Hair Loss Prevention Shampoo (*BFF*), **Foam&Foam** Shaving Foam (*Sora*), **Harvest** Perfumed Spray (*Akatlar*), **Siore** Parfume (*Yildiz*), **Gummy** After Shave Balm, Fonex (*Itimat*), **Adatepe** Soap (*Ada*)
Tie: **Cotton Bar** Shirt: **Altimod**
Shirt: **Cotton Bar** Wool Scarf: **Cotton Bar**



Special thanks to Boyner Metrocity
www.boyner.com.tr



Designs with a universal language

Derin Sanyer, executive and designer at Derin Design is well known for his international success for many years. Sanyer gives us details about being a leader of the trademark.

Interview: Melis Tüzmen Photos: Elif Çakırlar – Barış Aras

How and when did you decide to become a designer?

It wasn't a decision emerging from a specific time frame because my father himself is a product and furniture designer, so I grew up in close contact with this profession. My father constantly brought home products exhibited at Atölye Derin, which in fact turned our home into a kind of "showroom". However, thinking back, I now realize that since "furniture design for home", changes at a much slower pace compared to fashion, due to the costs of the materials. On the contrary in our house, the furniture were changing rapidly like clothes. While I was about to graduate from Saint Joesph High School, I began to feel like I could get involved in design. Italy is a highly advanced country in the field of design. Since I studied in French, I felt that I could learn Italian easily, so I went over to Italy for a year. I interned for short periods at various design firms and developed myself. Later on I graduated from the department of Interior Architecture and Environmental Design at Bilkent University and moved to Milan for another year in Italy. I worked for almost a year and a half at Cappellini, a firm that can be regarded as the pinnacle of design.

Who have you worked with?

I worked with names that set the agenda of international design, such as Piero Lissoni, Giulio Cappellini, Tom Dixon, Lloyd Schwan and Jeffrey Bernett. Beginning at a young age, I could understand the specialties of a design firm, and followed the process in which a product starts as an idea and comes out as a realized product.

How did Derin Design transformed? When did you begin to turn your attention to international platforms?

I returned to Turkey at the end of 1998 and, we, with my father Aziz Sariyer, decided to shorten our original name – Atölye Derin – to an internationally recognizable brand name like Derin Design. Becoming a part of international platforms was a joint decision taken with Aziz Sariyer and our first appearance at an international fair took place around 2001-2002. We started to take part frequently in fairs like New York ICFF, Paris Maison Objet, Köln Messe and 100% London. Until then this was an uncommon practice for Turkey although our projects were speaking in a universal language. Turkey had a very long way within the last 10 years. We contributed to this in our own way. At that time, the decisions we took constituted a journey through a tunnel with no light at the end; we were like Don Quixote! That's why the echoes of the surprised and excited compliments we got abroad made us better known at home.

You design, you create and then you produce... What does designing mean to you?

The designs you see, from our perspective, are the ones worth producing. There are works we decide not to go through with although we bring together the right timing, the



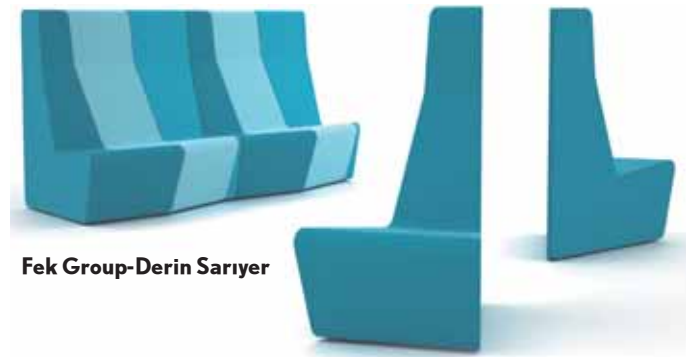
"I worked with names that set the agenda of international design, such as Piero Lissoni, Giulio Cappellini, Tom Dixon, Lloyd Schwan and Jeffrey Bernett."

Full Two- Derin Sariyer



Derin Design Showroom in Akaretler





Fek Group-Derin Sariyer

right material and the right means of production. That's why designing is not a process where you go "yes, we'll make a product, let's focus on that" or "let me personally focus on that so we can realize it". I have to feel that realizing a certain project is feasible, logical and meaningful. I think designers have to carry such a responsibility; knowing that what they do has a universal meaning and making a decision based on their own professional backgrounds and consciences. I personally focus on projects that I feel are worth producing; those that I can pass through the filter of my own universal viewpoint. If what comes out of the combination of materials, technology, form and function proves to me that it puts another brick on what is so far achieved, then it reaches the production line.

What are the contemporary needs of offices and houses?

Technology and communication is now highly advanced. People are not dependent on the desks at their working environments anymore. In the past there used to be a system

of working stations with desks at the center to facilitate communication. Cables are now far less than what we used to have. Nowadays you can carry your office wherever you go. At this point, social communication and relations become much more important. What offices need these days are furniture that keep social relations at a much higher lever, accommodating employees that are further motivated by this new energy. There are new discussions regarding whether these new social environments decrease work performance. People sometimes choose to isolate themselves. Right now there is a dilemma as such and we are going through a period in which alternative solutions are sought to address this situation.

The use of ecological and organic raw materials and products is gaining more importance each day. They are constantly highlighted as being healthy but how healthy and sustainable are these products really?

Although there is some truth in presenting a product within the framework of its relation with the environment, it's certainly very important to set that crucial line between that and giving a message that promotes the sales of a product in greater numbers just because how truly ecological it is. Even when you are sure that a product really takes ecological sensitivities into consideration, the consumer remains uninformed about how the profit made of these sensitivities will be utilized. Actually it's a very complex system. It's impossible to say that certain products are right and certain others are wrong. I'm quite an insider regarding this issue. There can be an approach that promotes the the possibility of such a distinction and carves out a marketing share out of it, but that definitely is not what we are doing. The techniques, materials and technologies that must be used in all the necessary production systems need to be combined to set a standard. We, as a firm, facilitate quite above these standards. However, we do not find it appropriate to use it as a marketing tool.

How has your brand benefited from the Akaretler store?

We launched our Akaretler store on the 40th anniversary of the Derin brand. We made a determined return to the retail and home platforms which we have remained distant in the



recent years. Akaretler was a perfect spot for such a move. The Akaretler project accommodates many art galleries and design stores. We thought we could exist in harmony with these institutions which we'll be in close physical contact.

Milan design week sets the new season on a global scale. We see Derin Design gaining much popularity. What do you think is the reason for this?

When we first took part in Milan in 2000-2001, we were received with much doubt and hesitation. The authorities saw that we came from Turkey but the works were far from what they were expecting from this country. They wondered whether we were trying to be like them. However, we were so insistent in what we were doing, we made people feel that we can fill this void, and they all began to realize that this is a different situation, a different reality, and that there is sincerity not on the shell but at its core. And so they began to follow us with growing interest.

You're quite a busy person. How are you like when you're not working?

I'm married but my wife Beliz and I shared the same house even before we got married. When I started to live with her I became more organized and found it easier to concentrate. Usually when we're at home, we have a nice dinner, lounge on the same sofa reading books or doing research on computer. We sometimes attend small parties and socialize with friends.

What do you look at when you are buying furniture for your home?

I don't deal with such things. My spouse Beliz pays attention to all the details. She works as the chief of design at an important architecture firm. Since she's involved in interior design projects, she manages to handle the process in a much more comprehensive manner.



Derin Sariyer and Aziz Sariyer

The Akaretler project accommodates many art galleries and design stores.



“THERE’S NO END TO SCENTS AND TASTES”

We talked to Ali Bello, General Manager of Elso Kimya specializing in perfumes, essences and aromas.

Interview Melis Tüzmen
Photography Tuna Yılmaz



Could you tell us a bit about Elso Kimya? Elso Kimya was founded as a distributor company in 1949. In 1975 we decided to continue as an industrialist firm. We’re engaged in the production of cosmetic and industrial essences as well as food aromas. We also import and sell mother-of-pearl, sequins and metallic pigments. We have an ISO-22000 certificate. We produce in line with all the HACCP and IFRA regulations. We are also being audited by international accredited firms. We are able to take orders to produce in accordance with the latest products developed by our clients. Elso Kimya is a family corporation and a partnership which is 100% Turkish.

What type of products do you have?

We produce essences for various uses such as perfumes, EDT’s, shampoos, creams, lotions, general hygiene, soaps, room fresheners, candles and industrial production. We are also providing industrialists who produce cosmetic products like lipsticks, nail polishes, blushes, eye shadows,

mascaras and foundations with certificated pigments through our distributorship of mother-of-pearl, glitter and metallic pigments used in the cosmetics industry.

How do you acquire your raw materials?

Since our raw materials are unavailable in Turkey, we buy them abroad and formulize them here. The formulas are produced and mixed in accordance with the tastes and demands of our customers. We get our technological know-how from abroad. These include training, internship and following trends and fashion.

Could you tell us a bit about your R&D projects?

48% of our staff is engaged in R&D, quality control and application laboratories. R&D work is vital for us since Turkish universities do not harbor any departments focusing on aroma or essence training. Actually the profession holds a great potential. There’s no end to scents and tastes. There are thousands of them.

TRIED & TESTED

Aroma, essence and pigments

Nil Otova Photos: Tuna Yilmaz

You are an important actor within the industry...

I take part in the general assemblies of the Istanbul Chamber of Industry and the Association of Cosmetics and Cleaning Products Industrialists. I also provide expertise and consultation at the Chamber of Commerce. I'm also in the management board of the AREP association. I'm an inspector at the PLAT association. I'm also teaching about aromas at the cosmetics and gastronomy departments of the Faculty of Pharmacy in Yeditepe University. We organize briefings and tasting sessions in our company for other companies and demonstrate how various essences in different doses may affect the final result.

Which countries do you export to?

Italy, Slovenia, Russia, Bulgaria, Romania, Syria, Iran, Egypt, Algeria and Tunis.

To what do you pay the greatest attention during production?

Quality control tests and making sure that our products are not health hazards are very important for us. We are very sensitive about employing international inspection firms. We want to apply all the regulations adopted in Europe in terms of inspection, follow all the innovations and transfer them to Turkey in order to prove that Turkey harbors and industry in line with the EU norms and it can sell its products all over the world.

What can you say about allergenic elements and inspection tests?

We can produce anti-allergenic essences for use in baby products and specialized cosmetics products. Firms who want to use the "anti-allergenic" label have our special essence range. We also have the authority to grant the certificate of anti-allergenicity.

How do you conduct your test?

Quality control tests are held when raw materials arrive. Comparisons are made in terms of scent. If they are sufficient they are approved and are transferred to the appropriate storage. If not they are returned to the manufacturer. Following production, quality control of the finished essence is done and an analysis report is prepared which is then approved by the authorized personnel. Following the approval of the production manager and the managing director the product is dispatched to the clients accompanied by an approval badge and all the documents.

Do you take part in international fairs?

We last took part in the Beauty World Dubai fair. We'll be taking part in fairs in Russia and Iraq. We already started our preparations. www.elsokimya.com



PIGMENTS

Elso Kimya, a supplier of pigments for numerous cosmetics firms both in Turkey and abroad, produces pigments of various types and colors for make-up products like eyeshadows and lipsticks.



CHOCOLATE

With its proven aphrodisiac effects, chocolate not only adds its pleasant scent to the products it's used in but also lends its tempting color too. Appealing mostly to women, products with chocolate, caramel and vanilla are widely preferred for their lasting scents.



FRUITS

Among the most popular fruit flavors in the cosmetics sector are widely loved fruits like strawberries, coconuts and peaches. As well as fruits with romantic scents like strawberries and cherries, citrus fruits that are beneficial for the skin like orange and grapefruit are also among the aromas used by Elso Kimya.



HONEY

Working miracles when combined with milk, honey is a popular ingredient of skin care products, shower gels, shampoos, creams and all kinds of cosmetics. Products with honey and milk aromas soften the skin and nourish it with their natural honey extracts.

“OUR PRODUCTS ARE AVAILABLE AT AROUND 1 200 PHARMACIES”

Işık Kırgız, General Manager of Işık Terapi talks to us about the importance of natural and ecological products for human health.

Interview: Nevra Nergiz



Could you tell us a bit about Işık Terapi? The story of Işık Terapi began 25 years ago at a pharmacy established in İstanbul. As years passed by we switched from a pharmacy to a center for natural therapy and organic living. Since 2006 we are distributing our own organic dermocosmetics products to pharmacies all around the world.

You have products for children and adults. How are they separated?

The Organicum range covers our hair and sunblock products while the Organicare Baby brand features Turkey's first 100% international ICEA organic certified baby and child care products.

Could you tell us a bit about these products?

Sure. The Organicum/Organicum Professional hair care products are produced using freshly harvested, organic certified plant extracts and oils (organic hydrosol), aimed at both domestic and professional use. Users are pretty satisfied as these products offer a rapid solution to hair and scalp problems. Our Organicum Sun branded products contain organic shea butter and offer sunblock features for allergenic and sensitive skins, in accordance with the Colipa standards. The Organicare Baby products,

on the other hand, were developed upon the strong demand of mothers who are happily using the Organicum products. They are unique baby care products which guarantee 100% organic certification.

What are your most popular product groups in Turkey and abroad?

Our hair, skin and baby care products are available at around 1200 pharmacies as well as organic markets, hairdressers and international retail spots.

You have eco-friendly and natural products and nowadays there's a strong demand for such products. How are your brands received by consumers?

Turkish consumers now know how to read labels and are aware how natural products have a beneficial effect on their health in the long run. In the past the brand that advertised the most enjoyed the largest market share. Nowadays it's different. Those who solve their hair or skin problems or find cures for their babies' heat rashes, nappy rashes and cradle caps using our products, increase our market share by recommending our products through word of mouth. Since production costs will eventually drop due to a wider availability of organic raw materials, we are heavily engaged in R&D activities in order to provide high quality products to a wider range of consumers. Positive

feedbacks we receive from our customers via emails really encourage us.

Your products do not contain harmful chemicals, do they?

Our products do not contain irritants and long term toxin accumulators such as paraben, paraffin, EDTA, lanolin, synthetic colorants, SLS, SLES, phthalate and texture enhancers. All the plant extracts and oils we use as hydrosols are Ecocert organic certified. For instance, the scents of our Organicare Baby care products are sourced from organic certified essential oils.

Which countries do you export to?

We initiated our export activities in mid-2011. Although we are newcomers, we are already exporting to countries like Germany, Poland, Lithuania, Azerbaijan and the Ukraine. What do you think are the latest trends in organic care products? How close does Turkey follow these trends? All products that are preservable, sustainable, eco-friendly, devoid of harmful synthetics and beneficial to human body are widely sought after all over the world. However organic products that do not offer visible improvement, gradually fall out of favor. The future for organic and natural products with therapeutic qualities is extremely bright both in Turkey and abroad.

What are the effects of products with organic certification on human health? How are they produced? Could you tell us about the process that begins with organic farming and ends with the cosmetic product?

First of all, products with organic certification do not cause any irritation, allergies or toxic chemical accumulation in the body. Protecting infants and adults from various diseases like asthma and cancer which, in the long term, appear in all families, is now possible by using such products. Certification is a difficult process conducted by international certification firms like ica, Ecocert, usda and Soil Association starting right up from seeding to harvest, cosmetic raw material processing, cosmetic production and packaging, with periodical controls on each of these stages. This process prevents the addition of hormones, gdo (gmo), synthetic insect repellents and such synthetic and toxic materials into the plants. These are controlled and guaranteed by the Organic Agriculture and Organic Cosmetics Regulations.

What awaits Işık Terapi in the immediate future?

We are continuing to pursue our desire to present our products to a wider population including people who have a high awareness of the environment and human health, and adapt natural and organic products into their lifestyles. Our biggest aim is to increase the amount of positive feedbacks. www.isikterapi.com

TRIED & TESTED

Here are the products we tried and tested by Organicum, a brand well known by its herbal products.

Nil Otova Photos: **Tuna Yilmaz**



SHAMPOO ORGANICUM

A Detailed information available on carton packaging. With its dark herbal colored, fluid and thinly textured foam, it cleanses the hair and adds a pleasant scent reminiscent of sun washed meadows. This, on its own, is a highly persuasive factor.



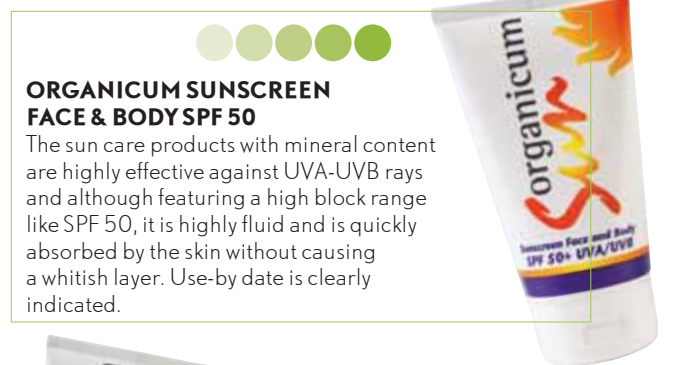
ACTIVE MASK ORGANICUM

This mask with organic plant extracts is for intensive care. Has a rich texture and a pleasant scent. It's a true hair care mask. Easily cleansed with the Organicum shampoo after an hour's wait. Creates softness and sheen.



ORGANICARE BABY LOTION

A rich moisturizer with a milky texture. Detailed information regarding contents is available on packaging. Has a soft, pleasant and relaxing scent. Quickly absorbed by skin. Also heals diaper rashes.



ORGANICUM SUNSCREEN FACE & BODY SPF 50

The sun care products with mineral content are highly effective against UVA-UVB rays and although featuring a high block range like SPF 50, it is highly fluid and is quickly absorbed by the skin without causing a whitish layer. Use-by date is clearly indicated.



ORGANICUM AFTER SUN LOTION

This fluid, soothing after sun lotion has an organic herbal content and is quickly absorbed by the skin. Use-by date and detailed information available on packaging.

“OUR AIM IS TO INCREASE OUR MARKET SHARE IN THE MIDDLE EAST AND SOUTH ASIA”

We talked to Özgür Öztürk, Board Member of Matsan Group, a leading import-export firm, about their company profile, products and quality standards.

Interview: Nevra Nergiz



Could you give us a brief history of Matsan Group and point out its fields of activity?

Our firm was founded in 1976 by pharmacist Atila Öztürk in order to produce aerosols.

Our group gradually enlarged and started to produce and export a variety of products. Today we are producing in 7 basic categories and sell them in the domestic and international markets. These categories are; insect repellents, air cleaners, cleaning products, deodorants-perfumes, men's care products, medial care products and hair styling products. We both market our own products and offer Private Label production services to leading brands in their local markets. We can produce all types of high quality aerosols. Our firm now operates at its 5000m² indoor facility located on a 12.000m² area in Gebze/Kocaeli. We are exporting around 80% of our annual production of 40.000 million items. 80% of this export is directed towards Western, Southern and Central Europe. Our aim is to increase our market share in the Middle East and South Asia, and export our own brands to these markets.

What are your brands?

We have different brands for several product ranges. Since 2009 we have been distributing our Matkov branded insect repellents in the domestic market. These products are available at all national chain stores and local supermarkets. The same category is exported to foreign markets under the Killmat and Matatoks brands. Our flagship brands are Buket for air cleaners, Olympic and Prohome for cleaning products and Energy for men's care.

Other leading brands are Dalize, Vigesimo and Crystal Tears for the deodorant-perfume range. Dalize is our highest selling hair styling product. We are also producing aerosol products for the automotive, textile and electronics markets.

What are your most valued principles and production standards?

Of course we apply various standard criteria with the main ones being the adoption of advanced technological applications, sustained efficiency, total quality management, sustained development and innovation.

What are the business targets that differentiate Matsan from its competitors?

Matsan Limited is synonymous with quality. Matsan Group is a firm that emerges within the industry with its quality products and service mentality. Our main aim is to analyze customer needs correctly and develop products and services that fulfill these needs. Our product range is quite vast and each of our products is successful according to their individual performance criteria. Ours is one of the first firms that successfully applied the ISO 9001/2008 standard. We have also successfully went through inspections of our production facilities, production standards, product specifications and ethics by various national and international inspection bodies.

Which countries do you export to?

In Europe we export to Italy, Belgium, Bulgaria, Poland, Romania, Serbia and Greece. We also export to over 60

countries with India, Turkmenistan, Jordan, United Arab Emirates and Iraq emerging as significant markets.

Which product ranges do you export?

Right now we are producing and selling a variety of products from several categories. These are; insect repellents, air cleaners, cleaning products, deodorants-perfumes, men's care products, medical care products and hair styling products, as well as aerosols for automotive, textile and electronics industries.

Do you take part in international fairs? Which fair did you last attend? Which fairs are you planning to take part in?

International fairs are really important for us since they are the platforms we demonstrate our existence as a firm and introduce our products and services. We annually attend 4-5 international fairs. The main fairs we attend are the Cosmoprof which takes place in March in Bologna, Italy and is regarded as the biggest cosmetics fair in the world; the BeautyWorld Middle East fair which takes place in May in Dubai and the Private Label Amsterdam fair which takes place in May in Amsterdam. We also make sure we attend regional fairs all over the world. For example in 2011 we took part in the ITO 1st Turkish Products Exhibition organized in India and in 2012 we are planning to attend the Intercharm fairs that take place in Moscow and Kiev.

Where does Matsan stand with regards to the environment and maintaining the ecological balance in the contemporary industrial scene?

All our efforts are towards producing our aerosol and cosmetics products in accordance with the WHO (World Health Organization) and global standards. We use no gases that harm the ozone layer in our aerosol products. Since these products are in direct relation to human and environmental health, we totally refrain from using any irregular materials.

What are your targets for the forthcoming period?

As Matsan we have established ourselves at a very favorable position thanks to our firm stand within the market and our principles. As far as our sectoral partners, competitors and customers are concerned, Matsan Group is synonymous with quality. Our aim is to achieve a qualitative increase in quality within the industry. Each and every product we develop and introduce to our customers need to be of highest quality. Our R&D department is constantly working to achieve this. As a company which exports mainly to Europe, we are planning to increase our presence in Russian speaking markets and the Middle East. Of course in line with our brandization target initiated in 2008, we will continue to penetrate new brands into the domestic market. www.matsangroup.com

TRIED & TESTED

We tried and tested Matsan Group's home perfumes and deodorants! Nil Otova Photos: Tuna Yilmaz



BUKET REFILL AIR FRESHENER

Comes in a metallic box and quickly rids the environment of unwanted odors with its variety of pleasant scents. A few sprays is enough, creating a long lasting effect. Options include 3 in 1 with floral notes and the Premium.



ENERGY FOR MEN GEL

The triple effect, blue, creamy shaving product turns into a thinly textured foam once in contact with the brush and prepares the skin for smooth, comfortable shave. Moisturizes and sleeks the skin.



ENERGY DYNAMIC FOR MEN

The 24-hour effective deodorant from the M series. Multilingual information available on the metallic case. Easy to use, comfortable. Has a long lasting masculine scent.



DC VIGESSIMO DEODORANT FOR WOMEN

The women's deodorants in this product range deems perfumes unnecessary with their light, fresh, oriental or floral notes. Highly effective as a perfume and a deodorant. Has an easy to use, secure cap.



“WE ARE ONE OF THE OLDEST COMPANIES IN THE TURKISH COSMETICS SECTOR”

İzzet Pinto, Co-chairman of Pinkar Kozmetik tells us about the recent developments within the Turkish cosmetics sector, Pastel’s existing product range and the newcomers.

Interview: Nevra Nergiz



Could you tell us a bit about Pinkar and its history?

Pinkar was founded in 1938 by my grandfather İzak and his brother Sabetay Pinto. Initially they produced colognes in Eminönü. In time new products joined the ranks. Later on they moved to Şişhane and then to our current place in Kurtuluş in 1968. Right now we are one of the oldest companies in the Turkish cosmetics sector. I am representing the third generation.

How has Pinkar’s product range developed since the beginning?

Pinkar has several breaking points in its history. The first product they introduced after cologne was the Fredo Baby Talcum Powder. That was followed by the first imports of lipstick to Turkey. Towards the late 1960s, Blendax emerged as the firm’s main product. They bought the Turkish manufacturing rights of this German brand. After two decades with the two flagship brands – Blendax and Fredo Bebe – Procter & Gamble knocked on their door in 1988 with an offer. Eventually they sold Blendax to Procter & Gamble. Soon after that my father became the sole owner of Pinkar and we continued our operations

as a family business. Soon the Pastel brand was born. It remains the flagship brand of Pinkar ever since. In addition, we have two perfumes in the market – Snob for men and Dolce for women.

Pastel brand features many products. Could you tell us a bit about them?

Pastel is our make-up brand. It features all the contemporary make-up products available, with nail polish and lipstick being the two main categories. They are followed by eyeliners and mascaras. These are our most popular and sought after products.

Pastel is a well trusted brand. How was this trust established?

This is due to the quality of our products. When Pastel was first introduced it became the first make-up brand in Turkey to be advertised. It earned instant popularity. Of course the price/quality relationship is also very important but in terms of trust and respectability, as a family we value quality the most. All the brands we work with or provide our raw materials are top class international firms. We never compromise on quality. We never cut our prices and always remained within a specific segment.

TRIED & TESTED

Here are the products we tried and tested by Pinkar Kozmetik, a leading brand of Turkish cosmetics.

Nil Otova Photos: **Tuna Yilmaz**

How do you regard the increasing levels of consumer awareness?

We take it very positively. Consumers now seek to maximize quality in return to the prices they pay. Nowadays many Turkish firms sell products a lot cheaper than their European counterparts while providing an equally high quality service. And what is that service? Now the in-store stalls are equipped by a specialist staff. This is a significant source of expense on our part but it's essential for guiding the customer in the most correct way possible. This generates positive results for us.

Which countries do you export to?

Right now we are exporting to around 15 countries. The leading countries are Iran, Azerbaijan, Netherlands and Mauritius – quite a diverse list of countries.

Are there any new products yet to be introduced?

Of course. We have been renewing our activities within the color cosmetics sector. We will be introducing new colors, especially in lip range. We are also working on new products in the perfume range.

Although Pastel is a relatively old brand it mainly appeals to the younger generation? What exactly is your business strategy?

That's correct. Pastel came to be regarded as a "brand for moms" and we wanted to include young people in our target group so three years ago we introduced a new image, new packaging and new products. We are also involved in various sponsorship activities. The new TV series "Mcuk" is presented by Pastel. We hope to embrace a new and younger audience through the show.

What are the latest trends in the cosmetics sector? How well does Turkey follow these trends?

Cosmetics became a popular subject in Turkey within the last 5 years. There are strong local brands. Of course, multinational brands penetrate all markets but they face the biggest resistance in the Turkish market. Local products have a significant respectability here. With the emergence of cosmetics chain stores, sales have plummeted in recent years. Consumers now get the products they want from stores with elegant presentations. This in turn, effected individual retailers as well. There's constant innovation. I believe this growth will continue in the next 3-4 years.

What are your business targets for the near future?

We reach the consumers via various sales channels in all the countries we export to. While we use the door-to-door marketing method in Mauritius, we will opt for online shopping in Germany. In Iran we sell through distributors. We're planning to grow in Europe in the forthcoming period. www.pinkar.com



MAGIC TOUCH

Concealer and highlighter in a single, double tier case. Both lids open form the same side with no risk of spalling. The intense textured concealer on the top tier is highly effective around the eyes. The lower tier holds the thinly textured and shiny highlighting powder. The case comes in a carton box.



PASTEL MATTIFYING GEL

A tiny product with a big effect. This silky gel is immediately absorbed upon contact with skin and is highly effective on shiny and oily skin. It prepares the skin for an ideal application of foundation and rids the skin of shine and oils.



WATERPROOF COLOR VOLUME MASCARA

Has green, blue, lilac, purple, turquoise, pink and black color options. Highly effective with its silicon brush which wraps and shapes the lashes, and creates a wonderfully colored, striking look.



SUPER GLOSS SERIES

The glossing lipstick featuring the colors of the season provide a perfectly even distribution thanks to its flexible sponged tip. Absorbs well and is highly effective.



SNOB SPORT

The box and the flacon has a masculine design and a distinguished look. The Snob series is a newcomer to the men's care product range. It has a soft and refreshing scent defined by hues of mint, bergamot and tangerine.



PASTEL NAILS

The Pastel nail polishes with a rich variety of colors including a series of fantasy tones are easy to apply with their soft brushes. Designed to add pattern to the base color, the Magnetic series has three color options and special magnetic caps.



Window



ARKO NEM Peeling soap.
Evyap www.evyap.com.tr



ARON Clean Hands.
Aron aronkozmetik.com.tr



BANAT Minno tooth brush.
Banat www.banat.com



CARLA Eyebrow shadow.
Atomizer www.atomizer.com.tr



DALIN Baby cologne.
Kopas www.kopas.com



DERMOCARE Body lotion.
Innova www.innovacosmetics.com



FARMASI Cherry shampoo.
Tanalize www.farmasi.com.tr



FIXATION Anti-dandruff hair tonic.
Adnan Akat www.aakozmetik.com



FLORISTA NATURAL Shampoo.
Roteks www.florista.com.tr



FOAM&FOAM Shaving foam.
Sora www.soracosmetics.com



FRESH WHITE Sensitive tooth paste.
Yasarlar www.yasarlar.com.tr



NATUR WAY Shampoo with garlic extract.
Kurtsan www.otaci.com



GIZLI BAHCE Air freshener.
EYUPSABRITUNCER
www.eyupsabrituncer.com



GOOD&HEALTH Foot care cream.
Mert Koz www.mert-koz.com



GULIZ DAPHNE Laurel soap.
Guliz Defne Sabunları
www.gulizsabunlari.com.tr



SATEN Wax strips for face.
Aromel www.aromel.com.tr

shopping

 <p>HOPS Wet toilet paper. Sapro www.sapro.com.tr</p>	 <p>IMAJ Baby cologne. Ukip www.ukipc Cosmetic.com</p>	 <p>IXORA Rose water. Espas www.ixora.com.tr</p>	 <p>MEDITRINA Hand and body cream. Akdeniz Diş Ticaret www.akdenizcompany.com</p>
 <p>MORFOSE Anti hair loss serum. Adnan Akat www.aakozmetik.com</p>	 <p>FRESH'N SOFT Wet towels. Kardesler www.freshnsoft.com</p>	 <p>NESSE Air freshener. Gata Kimya www.gatakimya.com</p>	 <p>ROSENSE RejuviloX deep penetration eye cream. Gulbirlirk www.rosense.com</p>
 <p>SANDY Genital cleansing gel. Pereja www.pereja.com.tr</p>	 <p>MORFOSE Two phase conditioner. Adnan Akat www.aakozmetik.com</p>	 <p>SEOXIN Shampoo. ARI KIMYA www.arikimyasaniyi.com</p>	 <p>SHAYNA Hand and body mousse. Crea www.creakozmetik.com</p>
 <p>SPECTRA Air freshener. Golf Kimya www.golfkimya.com</p>	 <p>TOTEX Hair styling wax. Kesenler www.kesenlerkozmetik.net</p>	 <p>ULTRA COMPACT Baby cotton buds. Arsan www.arsankimya.com</p>	 <p>VIKING Liquid soap. Viking www.vikingtemizlik.com.tr</p>

Window



TOTEX Due phasette conditioner hair spray.
Kesenler www.kesenlerkozmetik.net



GABRINI Eye pencil.
Kadioglu www.gabrini.com



DALAN Therapy Hand cream.
Dalan www.dalan.com.tr



ORKIDE Flower Dipliner.
Cempa www.cempacosmetics.com



ALIX AVIEN Hair color cream.
Kopas www.alixavien.com.tr



HELEN HARPER Daily use sanitary pad.
Ontex www.helenharper.com.tr



LANA Deodorant wet pipe for women.
Global Horizon www.globhorizon.com



LANA Styling hair gel.
Global Horizon www.globhorizon.com



AQUAVERA Shower gels.
Beyaz www.beyazcosmetics.com



MONO CLEAN Epil roll professional.
Art www.artkozmetik.com



ALIX AVIEN Cream hair dye.
Kopas www.alixavien.com.tr



SECURE Sun milk.
Farmasea www.farmaseasaglik.com



ANGIE HOT Eau de perfume and perfumed deodorant spray.
Rebul www.rebul.com



FARMASI Body scrub.
Tanalize www.farmasi.com.tr



GOURMAND Body butter.
Pereja www.pereja.com.tr



LADY'S SECRET Eau de toilette.
Sora www.soracosmetics.com

shopping



FARMASI Taif rose.
Tanalize www.farmasi.com.tr



WOODS FLOWERS Baby wipes.
Kozmo www.kozmokimya.com



REBUL Lavender spa body and massage oil.
Rebul www.rebul.com



GOLDEN ROSE Extreme sparkle eyeliner.
Erkul www.goldenrosestore.com.tr



KAJAL Shimmer eye powder.
Atomizer www.atomizer.com.tr



FIRST TIME Twist-up pencil
lipstick & eyeshadow.
Erman www.ermankozmetik.com.tr



MAXXEL Hand care cream.
Cosmoplus www.maxxel.com.tr



GABRINI Glitter pencil.
Kadioglu www.gabrini.com



ORKIDE Ultra mech spray.
Orkide www.orkidecosmetics.com



PASTEL Nail polish.
Pinkar www.pinkar.com



DUNLOP Chic Sport Deodorant spray.
Pinkim www.pinkim.com



FLORMAR Eye shadow.
Kosan www.flormar.com



DUNLOP Black Deodorant spray.
Pinkim www.pinkim.com



SYMPHONY Body splash.
Atak Farma www.atakfarma.com



MACHRIQUE Dead Sea salt.
Levanten www.machrique.com



BANAT Hair brush.
Banat www.banat.com

Inspire Me



ANTI-AGING CREAMS

RejuviloX, a Rosense brand, is a favorite of all women with its anti-wrinkle and anti-aging properties. The day cream with milk protein increases skin moisture and softness and decreases the amount of thin lines and wrinkles. The RejuviloX Night Cream, on the other hand, includes vitally rich minerals, antioxidants and vitamins. It nourishes the skin throughout the night and accelerates blood circulation. The third product of the set is the RejuviloX Eye Cream which rids the face of the dark circles under the eyes with the soothing effect of rose extract. The UV shields in its content protect the skin from the harmful rays of the sun. www.rosense.com



NEWS FROM REBUL

Rebul's legendary lavender cologne is now joined by two brand new siblings, each harboring something much more than a simple cologne with their unique essences. The well established brand further strengthens its leading position with the new "Rebul Lime" and "Rebul Mandarin" colognes, providing unrivaled, pure and natural refreshment. www.rebul.com



HERBAL SOLUTIONS

The use of Bioxcin Forte – which revitalizes hair roots and adds strength, volume and sheen to the hair – regularly for two months has shown that 80 percent of the users experience decrease in hair loss while 40 percent observe increase in hair growth. The shampoo has no side effects, causes no allergic reactions and is suitable for the scalp and the skin in terms of pH value. Melanin and erythema tests conducted show that it's dermatologically safe too. Containing minerals like zinc, magnesium, potassium and iron as well as vitamins like A, B1, B2, B5 and B9, the shampoo surely provides all the nourishment your hair needs. www.bioxcin.com.tr



HEALTHY NAILS

Pastel's nail polishes, produced in accordance with European standards since day one, contain no harmful materials like Toluene, DPT (Dibutyl Phthalate), Camphor and Formaldehyde resin. Ideal for longer lasting manicures, the Pastel nail polishes feature instant coloring, patented formula and an UV filter that prevents yellowing of the nails and are both healthy and pretty. www.pastel.com



SKIN FRIENDLY

The Flormar Hand & Body Cream Aloe Vera nourishes and smoothes the skin with its Aloe Vera content. Known as a natural remedy, Aloe Vera plant extracts trigger regeneration of the skin, helping the skin cells renew themselves. It also maintains the moisture balance with its glycerin and shea butter content. www.flormar.com



TURKISH COSMETICS EXPORTERS'

CONTACT FILE



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Depilatories
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Industrial Oils
Air Freshener Products



SPAS

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www.turkishcosmetics.org

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