

Beauty LAND

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Beautyland Turkey /MAGAZINE OF TURKISH COSMETICS EXPORTERS

TURKEY

Vitamin D vs UV

**The Sun
and its
rays!**

**DESIGN
WORLD**

Esmâ Dereboy
&Levnalevn

TRENDSETTER:

Time for bridal care

INTERVIEWS

Evaluations from
the sector's
leading actors

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PRODUCTS

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- * Pink in cosmetics
- * Skin & hair care
- * Air fresheners



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REPRESENTATIVE OF THE PUBLISHER

Coşkun Kıriloğlu, on behalf of IKMIB

HEADQUARTERS / MANAGEMENT

DIŞ TİCARET KOMPLEKSİ - A BLOK

Çobançeşme Mevkii, Sanayi Cad. 341 97

Yenibosna - Bahçelievler/ Istanbul Turkey

Tel: +90 212 454 00 00 Fax: +90 212 454 00 01

www.immib.org.tr immib@immib.org.tr

BOARD OF PUBLISHING

Murat Akyüz, Mehmet Akat, Coşkun Kıriloğlu,

Nevzat Çalışkan, İrem Uzunöz Mukimoğlu, Canan Ersoy,

Mehmet Karaçoban, Tuğba Beğendi

PRODUCTION&PUBLISHING

Maya Artı

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Halaskargazi Cad. Sait Kuran İş Merkezi

No: 145, Kat: 4 Şişli, İstanbul

Tel: 0212 224 93 30 (pbx) Faks: 0212 224 86 46

www.mayaitisim.com

Publishing Coordinator

Nevzat Çalışkan (Responsible) nevzat@mayaitisim.com

General Coordinator

Nejla Burnazoğlu Turner nejla@mayaitisim.com

Creative Director

Halil Özbayrak halil@mayadergi.net

Managing Editor

Yaşar Burak Meriç burak@mayaitisim.com

Art Director

Bahar Alpogan baharalpogan@mayaitisim.com

Production Editor

Zeynep Merve Kaya merve@mayaitisim.com

Senior Cosmetics Editor Aydan Sümercan

Photographers Metin Bakırkaya, Serkan Eldeleklioğlu,

Tuna Yılmaz

Cosmetics Editor Nil Otova

Features Editor Zekiye Yaraş Meriç

Junior Editor Melis Tüzmen

Contributor Aylin Öner

Translation Maya Communication Translation

Tuğçe Erten

ADVERTISING

Advertising Contact

Kıymet Dolanbay

kiymetdolanbay@mediasalesnetwork.net

MSN Medya Pazarlama A.Ş.

Halaskargazi Cad. Sait Kuran İş Merkezi

No: 145, Kat: 4 Şişli-İstanbul

Tel: +90 212 219 19 32 (pbx)

Fax: +90 212 219 13 43

Advertising Operations Manager Mesut Öztürk

mesutozturk@mediasalesnetwork.net

PRINTING

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Tel: +90 0212 671 91 00

info@gdofset.com

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ISSN-1309-0445

A warm hello from the 14th issue of Beauty Land, The content of our magazine is again full to the brim. We are happy to introduce some cosmetic products addressing to different concepts, in the right season and in our Beauty Spy pages. You will see that the pages include travel size, fruity and men products. Besides, there are also color themes such as pink and black... All of these products are exported to the world by the leading companies of Turkish cosmetic sector. In Culture Watch pages we welcome Istanbul, the city which is gradually securing its place as one of the most prominent cities of the world. Esma Dereboy tells us intimately why the art of ceramics plays a great role in her life which is adorned with this traditional handcraft in Design World pages. In Profile pages you will meet the interviews of important names from the Turkish cosmetic sector; Asya Pamuk, Beauty FF, Lider Kozmetik and Pekmezler Kimya. Apart from the features of their well-known products both in national and international markets, the pages contain their valuable evaluations of the sector as well.

On the other hand, as national participation organization, we attended Cosmoprof Woldwide, one of the greatest events of the cosmetic sector held on 9-12 March 2012. We represented Turkey with 66 companies 45 of which were a part of national participation. The next one is Beautyworld Middle East Fair which will be held in Dubai. There is a surprise of the fair which hosted 18 thousand 210 visitors from 107 countries and 755 companies from 44 countries according to data of 2011: This year, IKMIB will be the main sponsor of Beautyworld Middle East! Being the main sponsor of this great organization means that the players of the Turkish cosmetic sector started to "win"!

With kind regards,
Murat Akyüz
IKMIB Executive Board Chairman



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FARMASI Leaves of Life body lotion. The Aloe Vera minerals with natural healing effects keep the skin balance under control. *Tanalize* www.farmasi.com.tr

AQUA VERA Aloe Vera liquid hand soap. Containing Aloe Vera extracts, this soap can be used safely by all family members. *Beyaz* www.beyazcosmetic.com

FLORMAR Facial peel off mask with Aloe Vera. Enriched with panthenol and Aloe Vera, this cooling gel refreshes the skin and retains its natural moisture balance. *Kosan* www.flormar.com

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PIELOR Shower Gel Extra Revitalising with Apricot Nitrosamine free. *BFF* www.beautyff.com



JUICY Hand&Body Lotion with Pomegranate and Orange. *Naturel* www.pronwer.com



SANDY Fruity Body Scrub with Melon. Your skin looks smooth thanks to glycerin and apricot kernel powder in its formulation. *Pereja pereja.com.tr*



OTACI Cologne with Satsuma. *Kurtsan* www.kurtsan.com



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OSSION Hair wax. air tonic. Due to its enriched
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vigor to hair. Adnan Akat www.adnanakatkozmetik.com





It's summer time

So get your colors ready! This year's going to be all pinks, purples, bright blues and shimmer...

- 1. MODA I-Shine eye shadow quartet. Atac www.ataccosmetics.com
- 2. SHEIDA Parliament Blue kohl powder. Shadia www.shadiacosmetics.com
- 3. MODA Color Plus lipstick. Atac www.ataccosmetics.com
- 4. FARMASI Multicolor powder. Tan-Alize www.farmasi.com.tr
- 5. GOLDEN ROSE Ultra rich color lipstick. Erkul www.goldenrose.com.tr
- 6. MODA Lip gloss. Atac www.ataccosmetics.com
- 7. PASTEL Glitter eye liner. Pinkar www.pinkar.com
- 8. FLORMAR Supershine lip gloss. Kosan www.flormar.com
- 9. PINEAPPLE The Star compact powder. Monna www.monna.com.tr
- 10. IRIS Single eyeshadow. Kamelya www.kamelyacosmetics.com
- 11. FLORMAR Glitter eye liner. Kosan www.flormar.com
- 12. PINEAPPLE Duo terracotta eye shadow. Monna www.monna.com.tr

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Colorful Liquid Soaps

Those who care about hygiene more than anyone, step forward.

1



2



3



5



4



1. PIELOR Liquid Hand Wash Vanilla Dreams. Gently cleanses with glycerin and vitamin E. [BFF www.beautyff.com](http://www.beautyff.com)
2. PRIZE Vanilla Ice Cream Liquid Soap. [Pereja www.pereja.com.tr](http://www.pereja.com.tr)
3. SANDY Fruity Liquid Soap. Nourishes your skin by moisturizing and makes it lively. [Pereja www.pereja.com.tr](http://www.pereja.com.tr)
4. REANIMA Liquid Soap. It moisturizes the hands by the extra glycerine it includes. [Reanima www.reanimacosmetiques.com](http://www.reanimacosmetiques.com)
5. PIELOR Hammam El Hana Egyptian white musk. [BFF www.beautyff.com](http://www.beautyff.com)

Attractive Black

You are invited to the world of glamorous black beauty.



1. PIELOR After Shave Balm Relaxing effect moisturizes and refreshes skin. [BFF www.beautyff.com](http://www.beautyff.com)
2. EC1 HEROES Eau De Toilette for him. [Sora www.soracosmetics.com](http://www.soracosmetics.com)
3. GUMMY Care Keratin Hair Gel. [Fonex www.fonex.com.tr](http://www.fonex.com.tr)
4. SIORE Parfüm For Men. [Yıldız Kozmetik www.siorecosmetics.com](http://www.siorecosmetics.com)
5. JOY DROPS Personal Lubricant Gel. [Turkuaz www.turkuazsağlık.com.tr](http://www.turkuazsağlık.com.tr)
6. FIRST TIME Crystal Eye Shadow. [Erman Kozmetik www.ermankozmetik.com.tr](http://www.ermankozmetik.com.tr)
7. FLORMAR Long Wearing Lipstick. [Kosan www.flormar.com](http://www.kosan.com)
8. COLLEEN Perfect X4 Perfect Lashes Ultra Black Mascara. [Komet www.kometkozmetik.com.tr](http://www.kometkozmetik.com.tr)

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GREEN WORLD Lilac air freshener. Lider www.liderkozmetik.com

AIR VALSE Lily of the Valley air freshener. Gata www.gatakimya.com

FLORA Apple Garden air freshener. SCK Zeta www.zetacompany.com

ABC Aqua Mist air freshener. Ilgaz Naturel www.yesililgazgroup.com

AIR BLITZ Tea & Rose fresh air automatic spray. Adnan Akat www.aakozmetik.com

GREEN WORLD Air freshener with vanilla. Lider www.liderkozmetik.com

AKAT GARDI Cela air air freshener. Akatlar www.akatkozmetik.com.tr

Spray it up

As the summer approaches, why not freshen up our living spaces with beautiful flower scents?



WILSON After shave cologne. Does not irritate the skin with a special formula of different fragrances and longlasting effects. *Pereja* www.pereja.com.tr



MACHO Success shower gel for men. Leaves the skin freshened up throughout the day. *Hunca* www.huncalife.com.tr

REBUL For Men after shave cologne. Refreshes and tonifies the skin. *Rebul* www.rebul.com



RAEN After shave oil. With herbal essences. *Raen* www.raen.com.tr



CAMELOT CLASSIC Rock Mountain after shave balm. *Adnan Akat* www.aakozmetik.com



IMAJ ESPEJO Cool after shave cologne. Gives the feeling of cleannes and comfort with long lasting refreshing fragrance. *Ukip* www.ukipcosmetic.com



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IRIS Ultra Shine lip gloss. Kamelya www.kamelyacosmetics.com

FLORMAR Lip gloss. Kosan www.flormar.com

FLORMAR Cream & Glaze lipstick. Kosan www.flormar.com

FARMASI Face scrub with berries. With vitamin E and glycerin, provides extra moisturizing. Tan-alize www.farmasi.com.tr

ULTRA COMPACT Antibacterial wet wipes. Antibacterial wipes fight with bacteria with its special antibacterial Formula. Arsan www.arsankimya.com.tr

ROSENSE Rose soap. Cleans hands effectively with vitamin E. Rosense www.rosense.com

GOURMAND Raspberry Cake body scrub. Cleans the body deeply. Pereja www.pereja.com.tr

PRONWER Hand cream with extra glycerin. Nourishes and moisturizes dry hands immediately with its special concentrated formula. Naturel www.pronwer.com

Pink pink world

These products are perfect for those who see the world behind pink glasses.

For a perfect skin

Secret of having a perfect skin is choosing the right product.



1. FARMASI Daily face cream with mineral complex shea butter & Vitamin E. Provides daily care, leaves the skin with a silky and soft feeling. Tanalize www.farmasi.com.tr
2. L'ROUGE Skin clear forte complex gel. Cleans oil and dirt from the skin effectively. Propa www.hepsipropada.com
3. ROSENSE REJUVILOX Anti-aging deep penetration night cream. Active ingredients like natural milk proteins help reduce fine lines. Rosense www.rosense.com
4. AKITA Natural face cream with lavender. While protecting the skin from bad effects of the sun, it also restores the freshness. Akita www.akitacosmetics.com
5. COSMOZONE Anti-aging active oxygene cream. With the help of oxygen, olive oil and other actives revitalizes and nourishes the skin. Mert www.mertcosmetics.com
6. FARMASI 24-Hour hydrating day cream. Chamomile extract soothes and softens the skin against environmental factors. Tanalize www.farmasi.com.tr
7. NATURIX Natural face masks. Protects natural moisture balance of the skin. Ilgaz Naturel www.ilgaznaturelkozmetik.com

Scope

THE SUN AND ITS RAYS

The Sun used to be regarded as a symbol of health. Let's not give it up totally but be safe nevertheless, since lately it seems to be touching us in a slightly 'heated' way... Nowadays we need to be prepared to protect ourselves from its glowing rays!

Words: Aydan Sümercan



The Sun, which has accompanied humankind with its warmth and radiance for millions of years, ended up being questioned, especially since the last century. It seems that solar rays can both give life and corrode it, wear it away.

They even leave spots on our skins and cast their shadows on our beauty. However, if the ozone layer – in other words the sunglasses of the Earth – had maintained its strength, we wouldn't have to be so cautious.

In retrospect, we see that the Sun was actually cherished, even deified by ancient civilizations that have sanctified many aspects of nature. The Sun appears in many a mythological tale. For instance, in Ancient Egyptian belief, the major deity Ra is the sun god. During the 18th dynasty pharaoh Akhenaton established the monotheistic Aton religion, in which Aton was symbolized as the Sun which gives life to Earth with its beams. Much about the same period in time, the Hittites in Anatolia sanctified the Sun and its heavenly powers. In later periods, Helios represented the Sun in Greek mythology. In modern times, regarded as a symbol of health, happiness and fertility, the only drawback of the Sun was the tanned skin it caused upon exposure.

This was because white skin was a symbol of aristocracy. It was so in ancient Egypt too. For centuries, women protected their porcelain white skins from the scorching rays of the Sun. The Sun used to be gentler back then. It gave life, health and fertility to the world.

Social approval of tanning...

Then, during the 20th century, a woman exposed her skin to the Sun and achieved a bronzer color, setting an example to other women too. This eventually created the habit of sunbathing... At first people were startled, eventually giving way and getting used to their tanned skins. As more and more people started sunbathing, the ozone layer started to thin out and in time the healing rays of the Sun became a threat to our health. New cosmetics were designed to protect us from these harmful rays. New products that imitated the color generated by the Sun were launched.

The Sun is not how it used to be. Our protective shield (ozone layer) is weakening. However against all odds, we still crave to tan our skins up.



Scope

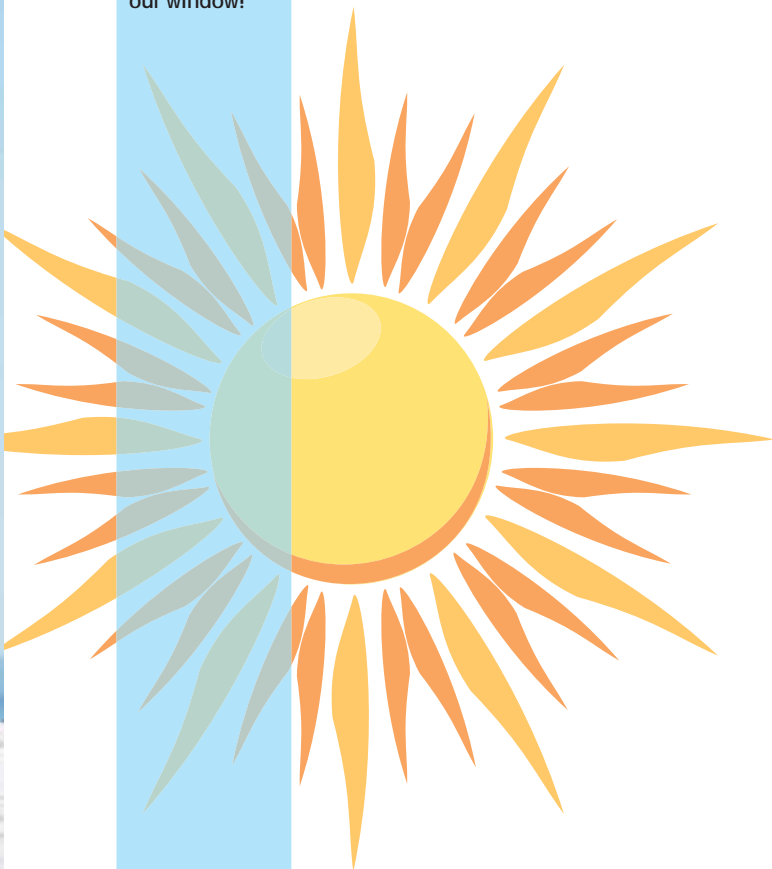
When exposed to the Sun, skin starts producing vitamin D. According to experts, a 15-minute sunbathing session helps us produce 10000 units of vitamin D3.





New cosmetics were designed to protect us from these harmful rays. New products that imitated the color generated by the Sun were launched.

We need to be protected from UV rays, even when it is hiding outside our window!



So when exactly did we begin getting a suntan?

Up until early 20th century, a tanned was mainly attributed to farmers and construction workers that work outdoors. Then in the 1920s, the famous fashion designer Coco Chanel brought up the idea of "aesthetic" bronzing. Chanel eventually let this notion become a symbol of health and welfare. With the new paid vacations enabled by the law in 1936, sunbathing became a more common activity. In the meantime, various not-so-effective tanning oils began to be used. The first sun lotions did not filter UV rays, they just provided a layer on the skin, preventing it from over drying.

Solar cosmetics against UV rays

With the harmful effects of the Sun becoming increasingly emphasized, especially during 1975-1980, the notion of UV protection started gaining ground. This prompted the concept of conscious sunbathing. New sun cosmetics were released but initially they were merely "Tanning Oils" that contained various filters. They did not moisturize the skin but prevented loss of moisture up to a certain degree and offered protection with their filtering effects. But there were some unpleasant drawbacks: They were too oily. Following the 80s, with the unpleasant aspects of tanning oils in mind, new and easy-to-use sun filters, namely sun creams with water/oil and oil/water based emulsions were produced.

Contemporary sun cosmetics

With the codes of sunbeams and their harmful effects on skin sells being revealed, protective sun cosmetics became more common and effective. Sun products turned into personal care products that penetrated the skin much easier and protected it against chemicals and UV rays with physical filters while moisturizing it at the same time. Both the varieties and the contents of sun products are getting richer by the day. For those who cannot give up a tanned skin, there are now self bronzing creams and for those who cannot give up sunbathing, there are products with enriched UV filters. Some of these are mineral water based while some have anti-aging qualities. Some contain newly developed firming, moisturizing and nourishing formulas. For those with sun sensitivity and

Scope

those seeking a year-long sun protection, new products called "sun blocks" were developed. Actually these products are not only for holidays. Don't forget that we are exposed to the Sun in urban environments too. We need to be protected from its UV rays, even when it is hiding outside our window!

Important note: To prevent intense UV protection products to appear on skin like yoghurt, apply it with a sponge like you're putting on foundation. This will prevent that white look. You should never give up those products that you see unnecessary. After sun cosmetics which sooth, repair and vitalize skin tissues distressed by the Sun, as well sun cosmetics aimed at hair care and intensive care products for sensitive areas, all add up to a complete protective shield against harmful sunbeams.

UV beams

Rays of the Sun are at their strongest around the equator and weakest at the poles. At the central zones intensity of the rays differ according to the season. Turkey lies in this zone, which means that the rays are stronger in summer and weaker in winter. In the southern zones, countries and regions that cover vast areas differ within themselves too. Southern regions get intense sunlight while it weakens as you go north. In higher regions, the effects of UV rays increase 4% at every 300 meters: Higher altitudes may experience stronger UV rays compared to the coastal zones depending on their longitude.

UV; how does it affect us?

People with fair skin are more sensitive to the Sun. Therefore, maximum exposure time differs according to skin type. While the natural protection time for a fair skinned, sensitive person is around 5-10 minutes, the same time for dark skinned or tanned skinned person can reach up to 40 minutes. UV generated skin cancer appears 15 times more in white people compared to black people. As a society we remain in the sensitive group.

Some of the UV rays bounce back when they contact the skin, but some are absorbed and maintained by the melanin pigment which gives the skin its color, trying to prevent possible harm. That's the reason why black people and those with dark skin are more resistant to UV rays.


The rays that penetrate the skin and reach the inner tissues are stored by special molecules like Melanin, Hemoglobin, DNA and RNA. When these molecules experience direct or indirect destruction due to these rays, they are restored by repair mechanism. However when these rays come in high doses and in a continuous manner, the self repair capacity falls short and the destruction becomes lasting.

When cell destruction begins?

Destruction in DNA cells which store our genetic codes are very important. This destructs cell structures and cause "mutation", eventually leading to abnormal cell production, which is regarded as the seeds of skin cancer. The defense



To prevent our bones turning into sponge, we need to keep vitamin D in our lives.



Because the white skin was a symbol of aristocracy; for centuries, women protected their skins from the scorching rays of the Sun.

Rays of the Sun are at their strongest around the equator and weakest at the poles. At the central zones intensity of the rays differ according to the season. In the southern zones, countries and regions that cover vast areas differ within themselves too.

system of the body also deteriorates because of the rays and fails to perform its duties, making it easier for cancer to develop. Cellular immunity is also affected. Langerhans cells and T lymphocytes decrease in number and function. Various special genes (like P 53) which recognize and destroy tumorous cells weaken and decrease in number, preventing the immune system from working properly. There are two ways these harmful effects of the UV rays manifest themselves: acute (rapidly developing) and chronic (developing through years).

15 minutes of sunlight for health

Some valuable materials stop being produced by the organism the way they used to be. Vitamin D, which plays an important role in bone structuring, is small but has a huge task and is vital to our wellbeing... In order to prevent our bones turning into sponge like materials, we need to keep vitamin D in our lives.

Which brings us back to the benefits of sunbeams and that is also a valuable source of vitamin D. As we cannot create sufficient amounts of vitamin D ourselves, we need to supply our needs externally, starting at a very young age.

Nevertheless, the amount of vitamin D we get from the foods we eat is not enough for healthy and strong bones. However when exposed to the Sun, skin starts producing vitamin D. According to experts, a 15-minute sunbathing session helps us produce 10000 units of vitamin D3. Whereas the amount of vitamin D3 in a spoonful of fish oil, is a mere 1360 units. Weakening of the bones, especially with older age, lead to a risk of fragility. Moreover this weakening which we call osteolysis does not only affect women, as it is widely believed. Vitamin D not only strengthens the bones, but it also protects the heart and fortifies the body against cancer. In this sense vitamin D can be regarded as a youth elixir as well.

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JAGLER Deo roll-on for men.
Hunca www.huncalife.com.tr

MEN'S After shave balm.
Hunca www.huncalife.com.tr

HOBBY Olive oil cream.
Hobi www.hobikozmetik.com

HOBBY Hand and body cream.
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www.sudesan.com

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Hobi www.hobikozmetik.com



OSSION Bamboo & Raspberry Hand and body creams. Adnan Akat www.aakozmetik.com



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AKITA Rose cologne. Akita www.akitacosmetics.com



OTACI Natural lavender soap.
Kurtsan www.otaci.com



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AKITA Massage oil with rose.
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BRIDE-TO-BE

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STYLING ASSISTANT: MÜBECCEL ZEYNEP HAMLACIBAŞI





Pielor Tiare Paradise shower gel (*BFF*), **Katre** Bath salt (*Katre*), **Otacı** Lavender bath salt (*Kurtsan*), **Ta-Ze** Bath mitten (*Tariş*), **Akita** Herbal shampoo & conditioner (*Akita*), **Katre** Natural Himalayan salt soap (*Katre*), **Gourmand** Raspberry Cake fizzy bath bomb (*Pereja*)

TrendSetter

Eyüp Sabri Tuncer Eau de cologne (*Eyüp Sabri Tuncer*), **Farmasi** Body mist (*Tan-Alize*), **Her Career** Eau de toilette (*Atak*), **Bouquet** Eau de parfum (*Akatlar*), **Rosense** Rose shaped rose soaps (*Rosense*)



Kajal Shimmer eye powder (Atomizer),
Delys Lip gloss (Erman), **Flormar**
Terraotta eye shadow quartet (Kosan),
Innova More Than Powder powder
(Innova), **Classics** Glamour nail polish
(Erkul), **Nirvana** Nail polish (Kamelya),
Flormar Nail polish (Kosan)





Sesu Depilatory cream (*Kopaş*), **Innova** Lipogard face cream (*Innova*), **Akita** Hand scrub (*Akita*), **Akita** Body lotion (*Akita*), **Gourmand** Vanilla Ice-cream body butter (*Pereja*), **L'Rouge** Face peeling (*Propa*), **Dalan Therapy** Rose body lotion (*Dalan*), **Hamam** Body milk (*BFF*)



* All bridal accessories and veils from Beyaz Butik www.beyazbutik.com.tr



A new page in ceramic tile

Through a new technique she developed herself, Esmâ Dereboy incorporates sharp contours into her ceramic tile, creating original artwork under the Levnalevn brand.

Words: Melis Tüzmen
Photos: Metin Bakırkaya



Esma Dereboy is the woman who modernized the art of ceramic tile. Ceramic tile started off as just a hobby for Dereboy, who is a graduate of Cinema and Television Studies. In 2002, the hobby became a passion as Dereboy found herself spending most of her time in ceramic tile workshops. "After that point, ceramic tile was always a part of my life, and I never stopped doing it," she explains. While working in the retail sector, Dereboy started producing her own ceramic tile, stating that it took two and a half years before she had mastered the art. During this period, Dereboy not only did relief and burial techniques but also was able to develop her own technique as well in the process. Now she's an internationally renowned ceramic tile artist with her Levnalevn brand. Here's her story in her own words.

Colorful ceramic tile

"Although I started doing ceramic tile as a hobby, it quickly became somewhat of a love affair for me. I decided that this had to become a full-time job and that I needed my own brand. That's how the Levnalevn brand came about. Levnalevn means 'colorful' in Persian. For me, this name symbolizes perfection. And that's exactly what people feel when they touch my work." But what makes Esmā Dereboy special isn't just the perfection of her work. It also has to do with her customized designs and her own top-secret special technique. In fact, because this special technique has been applied for the first time by her, her designs can already be considered antiques. According to Esmā Dereboy the point that makes her designs unique and consider them in 'Future Antiques Project' is: "When making ceramic tile, everybody can produce from a mold and add reliefs or work with paint pumps. But nobody can capture the sharp lines and contours that I create. That's because I apply a different technique, and you can only understand the difference of my creations once you hold them in your hands."

Custom-made designs

Thanks to the special technique that Dereboy uses, the



Ceramic tiles that she produce with her own top secret special technique, consider as antique.





ceramic tile really do take on a whole new look. For example, by using gold or platinum veneers instead of classical colors, Dereboy creates characteristic differences. And these differences come back to her in the form of requests for custom-made special designs. The majority of these requests are from architects. "I can work easier with big products and wall pieces. I get a lot of requests from many different countries. While Turks prefer gold veneer, requests from other countries show a preference for red, blue, turquoise colors and classical-style ceramic tile. I have to say that the savvier orders come from abroad. They prefer pieces that have not broken with the classical but which also reflect my unique technique."

Ceramic tile is hard work

Esma Dereboy says that the various stages of production are what enable us to appreciate ceramic tile as a work of art, but goes on to explain that these days most people prefer to go about it the easy way. "In the past people used root paints, whereas now they use foreign paint. Instead of wood-fired ovens they use electric ones. People are taking the easy route. However ceramic tile requires a lot of work and dedication. For example, it takes one and a half months for a single Levnalevn product to be created. This is something which enhances the artistic value of ceramic tile."

They are like my children

Dereboy says she feels like all her pieces are her little children, and she explains the procedure by which they each become a work of art: "When the material is still in mud form I give it shape and cook it. Then after I complete the designing, carving and painting, I put it back into the oven at 900 degrees celcius. Then I do the gold veneering. Once completed, I feel like I've given birth to child. To tell you the truth, it's really hard to part with them once I'm finished." Dereboy has created four collections until now, and her new collection displays a prominent turquoise theme.

By using gold or platinum veneers instead of classical colors, Dereboy creates characteristic differences.



Esma Dereboy prepares custom-made designs.





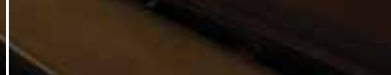
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Istanbul

With the advances made in recent years, Istanbul is forging ahead on the path to becoming a truly global brand name.

Interview: Aylin Öner

the world's rising star



Culture Watch

In today's world, it is not countries which compete, but cities. İstanbul's brand value is much greater than Turkey's, just as New York City's value as a brand is greater than that of the United States – the world's superpower simply can't compete with the Big Apple. We can accomplish the development we seek only if we can increase the brand value of İstanbul", says Erdoğan Bayraktar, Turkey's Minister of Environment and Urban Planning. İstanbul is frequently mentioned on the international stage thanks to projects to make the city a global financial center, and its arts and cultural sphere is already positioned as a global brand. Particularly since its designation as the European Capital of Culture two years ago, İstanbul, with its cultural, arts, and sports events, as well as conference tourism, has become one of the world's most popular destinations. The city's selection as the European Capital of Sport this year has further strengthened its position.

The international sports world will be watching İstanbul

As the 2012 European Capital of Sport, İstanbul is set to host a number of important global sports events. The first was the IAAF World Indoor Championships in Athletics and took place from March 9 to 12. 842 athletes from 160 countries were in the championship – a record number. Some renown athletes such as Yelena Isinbaeva, Carmelita Jeter, and Jessica Ennis were among them. Another major event this spring is the Turkish Airlines Euroleague Final Four, happening from May 4 to 6, during which Europe's quarterfinalist basketball teams will compete. From October 23 to 28, world-famous tennis pros will again head to İstanbul, as they did last year, for the WTA Tour Championships. Considered one of the

world's most prestigious women's tennis tournaments, the championships will be held annually in İstanbul through 2013, with the sponsorship of TEB BNP Paribas. The eight highest ranked players in the world will compete for the singles title, while the top four teams will compete in doubles. At last year's tournament, the title and the \$1.75 million prize went to Czech tennis player Petra Kvitová. Other important sports events in İstanbul this year include the FIBA EuroLeague Women Final Eight, took place between March 28 and April 1. And just after the Judo World Cup Women in October, the city will host the FINA World Swimming Championships (25m) in December and the 40th Chess Olympiad, which is expected to draw 2,500 players. In addition, the UEFA Congress will be held in Turkey for the first time in 34 years, while the summit of the International Alliance of Clubs and the General Assembly of the International Federation for Equestrian Sports are other noteworthy international sports events that İstanbul will host this year.

İstanbul, a convention city

İstanbul's designation as the European Capital of Sport is due, in part, to its success with a series of events that have recently taken place in the city, including international congresses. The İstanbul Chamber of Commerce (İCOC) President Murat Yalçıntaş, who is also the Chairman of the İstanbul Convention & Visitors Bureau (ICVB), notes that the city has reaped the benefits of its activities to market İstanbul as a convention hub: "We have seen and are continuing to observe the results of the campaign we began in 2007 to attract conventions." Yalçıntaş and his team note that in 2010 İstanbul hosted 109 conferences, ranking

Thanks in part to its stints as European Capital of Culture and European Capital of Sport, İstanbul – with its cultural, arts, and sports events, and convention tourism – has become one of the world's most popular destinations.

seventh in the world and sixth in Europe, according to the International Congress and Convention Association (ICCA), whereas it ranked 23rd in 1999. ICVB General Manager Elif Balcı Fisunoğlu explained that their organization had been working to promote İstanbul in the public and private sectors, and emphasized that İstanbul moved from 40th to seventh place in world convention tourism over the last fifteen years: “This is a huge success, attracting attention from all over the world. Our goal is to solidify our ranking in the top 10 first, and then to enter the top five.” The ICVB’s assiduous efforts played an important role in İstanbul’s being chosen to host a very significant, international medical convention; the 2017 congress of the World Federation of Neurosurgical Societies (WFNS) will be held in İstanbul. In the selection process, İstanbul came out overwhelmingly ahead of its closest competitor, London. At the recent WFNS meeting in Brazil, İstanbul won 101 votes, while London received 19.

The legacy of the european capital of culture

Yalçıntaş emphasized that the ground İstanbul gained as the European Capital of Culture has helped the city reach its present status, particularly in terms of conference tourism: “As European Capital of Culture of 2010, İstanbul experienced a very successful year in tourism. Thanks to this success, a number of large congresses of thousands of delegates on significant topics such as cardiology are considering coming to İstanbul.” And what did İstanbul achieve during its year as the European Capital of Culture? The city hosted nearly 10,000 activities, 60 percent of which were international in scope, and 600 other projects. Akif Koçyiğit, Secretary General of the İstanbul 2010 European Capital of Culture Agency, noted that half of the participating

artists in the international events were visiting Turkey for the first time, and that these activities made a big contribution to İstanbul’s brand value. Koçyiğit also mentioned U2’s concert in İstanbul as a landmark. The band’s long-promised arrival had become an urban legend for many years, but U2 finally performed in İstanbul during its tenure as cultural capital, delighting fans. The band’s concert was arranged under the auspices of İstanbul’s Capital of Culture Agency (CoC), and Koçyiğit notes that the Agency is proud to have persuaded the band to come to İstanbul, setting aside their preconceptions. The U2 concert drew 75,000 attendees, of whom 10,000 were foreign visitors. Thanks to a \$1 million subsidy from the CoC, ticket prices were reduced and the concert was U2’s least expensive in Europe, increasing foreign participation and therefore contributing to the promotion of the city.

“The most enticing event in the art world”

Last year’s 12th İstanbul Biennial was a hotspot for global art circles and the international press. During the preview days, nearly 700 Turkish journalists and more than 50 from other countries, and 4,000 art professionals such as curators, collectors, and museum and gallery directors, viewed the biennial. The biennial attracted 6,000 foreign visitors in two months. One of the UK’s most read newspapers The Independent quoted MoMA Director Glenn Lowry on the biennial as “soared in status over the past years and became the art calendar’s most enticing event – above even Venice”. The Guardian deemed the biennial “İstanbul’s best so far”, concluding that, “If anything shows the rise of İstanbul as a cultural power, that is its art biennial.”



Profile

"ALL OUR PRODUCTS HAVE ALWAYS BEEN 100% COTTON!"

We talked to Murat Uğur, Export Manager of Asya Pamuk, a company known with the brand "Lux Güzelliği", about cotton production in the world and cotton as a cosmetic product.

Interview Zekiye Yaraş Meriç
Photography Tuna Yılmaz



Could you shortly tell us about Asya Pamuk?
Asya Pamuk is the name of our company. We have been working in cosmetics and medical sector for 30 years under the brand name of "Lux Güzelliği". Our factory is located in

Kahramanmaraş; however our Sales Headquarters is in Merte, in Istanbul. We distribute our products via our retailers. It would not be wrong to say that our retailers are our companions whom we cooperate and collaborate. We are aware that they make the greatest effort for the development of our brand. We maintain sales and distribution throughout Turkey for 30 years, with our retailers.

On the other hand, we continue to offer our direct sales and services to international hypermarket chains such as Metro, Migros and Tesco, Kipa with the same attention. About our services in the medical sector, I can say that all the pharmacy cooperatives in Turkey are among our customers.

How many product lines do you have?

We have approximately 15 different products groups. All of them are within our service areas. On the other hand I should say that all our product groups include flakers. By the way, there is another important point I should make: All products of Asya Pamuk are made from 100% cotton

and this fact never changed. I emphasize this, because it is a very important issue. Trustworthiness of Asya Pamuk is very important for our customers and the companies which import our products. The proof which shows this trust is not in vain is that we produce our products according to Turkish and European Pharmacopoeia Standards. Also, we are graded by full-compatibility certificates of international audit firms such as TSE, CE, and TQCSI. The essential products in our portfolio are Hydrophilic Cotton, Cotton Roll, Cotton Balls; Cotton Pads and Cotton Bands designed for hairdressers and Cotton Buds. And the areas of use are hospitals, polyclinics, pharmacies, beauty salons and hairdressers, and hotel equipment...

Where do you procure the raw materials?

We buy our raw material from 100% domestic sources and as I emphasized before, every product of ours is made from 100% cotton, because we have to manufacture our products in accordance with Turkish and European Pharmacopoeia Standards.

Which products do you export most?

All products manufactured by Asya Pamuk are exported to European, African and Middle-Eastern countries. Our export meets 35% of our production. Asya Pamuk has a different "brand" reality when it comes to export: Uncular

TRIED & TESTED

We tried and tested Asya Pamuk's well-known brand Lux Güzelliği product line Nil Otova Photos: **Tuna Yilmaz**

Lux Güzelliği, or shortly Lux Güzelliği... This is a brand we produce paying attention to quality most, and the demand comes especially from the Middle East and Africa. We attend cosmetics fairs such as Cosmoprof Italy, Beautyworld Dubai, BeautyAsia and Beauty Eurasia and we have a chance to promote our products as well as meeting our customers. We have a clear view of the effect on our sales volume.

Could you evaluate the cosmetics sector?

We follow the developments in cosmetics closely. This is such a sector that developments affect us directly and they have a positive influence on our sales volume. Especially procurement of make-up cotton for hotel equipment and the serious increase in the number of beauty salons affect our sales positively.

Is there any point you give special importance on production phase? If there is, what is it and why?

Of course there is. If I should put it in one long sentence, "it is important for us to spread the quality assurance provided by our brand to every phase of our production and sales and to make it constant and sustainable".

What would you like to say about the cotton production and consumption in the world, concerning your production?

As you know, China and India are the two leading countries both in terms of cotton production and the production volume. The disadvantage of this is... well, a likely problem in supplying based either in China or India could cause significant increase in raw material and end-product procurement costs! Actually we have lived and saw this situation before. In 2010, we have had the most significant raw cotton procurement problem. The prices went up to the highest numbers of last 50 years and this was valid throughout the market.

Do you attend national and international fairs?

We appear at Cosmoprof Italy and Dubai fairs. We will be attending fairs held in Africa as of 2012. I can share an observation about the most significant feedback of the fairs: Wherever in the world they may be, the producers are approaching our products with an increasing demand and they choose our brand products as much as our quality products.

What are your goals for the future?

Our goal is loud and clear: to increase our production-export rate from 35% to 55%. We also have a goal of increasing our production volume in the African market, in accordance with the increasing demand and potential. Of course we have other goals too, but these are the priorities...
www.luxpamuk.com.tr



COTTON PADS:

A classic Lux Güzelliği product, and the pads are made of 100% cotton. The product ensures practical and safe use as you are the first person to open the hygienic packaging. The embossed surface of Cotton Pads, which are created mainly for make-up removal purposes. The perforation under the packing is planned to enable the transfer of the cotton inside the pack to somewhere else without having to touch it.



WET COTTON PADS:

This product is the same as Cotton Pads in appearance; however its texture is different. Those pads are ideal for daily use and they are made of 100% cotton as well. As they do not contain bleach, it is safe to use them in baby care. Their fibrous texture cleans the skin easily without damaging it.



COTTON BALLS:

Designed for use while putting on make-up, the Cotton Balls can be used for daily needs as well. The package sizes differ from 25 to 1000 Cotton Balls in a pack, and this promises to satisfy all need for cotton balls, however much it is. All of them are produced according to Turkish and European Pharmacopoeia Standards.



PURE HYDROPHILIC COTTON:

This product is an all-purpose product you can use anywhere and anytime. It is made of 100% pure cotton. Known as Pure Hydrophilic Cotton, this product is produced and packed by machinery without human contact. 100% Pure Hydrophilic Cotton is sold in packages which differ in size and weight, and is produced according to Turkish ISO and European Pharmacopoeia Standards.



COTTON BUDS:

Cotton Buds are of the most important products of Lux Güzelliği. Because Cotton Buds are used in baby care, sensitive care of the body parts such as ears, eyes and nose, and make-up removal. They are also remarkable for their ability to absorb liquids. Cotton Buds, produced according to Turkish and European Pharmacopoeia Standards, is a significant product for make-up removal as well.



Profile

"DECEIVING THE CUSTOMER IS A HARD-TO-FIX MISTAKE!"

We asked BFF, a company established only two years ago, but with the experience of 32 years, to Max Azaryad, the founder and the General Director of the company.

Interview Zekiye Yaraş Meriç



Could you shortly tell us about BFF? BFF (Beauty Fashion Forever) Cosmetics is a young company, yet it has years of experience. We established BFF in 2010, with the experience of 32 years, with the aim of designing, producing, marketing and selling cosmetic products. Our factory is located in Tuzla, Istanbul, and all we manufacture in this company are personal care products from head to toe.

Your product range must be quite rich then...

We have 180 different products under our brand names. To make a list; we produce hair, body, men, face, genital region, foot and baby care products and fragrances both for men and women under the brands of Pielor and Hammam El Hana. We present our oral care products to the customers under the brand of Dentilor.

How did the progress of BFF products developed from the start to this day?

Our establishment date is May 2010. For 11 months after that date, we worked on internal structure, packaging, catalogues which were needed for all the products. At the same time we waited for our factory to be ready for production. When our factory was ready, in March 2011, we started manufacturing. There are different branches within the structure of our company. We divided them into departments such as purchasing, R&D, graphic design, production, marketing and export. Every department fulfills of their own duty in coordination with the other departments. This system works well because it plays a

significant part in our work being this much fruitful and our product quality being that much high. It is almost impossible not to succeed with this collective working scheme. On the other hand, our suppliers which we see as our partners give the maximum support to our company in their own fields. All the products we sell are produced in our own factory. Our experience and the seasoned staff in their own fields are our advantages. This way we can carefully carry out working on our products based on customer needs, from design phase to end-product phase.

How much of your budget is reserved for R&D?

Since the first establishment phase, we give utmost importance to our R&D department. This department has a highly strong structure. The chemical engineers and chemists carry out their work based on the needs of our country and customers. All the regulations and formulae are established based on the standard regulations of countries. Right now approximately 8% of our budget is set for R&D. The reason for this is the passion to follow the trends in advance in order to keep up with the cosmetic sector. Of course the government grants are the best of all time, we are thankful to the officials.

How do you assess the sector you are in?

Unfortunately, the sector is currently working in a price-oriented way. We are expected to make a good quality product for cheap. Our competitors are mass-market products from Europe and South America... I would like to point this out though; they do not compare us with China! They started to learn Turkish quality. Today we have

TRIED & TESTED

Here are some Pielor products we've tried and tested by BFF.
Nil Otova Photos: **Tuna Yilmaz**

such cosmetics facilities that there is none similar in Europe. Moreover, a lot of famous brands manufacture their products in Turkey and these products hit the shelves.

Which of your products do you export most?

We are an export-oriented company, but of course we have domestic sales as well, even though in low numbers. With our experienced, devoted, conscious staff, we export our products to 40 countries. In the next 3 months, 6 more countries will come in our list. The connection and the contracts are ready; we are only waiting for the permissions due to country regulations. We primarily export moisturizers, hair conditioners and shampoos.

Is there any point you give special importance on production phase? If there is, what is it and why?

As BFF, we manufacture personal care products. For example, we are making baby care products which requires utmost sensitivity. Consequently, hygiene, details, tracking, control and, of course, quality are indispensable for us! Everything aside, we put our brands on those products. There is no room for mistake; a mistake can cause unexpected consequences.

Do you think the consumers in the sector are conscious?

Of course... Consumers are now really conscious, and they have great number of choices. You can deceive them only once. Once you deceive them, they will leave you and get offended by the brand. Deceiving the customers is a hard-to-fix mistake. The best is to tell them just the function of the product you present.

What would you like to say about the fairs?

Fairs are meeting points! As we are exporters, we generally attend international fairs. The government gives maximum support to the exporters about this. Of course we receive good feedback from these fairs. We see the fairs as our showroom, our marketplace. We meet new customers. We work with some of them, and we know the others saw us and they now know us as a part of this field, as a producer in this sector. Sometimes an unexpected customer calls us at an unexpected time for his demand. Naturally these portfolios form thanks to the fairs. Fairs are important. For an exporter, they are on the top of the "sine qua non" list.

What are your goals and expectations for the future?

It is hard to say anything as we have already grown out of our expectations in the first year, and we still continue growing. However, as a matter of fact, we have high aims. Time will show this; our knowledge and bound and determined work will bring us success.

www.beautyff.com, www.pielor.com



HAND & BODY CREAM - GRAPE SODA

This black grape hand and body cream is produced under the brand of Pielor; it starts working on its task. It nearly covers your skin with a protective layer. Even then you don't have an oily feeling on your hands. You can easily observe that your skin looks brighter and feels softer. One of the products everyone should have in their handbags...



TOUCH SHOWER GEL - RELAXING EFFECT

The shower gel Relaxing Effects is produced under the range of Masculine Line Touch and designed especially for men. There are two pros of this product. As it is suitable to all skin types and frequent use, its effect on the skin does not change no matter how often you shower. The second pro is also right there; Relaxing Effect keeps the skin moisturized thanks to the natural essences in its formula and the same essences relax the body.



HAMMAM EL HANA

There are 6 products in Hammam El Hana, one of the most exquisite lines of Pielor. These products include argan oil which is rich in vitamin E and Omega 6. The line consists of hair shampoo, body peeling, shower gel, liquid hand soap, body milk and deodorant and it promises a refreshing and revitalizing Turkish bath care from scalps to ankles.



HAND & BODY CREAM

Mixed fruit essences, yoghurt, glycerin and vitamin E... In short, all the additions the skin needs to be moisturized are in this product. A typical Pielor when it comes to the effect: a formula which renews and mends the skin while covering it and keeping the moisture. It is a must for every skin and every house.



SHOWER GEL - MEDITERRANEAN OLIVE

This product is from Pielor, which is designed both for the use of men and women. The effect of olive oil in its formula is easily felt. The skin is not revived after the shower, but also softened. This product is suitable especially for the ones who shower frequently.



Profile

"WE HAVE TO SHOW TURKISH QUALITY TO THE WORLD!"

We had a chat with Burçin Öksüm, the Export Manager of Lider Kozmetik, about their R&D activities and the conscious consumers of cosmetics...

Interview Zekiye Yaraş Meriç



Could you tell us about Lider Kozmetik shortly?

Lider Kozmetik was established as a trade company in 1978. Since 1986 when its first factory was opened, it proceeds on production. Lider is also a producer which established its second factory in Tuzla and increased the production volume, based on the increase of demand thanks to the trust environment created by customer satisfaction and sales. Our Dilovası factory started to work in 2007, for example. We have just started building our new factory in Izmit Organized Industrial Site and we continue our work at full speed.

How many product lines and brands do you have?

We have a wide range of products. We can group them under three main lines: Personal Care Products, Home Care Products and Auto Care Products. Our important brands include Majix, Aleda, L'Carina, Green World and Joker. To give more details about the products groups; I can say that we produce perfume, deodorant, roll-on, hair spray and mousse, shaving foam and gel, and depilatory cream in our Personal Care Product category. Our Home Care Products include air fresheners, automatic

air fresheners, bath and kitchen cleaning products, and carpet cleaners. Furniture polish and insecticides may also be count in this category. In our third and last category, Auto Care Products, we have vinyl and leather polish, console polish, tire polish and cleaner, and wheel rim polish and cleaner.

Could you tell us about your production site and distribution centers?

We continue our production in two different factories now. I can say that we have a wide network of distribution across our country. I would also like to mention our network partners which play a significant role in the distribution of our products to the end-customer, they are very important to us.

Do you have an R&D branch? How much of your budget do you spare for R&D activities?

R&D is a very important department for us, indispensable for our sector! It pleases us that it takes an important percentage of our budget. As Lider, I can say that 5% to 7% of our budget is set for R&D. What we try to do basically is to put ourselves in the customer's shoes and try to reach the best for them – because "Nothing endures

but change!". As you know, the world is changing and evolving, so we try to be a part of it not to be left behind.

What would you say about the sector you are in?

Cosmetics is a developing sector in Turkey. The use rate of cosmetics in our country is low compared to developed countries. This rate should increase. I predict the emerging of new trends with the increase of use rate. Turkey has fine prospects in this sector. Believe me; we have the potential to be one of the most desirable centers in the world. For this, I think we have important duties in showing our quality to the world.

Of course, you are an export company. Which of your products do you export most?

We export 75% of our products. This means we export Lider products to approximately 73 countries. All our products sell like "hot cakes", so to speak. To give a general idea, the sales of our Personal Care Products and Home Care Products are at par.

Is there any point you give special importance on production phase? If there is, what is it and why?

Quality... We focus on quality most while manufacturing our products. This is very important for us. Everything aside, it is important for us that our customers get what their money's worth. We never supported earning when someone else loses. Quality first...

What would you like to say about consumer consciousness in your sector?

I can say that for sure: the customers of this sector are really conscious. They know what they need and how to use the product they purchase, they have a complete grasp. This is very important and pleasing for us, because when you produce something beautiful and special, you want it to be known. Fortunately, our customers are quite aware and this enables us to get what we want.

Do you attend national and international fairs? What could you say about the feedback of these fairs?

Yes, as Lider we attend both national and international fairs. We have an export group of 15 people and we participate in a fair almost every month. The feedback is positive... because high quality for affordable price is everyone's choice.

What would you say, if we ask about Lider's future goals and expectations?

We will continue our sectorial investments in Personal Care. Our goal is to be a "LIDER" (leading) company known across the world...
www.liderkozmetik.com

TRIED & TESTED

We tried and tested Lider Kozmetik's significant fragrances.

Nil Otova Photos: Tuna Yilmaz



COLERE

Testing of fragrances might give out relative consequences as the effect of the fragrance on every person and personal tastes might be different. Even so, Colere's Snap men cologne, which has two variants named Balanced and Static, looks like it will give an air of attractiveness to the men using this both spiced and flowery fragrance. Its stylish package with its magnetic lid creates the impression of a nice present.



CHRONIC MEN

When you open the black box, all you see is a radiant, blue bottle... This is Gentle of Chronic Men. The group also has variations called Strong and Honest. Gentle creates an air of nostalgia when it is first used.



THROB

All of them named after predators, Tiger, Panther and Dragon consist of the Throb group. Every one of the Throbs comes in an elegant metal box which reminds of predators in cages. Luckily there are no wild side-effects of these fragrances – however I would advise women to be on alert against the men who use them.



MAJIX

The moment you open the box, you smell a refreshing scent... The green box which holds "Sports" of Majix is different both with its appearance and its content. Majix group have two more variants, Prestige and Varyant, and is for the men who hides a transformer inside...



LYRIC

A Lider Kozmetik classic, Lyric Rhapsody for women, has a simple and classy bottle which every woman would like. The long-lasting scent is like an answer for the expectations of women. Like every classic, Lyric Rhapsody is a product beyond time.



Profile

"CONSUMERS IN THE DEVELOPED COUNTRIES ARE CONSCIOUS"

Pekmezler Kimya produces "natural and organic" products since 1927. We had an interview with the General Director Mahmut Pekmez, about their brand Jaleriz Organic.

Interview Zekiye Yaraş Meriç



Could you tell us about Pekmezler Kimya? *Pekmezler Kimya Inc. is a long-established company which has been operating since 1927. Right now third-generation of Pekmez family is on the job. We are actually a family company, but it should not mean that we are not institutionalized. On the contrary, like other Anatolian establishments, Pekmezler is a company which has completed its institutionalization process. We started with olive-oil and soap production and now we continue with organic soap and organic shampoo production and export.*

How many production lines and brands do you have?

All of the personal care products Pekmezler Kimya manufacture natural and organic. I should say that the ideal of our company has always been to manufacture organic products. We currently produce organic hair and body shampoos, lotions for hair constitution and organic soaps under the brand of Jaleriz Organic. These soaps have different variations. For example, we have soaps with olive oil, aloe vera, nigella sativa and apricot oil. Baby shampoos, baby lotions and baby oils make up another production line of ours. We also continue our R&D activities for organic care creams, carrying out laboratory work. We soon hope to receive organic products appropriate for our company. By the way I should say that Jaleriz Organic is the first and only soap and shampoo

brand with "Organic Certificate" manufactured in Turkey! We especially want our customers to know this.

What would you like to say about the differentiation of organic and chemical considering Jaleriz Organic?

In recent years, the excessive and insensible use of chemical and synthetic materials in production resulted in the inferior products which threaten human health. This is a fact all of us are aware of.

Think about it this way: We take shower several times a week, we brush our teeth every day, we wash our hands after every meal and moisturize our skins. It does not seem possible to live in a world where we wouldn't use toothpaste, liquid-solid hand soap, shampoo, shower gels and moisturizers. However, our every contact with these products damages our body seriously. These damages might have serious impact areas from brain damage to cancer. To the people who say "It is all very well, but what can we do?", my answer is simple: You should learn which product have which harmful substances and you should aim to buy "partially" healthier products without being deceived by the word "natural". This is exactly what we are doing as a corporation on the basis of production. We are manufacturing the product to supply this demand. Our products, under the brand name of Jaleriz Organic, do not contain any harmful substances; on the contrary, they have remedial and curative effects on human health.

TRIED & TESTED

Here are some shampoo types of Jaleriz Organic we tried and tested. Nil Otova Photos: Tuna Yilmaz

Is there any point you give special importance on production phase? If there is, what is it and why?

The most accentuated point in production is to manufacture our products in the most hygienic environment and to retain their hygiene in the process of bringing them to the customer.

Which products do you export most?

As a company, we mainly export our products to the USA. Another significant market we expect to export is Japan; our negotiations are still going on. To be honest, we do believe we will receive a positive answer.

Do you think that the consumers are conscious?

This depends on the country. Developed countries are quite conscious of using natural and organic products. In these countries, the importance given to human health is high, as the environmental concerns. These tendencies are spreading around the world slowly. I think, with the increase in the importance given to human health and environmental issues, the demand for natural and organic products will increase as well. I believe that soon every product that touches the human body, from food to textiles, from personal care products to daily equipment, will be required to be both natural and organic.

How much of your budget is reserved for R&D?

Right now we are working on a R&D project on organic care creams. We are glad to set the 20% of our budget on R&D activities.

Do you attend national and international fairs?

Last year we appeared at BIOFACH 2011 Organic Fair held in Nurnberg. We are also quite active in national fairs. Wherever a fair about organic products is organized, we are there. Fairs are different mediums... These fairs open up your horizon. You can closely follow the progress of your products there. You meet your suppliers and customers. In short, I believe that it is a must to participate in fairs in order to open your company to the world.

What are your goals and expectations for the future?

Turkey is an importer country when it comes to organic care products. The products imported from the other countries are presented to the customer with high prices. This is our starting point: We want Jaleriz Organic products, which have "Organic Certificate", to reach more customers with the principle "high quality – affordable price" and without losing any of its quality.

*Our goal is to increase our product range as high as possible in order to be more useful to our customers. We believe people deserve authentic natural and organic products.
www.jaleriz-organics.com*



SOAP

Jaleriz Organic soaps include natural and organic herbal oils as well as vitamins in their formula, so they are both treatment and care products. Those soaps are advised against skin problems such as acne, and they are already suitable as a present with their special packaging.



SHAMPOO FOR DRY AND DAMAGED HAIR

All of the Jaleriz Organic shampoos are designed with different herbal oils and produced with 75% of organic certified components. With a regular or even daily use, this shampoo also cares and treats the dry and damaged hair.



BODY WASH

Just like the shampoos, Jaleriz Organic' shower gels are also made of the same natural and organic components. Therefore they have the same effect: a natural care for the body. Like in the shampoos, even the temperature range (21-77 F) of the products should be kept at is written on the bottle. A list of the harmful components which the product doesn't include is written on the bottle of the Body Wash, just like on the bottles of all Jaleriz Organic products.



BABY SHAMPOO

Organic certified components are used in the Baby Shampoo like other Jaleriz Organic branded products, however in this product the percentage of organic components is not 75% but 95%. This means almost the whole product is made from organic certified components.



SHAMPOO FOR DYED HAIR

It is a known fact that hair dyes damage the scalp and the hair. This shampoo designed by Jaleriz Organic especially for dyed hair offers a thorough care with almond and coconut oil. If used regularly according to the description, it ensures dye durability and minimum damage for the hair caused by dying. It is ideal for people who dye their hair or change hair color frequently.



Window



FARMASI Eye make-up remover.
Tanalize www.farmasi.com.tr



JOY DROPS Vagina Tightener gel.
Turkuaz www.joydrops.com.tr



KONT COSMETIC
Lemon & Rose body shampoos.
Kont www.kontcosmetic.com



FARMASI Intimate foam.
Tanalize www.farmasi.com.tr



MORFOSE Blue bleaching powder.
Adnan Akat www.aakozmetik.com



BLENIOR Ready to use wax strips for face.
Treda FMCG www.tredafmcg.com



BAMBOLA Towel wet wipes.
Ida www.idalt.com



FARMASI Menthol wet towel
Tanalize www.farmasi.com.tr



SURVIVAL Outdoor protection cream.
Mert-KOR www.mertcosmetics.com



SYMPHONY Apricot & Coco and Swiss
chocolate body splashes.
Atak Farma www.atakfarma.com



Vi-VET Roll-on liposoluble wax.
Vi-vet www.vivetkozmetik.com



IRIS Compact powder.
Kamelya www.kamelyacosmetics.com



PARACHUTE Condom.
Banat www.banat.com



FARMASI Ultra protection baby wet towels
with tea tree oil.
Tanalize www.farmasi.com.tr



L'ROUGE Bath salt.
Propa www.hepsipropada.com



MONTAGNE BLACK
Perfume spray for men.
Uzman www.uzmancosmetic.com

shopping

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 <p>Exclusive gift pack contains; BLUE ICE, MY LIQUID, CUTE & CAREER eau de toilettes. Atak Farma www.atakfarma.com</p>	 <p>Vi-VET Granule hand wax. Vi-Vet www.vivetkozmetik.com</p>	 <p>MORFOSE Hand & body cream & face and body scrub. Adnan Akat www.aakozmetik.com</p>	 <p>TAZE Hand & body lotion with olive oil. Tariş www.tariszeytin.com.tr</p>
 <p>KORUMA HYPO Liquid hand soap with cream. Koruma www.koruma.com.tr</p>	 <p>L'ROUGE Natural face and skin mask. Propa www.hepsipropada.com</p>	 <p>SIORÉ PARIS Esnetial gift set for men. Yıldız www.siorecosmetics.com</p>	 <p>FUJI Baby shampoo. İlgaz Nature www.yesililgazgroup.com</p>
 <p>VIGESSIMO Comfort deodorant for women. Matsan www.matsangroup.com</p>	 <p>ETRUSCHI In White for You perfumed bodyspray for women. Atak www.atakfarma.com</p>	 <p>GOURMAND Raspberry Cake body lotion. Pereja www.pereja.com.tr</p>	 <p>ORGANIC NATURAL CARE Hair cream. Doğatek www.dogatek.com.tr</p>

Window



FRESH WHITE Sensitive toothpaste.
Yaşarlar www.yasarlar.com.tr



BAMBOLA Antibacterial wet wipes.
İda www.idaltd.com



AIRSOFT Air freshener.
Euromis www.euromis.com



KREASYON mini perfumes.
Fon www.fonkozmetik.com



BOOTY Foundation.
Aysan www.booty.com.tr



X-ADOS Basics deodorant for men.
Euromis www.euromis.com



GREEN WORLD Air freshener.
Lider www.liderkozmetik.com



CAMELOT Aftershave balm.
Adnan Akat www.aakozmetik.com



SNOB BLACK After shave cologne.
Pinkar www.snob.com.tr



ELITE SOAP Antibacterial hand soap.
Euromis www.euromis.com.tr



LANA Liquid soap.
Global Horizon www.globalhorizon.com



GUMMY Hair gel.
İtmat www.fonex.com.tr



CROCHET Hair shampoo.
Adnan Akat www.aakozmetik.com



MODA Trend Lipstick.
Atac www.atacosmetics.com




PELAY Wax cleaning oil.
Cesa www.cesakozmetik.com.tr



IRIS Nail polish.
Kamelya www.kamelyacosmetics.com

shopping

 <p>ORGANICARE Organic baby oil. Işık Terapi www.organikbebek.net</p>	 <p>DERMOKİL Shampoo. Ezel www.dermokil.com.tr</p>	 <p>PIELOR Tear free baby shampoo. BFF www.beautyff.com</p>	 <p>COLLEEN Lipstick. Komet www.kometkozmetik.com.tr</p>
 <p>PERI POLL Wax cleaning oil. Bağdatlı www.bagdatli.com</p>	 <p>FRESH & DRY Sweat absorbent pads. Kardeşler www.freshsoft.com</p>	 <p>FE Blusher brush. Ataş www.atasgroup.com</p>	 <p>PINEAPPLE Juicy Tubes Shine Lip gloss. Monna www.monna.com.tr</p>
 <p>DOAL & DOAL Hand cleaning gel. Yaşarlar www.yasarlar.com.tr</p>	 <p>SHIVAJY Lipstick. Shadia www.shadiacosmetics.com</p>	 <p>FLORMAR Diamonds Terracotta Eyeshadow. Kosan www.flormar.com</p>	 <p>SECTOR Style and care cream for hair. Ayca www.sectorwax.com</p>
 <p>CLASSICS Perfect Lasting Lipstick. Erkul www.goldenrose.com.tr</p>	 <p>NIRVANA Nail art nail polish. Kamelya www.kamelyakozmetik.com</p>	 <p>ORGANIC Conditioner. Doğatek www.dogatek.com.tr</p>	 <p>AQUA VERA Hand sanitizer gel. Beyaz www.beyazcosmetic.com</p>

Inspire Me



ORGANIC SUN PROTECTION

Completely organic products of Işık Therapy, Organicum Sun, aim to protect both children and adults from the harmful effects of sunlight. Organic Bronzing Oil provides filter for the hair as it consists of cell renewing and repairing organic oils such as carrot, cocoa, walnut, grape and sesame seeds. Face and Body Sunscreen is composed of moisturizing and tissue-repairing organic Shea butter, vitamin B5 and nourishing herbal glycerin and is suitable for use in all seasons. *Işık Therapy* www.organicum.com



A NEW FRAGRANCE FOR EVERY DAY



Every different fragrance in the perfume line of Erçetin Gülyağı will prompt your different senses. Designed for use of men and women at the most special moments, the fragrances have different choices including Nisada, Andık and Sidre. *Erçetin Gülyağı* www.ercetin.com



FOR FRESH AIR



With the beautiful and sweet vanilla scent, Buket refillable air fresheners can be used in houses and all work environments, even cars. You can use Buket air fresheners with their spray bottles or in the timed aromatics, and apart from vanilla, you can choose from natural scents, herbal scents and spring flower scents. *Matsan* www.matsangroup.com



NO MORE HAIR LOSS

There are three special products in Otacı Anti-Hair Loss Care Set which provides herbal hair treatment against hair loss; hair treatment shampoo, oil and tonic. Otacı developed different products with herbal ingredients and vitamins in order to protect the health and beauty of your hair. You should use the shampoo daily, the tonic every morning and the oil several times a week in order to prevent hair loss and to treat and strengthen your hair damaged by dyes, sunlight, external effects. *Kurtsan* www.otaci.com



PROFESSIONAL TREATMENT



An expert on professional hair treatment products and one of the most preferred brands by Turkish hairdressers, Morfose now has three new products in harmony with each other. Morfose Duo Phasette Conditioner provides bright and healthy hair, with its new formula supported by herbal extracts. Morfose UV Protection Hair Spray creates an instant hold with high shine while locking the hair color inside. Lastly Hair Milk prevents fading of the color, brightens the hair and helps the protection of hair color. *Adnan Akat* www.aakozmetik.com

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adatepe@adatepe.com Web: www.adatepe.com

ADNAN AKAT KOZMETİK

Güvencilik İstasyon Mevkii Kabakça Köyü Çatalca-İstanbul
Tel: +90 212 782 70 10 Fax: +90 212 782 73 77
sirin@aakozmetik.com Web: www.aakozmetik.com
Contact Name: Şirin Molla

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export@sansiro.com.tr Web: www.sansiro.com.tr
Contact Name: Nuran Şen nuran.sen@sansiro.com.tr

AİSHA AROMATERAPİ ÜRÜNLERİ

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Web: www.aisha.com.tr Contact Name: Ayşe Tolga Eskinazi

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Hüseyin Şenöz h.senoz@aksankozmetik.com

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ihracat@aksuvital.com.tr Web: www.aksuvital.com.tr
Contact Name: Mahmut Gülgönül

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Contact Name: Alaeddin Sunucu sunucu@sunucusoap.com
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Contact Name: Asım Karsçakar asim@alcor.com.tr

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Contact Name: Züleyha Alışkan zaliskan@alfar.com.tr

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Tel: www.alpeda.com.tr Contact Name: Reyhan Hocaoğlu
rhocaoglu@filizcelik.com

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Fax: +90 216 589 23 80 Web: www.rapunzel-hair.com
www.rapunzelstore.com www.gercekkozmetik.com.tr
Contact Name: Victoria Ishkhanova
Victoria@rapunzel-hair.com

ANA GIDA OTOMOTİV VE İHT. MAD. SAN. VE TİC. A.Ş.

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Web: www.kirlangic.com

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Web: www.apsambalaj.com Contact Name: Ebru Yüksel
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Fax: +90 212 486 09 79 arikimyasana@arikimyasana.com
Web: www.arikimyasana.com Contact Name: Kemal Ölçer

ARICIĞAR OYUNCAK HIRDAVAT KIRT BIS.İÇ VE DIŞ TİC.LTD.ŞTİ.

Fındıklı Expo 98 Fu.3. Antrepo A48 Beyoğlu, İstanbul
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nuhery@gmail.com Web: www.aricilar.com.tr
Contact Name: Nuh Eryılmaz



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Web: www.sweetbaby.com.tr
Contact Name: Selahattin Arıkan



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Fax: +90 216 593 09 01 Web: www.fixegoiste.com
Contact Name: Yağız Arnavutoğlu yagiz@armideas.com



ARON KOZMETİK SAN.VE TİC.LTD. ŞTİ.

Çobançeşme Cad. No 35 Kağıthane, İstanbul
Tel: +90 212 295 67 00 Fax: +90 212 295 67 02,
aron@aronkozmetik.com.tr Web: www.aronkozmetik.com.tr
Contact Name: Gökhan Topaloğlu



ARSAN KİMYA SANAYİ VE TİCARET A.Ş.

İsso San. Sit. U1 Blok N:12 Büyükçekmece, İstanbul
Tel: +90 212 623 05 00 Fax: +90 212 623 05 04,
arsan@arsankimya.com Web: www.arsankimya.com,
Contact Name: Kerim Beyaz



AS İLAÇ SAN. TİC. LTD. ŞTİ.

Mustafa Kemal Paşa Cad. No:52 Amasya
Tel: +90 358 242 04 44 Fax: +90 358 242 13 63
asilac@asilac.com Web: www.asilac.com
Contact Name: Mehmet Hatipoğlu,
celikhatipoglu@asilac.com



ARSLAN ENDÜSTRİ TEMİZLİK LTD. ŞTİ.

M.Ali Paşa Mah. Bağdat Cad. No:181 Bekirpaşa, Kocaeli
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Web: www.arslanogluas.com.tr Contact Name: Aydın
Arslan aydinarslan@arslanogluas.com.tr



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San 1 Bulvarı 4. Blg. 11. C. No:70 Çakmaklı
Büyükçekmece, İstanbul Tel: +90 212 886 55 03
Fax: +90 212 886 99 27 aslanpunk@hotmail.com,
Web: www.aslanbaba.com Contact Name: Nuri Ertemel,
aslanbaba@aslanbaba.com.tr



ASM SANAYİ VE DIŞ TİC. LTD. ŞTİ

Hanimeli Cad.No:5/6 Zümrütevler, Maltepe, İstanbul
Tel: +90 216 441 90 94 Fax: +90 216 441 95 54
Web: www.asmproduct.com
Contact Name: Alican Kocaman exim@asmproduct.com



ASTEL KAĞITÇILIK SANAYİ VE TİCARET A.Ş.

Yenibosna Merkez Mah.Asena Sk.No.2 Bahçelievler,
İstanbul Tel: +90 212 411 09 00
Fax: +90 212 599 03 95 astel@ontexglobal.com
Web: www.canbebe.com.tr Contact Name: Ertuğrul
Özder, ertugrul.ozder@ontexglobal.com



ASYA PAMUK PAZ. TİC. LTD. ŞTİ.

Keresteciler Sitesi, Şimşir Sok. No:7 Merter, Güngören
İstanbul Tel: +90 212 506 62 62-63
Fax: +90 212 557 43 33 info@luxpamuk.com.tr
Web: www.luxpamuk.com.tr
Contact Name: Murat Uğur murat@eralimited.com



ATAÇ KOZMETİK A.Ş.

Eyüp Sultan Bulvarı No:54 Eyüp-İstanbul
Tel: +90 212 612 67 00 Fax: +90 212 577 36 83
Web: www.ataccosmetics.com Contact Name: Doğan
Beşcan dogan@ataccosmetics.com



ATAK FARMA KOZMETİK VE KİMYA SAN. TİC. A.Ş.

Talatpaşa Mah. Aslangazi Cad. Aysin Sok.No:7 K:1
Okmeydanı, İstanbul Tel: +90 212 221 94 03
Fax: +90 212 221 94 99 onderguler@atakfarma.com
Web: www.atakfarma.com Contact Name: Önder Kemal Güler



ATAK KOZMETİK SANAYİ VE TİCARET LTD. ŞTİ.

Şiyavuşpaşa Mah.Gümüş Sok. No.10/1 Bahçelievler,
İstanbul Tel: +90 212 441 56 31 Fax: +90 212 441 50 32
Contact Name: M.Sami Tosun samitosun@hotmail.com



ATAMAN İLAÇ KOZMETİK KİMYA SANAYİ VE TİCARET LTD. ŞTİ.

Atatürk Cad. Ekim Sok. No:5 Kırış-Esenyurt- İstanbul
Tel: +90 212 866 87 00 Fax: +90 212 866 87 22
Web: www.uni.com.tr
Contact Name: Hakan Gündüz hakangunduz@uni.com.tr



ATAŞ TÜKETİM MALLARI İTİRYAT PAZARLAMA SAN. VE TİC. LTD. ŞTİ.

Cumhuriyet C. Şehit Er Cengiz Karcıoğlu S.4 Kat2 Kavacık,
Beykoz, İstanbul Tel: +90 216 425 89 55
Fax: +90 216 425 89 58 Web: www.atasgroup.com
Contact Name: Nihan Bugdaylı Alper Uçakçı
export@atasgroup.com



ATOMİZER KOZMETİK TUR. VE YAPI SAN. TİC. A.Ş.

Cumhuriyet M. Kuru Park S. No:1 Ümraniye, İstanbul
Tel: +90 216 316 71 27 Fax: +90 216 316 71 62
kajal@kajal.com.tr Web: www.atomizer.com.tr
Contact Name: Özlem Leyla Karabağ ozlem@kajal.com.tr



AYCAN KOZMETİK KUAFÖR ÜRÜNLERİ ÜRETİM VE PAZARLAMA

Beylikdüzü Osb Birlik Sanayi Sitesi 3.Cad No:87
İstanbul Tel: +90 212 876 09 73 Fax: +90 212 876 09 83
aycankozmetik@gmail.com Web: www.sectorwax.com
Contact Name: Yusuf Aycan aycankozmetik@gmail.com



AYKIM TEMİZLİK MAD. SAN. TİC. LTD. ŞTİ.

Esentepe Mah. G.O.Pasa Küçük San.Sitesi 7.Blok N:7-8
Gaziosmanpaşa, İstanbul Tel: +90 212 475 08 34
Fax: +90 212 475 08 36 aykimtex@superonline.com
Web: www.tex.com.tr Contact Name: Turan Aydoğdu



AYSAN AYDIN KOZMETİK SANAYİ VE TİC. LTD. ŞTİ.

Yumurtacı Abdibey Cad. No.96 Göztepe Sanayi Sitesi
Göztepe, Kadıköy, İstanbul
Tel: +90 216 565 98 74 Fax: +90 216 565 88 41
aysan@aysan.com Web: www.aysankozmetik.com.tr
Contact Name: Y. Emre Yüksel emre@aysankozmetik.com.tr



AYTAS TARİM URUNLERİ SAN TİC AS

Mumtaz Street No:14 Aegean Free Zone, Izmir, Turkey
Tel: +90 232 251 16 92 Fax: +90 232 258 00 95
aytash@aytash.com Web: www.aytash.com
Contact Name: Gokten Mert Aydogdu



AZMUSEBAT ÇAKMAK VE TRAŞ BIÇAĞI SAN. VE TİC. A.Ş.

Marpuçcular C.Sebat Han No.7 K.2 Eminönü, İstanbul
Tel: +90 212 512 54 40 Fax: +90 212 511 60 24
aazbecetek@azmusebat.com Web: www.azmusebat.com
Contact Name: Ali Konyar akonyar@azmusebat.com



BAĞDATLI İTHALAT PAZARLAMA A.Ş.

Otağtepe Cd.No.50 Kavacık, Beykoz İstanbul
Tel: +90 216 465 13 30 Fax: +90 216 465 13 29
murat.bagdatli@hotmail.com, info@bagdatli.com
Web: www.bagdatli.com
Contact Name: Ahmet Bağdatlı / Nuran Bağdatlı



BANAT FIRÇA VE PLASTİK SANAYİ A.Ş.

İmamçesme Cad. Gonca Sok. No:5 Seyrantepe,
Şişli-İstanbul Tel: +90 212 289 01 50
Fax: +90 212 289 08 30 Web: www.banat.com
Contact Name: Erdem Abaloğlu eabalioglu@banat.com



BASSE KİMYA VE PLASTİK SAN. VE TİC. A.Ş.

10060 S.No:10 Büyükciftliği, İzmir
Tel: +90 232 436 50 00 Fax: +90 232 436 55 01
Contact Name: Serhat Soyal serhatsoyal@bassechem.com





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BEBAK İMALATHANESİ

Kallavi Sok. Çıkmazı No:20 Beyoğlu, İstanbul
Tel: +90 212 251 22 40 Fax: +90 212 244 27 99



BERK İNŞAAT KİMYA TURİZM SAN. VE TİC. LTD. ŞTİ.

Organize San. Böl. T.Ozal C. Çevre San. Sitesi 4 Bl. 32 Küçükçekmece,
İstanbul Tel: +90 212 485 86 80 Fax: +90 212 485 86 82
bilgi@kremor.com Contact Name: Varol Berker



BERKÜ TEMİZLİK LTD. ŞTİ

Ziya Gökalp Cd. Saraçlar Koop. 13.Blok No:978 İkitelli-
Küçükçekmece-İstanbul Tel: +90 212 486 19 48
Fax: +90 212 486 19 48 info@berkutemizlik.com.tr
Web: www.berkutemizlik.com.tr Contact Name: Fatih Kasin



BESMA KOZMETİK SAN. VE DIŞ TİC. LTD. ŞTİ

Turgut Reis Mah. Barbaros Cad. Tekstilcent Tic. Merkezi. A-11 Blok
No:37 Esenler İstanbul Tel: +90 212 438 13 55
Fax: +90 212 438 13 55 smileair@hotmail.com
Web: www.besma.com.tr Contact Name: Rabia Kellec
& Döndü Yolcu dyolcu@hotmail.com



BEŞYILDIZ KOZMETİK LTD. ŞTİ.

Gersan San.Sit. Tahsin Kahraman Cad. No:43 Ergazi, Yenimahalle,
Ankara Tel: +90 312 257 21 30 Fax: +90 312 257 21 40
info@depistar.com Web: www.depistar.com
Contact Name: Rabia Kelleci, Bülent Yıldız
bulent.besyildiz@hotmail.com



BEYAZ KOZMETİK İTH. İHR. SAN. VE TİC. LTD. ŞTİ.

Cumhuriyet Mah. Nazim Hikmet Bulvarı Adm Plaza
B Blok Kat:9 D:39 Beylikdüzü, İstanbul
Tel: +90 212 854 37 32-33 Fax: +90 212 854 37 31
info@beyazcosmetic.com Web: www.beyazcosmetic.com
Contact Name: Özlay Yılmaz



BFF KOZMETİK TEMİZLİK PLASTİK ÜRÜNLERİ VE TURİZM SANAYİ TİCARET A.Ş.

Tepeören Mah. Kimya Snayicileri Organize Sanayi Bölgesi B-07, Tuzla
- İstanbul Tel: +90 216 593 13 13 Fax: +90 216 593 15 15
info@beautyff.com Web: www.beautyff.com, www.pielor.com
Contact Name: Melisa Özge Özgen melisa@beautyff.com



BIOCURA KOZMETİK KİMYA SAN. VE DIŞ TİC. LTD. ŞTİ.

Selim Şahlar Kasabası Bozalan Mevkii İstanbul Yolu 12. Km. Manisa
Tel: +90 236 266 42 66 Fax: +90 236 266 43 10
Web: www.biocura.eu Contact Name: Recep Emra r.emra@biocura.eu



BIOLANDES GÜL SANAYİ VE TİCARET AŞ

Gölcük Yolu Üzeri Yakaören Köyü Pk.55, Isparta
Tel: +90 246 247 90 89 Fax: +90 246 247 94 62
Web: www.biolandes.com Contact Name: Erdem Dündar
erdem.dundar@biolandes.com



BİLAL SABUNCU YAĞ VE SABUN SAN. VE TİC. LTD. ŞTİ.

Denizli Asfaltı Üzeri 4.Km No:131 Ilıcabaşı, Merkez, Aydın
Tel: +90 256 231 01 05 Fax: +90 256 231 00 15
bilal@bilalsoaps.com.tr Web: www.bilalsoaps.com.tr
Contact Name: Ali Sabuncu



BİŞAR COSMETİC

Hadımköy Yolu, Adnan Kahveci Cad. Bahriye Üçok Sk. No:2 Hadımköy,
İstanbul Tel: +90 212 798 27 70
Fax: +90 212 798 27 75 Web: www.bisarcosmetic.com
Contact Name: Khakid Alyakubi halit@bisarcosmetic.com



BLES İLAÇ VE MEDİKAL ÜRÜNLERİ SAN. TİC. LTD. ŞTİ.

Halaskargazi Cad. No:76 Kat:2 D:2 Osmanbey Şişli İstanbul
Tel: +90 212 219 19 92 Fax: +90 212 219 19 92
Web: www.mrg-turkiye.com, www.blespandora.com
Contact Name: Rasim Özdemir rasim@mrg-turkiye.com



BURDA BEBEK ANNE İTRİYAT VE PLAST. ÜR. SAN. VE TİC. A.Ş.

Keresteciler Sit.Fatih C. Ceviz S. N:7 Merter, Güngören, İstanbul
Tel: +90 212 637 66 50 Fax: +90 212 637 66 51
info@burdaticaret.com Web: www.materials.com,



BUR-İŞ PAZ. TEM. MLZ. GIDA TUR.SAN.TİC. LTD.ŞTİ.

Hoşdere Mevkii Hadımköy Yolu Isoso San. 12. Yol Y Blok
No:8 Büyükçekmece İstanbul Tel: +90 212 623 00 70
Fax: +90 212 623 00 71 erkan@bur-is.com
Web: www.bur-is.com Contact Name: Erkan Saral



CESA KOZMETİK ELEKTRO ESTETİK MED. CİH. İTH. İHR. SAN. LTD. ŞTİ.

İvedik Organize San. Sitesi 5 11. Sk. No:15 Yenimahalle
Ankara Tel: +90 312 395 Fax: +90 312 395 29 21
cesakozmetik@hotmail.com Web: www.cesakozmetik.com.tr
Contact Name: Muttalip Aydoğdu



CMC CONSUMER MEDICAL CARE PAMUK SANAYİ TİC. LTD. ŞTİ.

Mümin Özyurt Cad. No: 17 Serbest Bölge, Mersin
Tel: +90 324 239 38 70 Fax: +90 324 239 38 73
Web: www.cmc-group.de Contact Name: Ayyüce Yalın
ayyuce.yalin@cmc-group.com.tr



C.R.E.A KOZMETİK ÇÖZÜMLERİ SAN. VE TİC.LTD.ŞTİ.

Atatürk M.Kemalpaşa Yol Ayrımı No:15 Kemalpaşa, İzmir
Tel: +90 232 877 08 88 Fax: +90 232 877 08 99,
crea@creakozmetik.com Web: www.creakozmetik.com
Contact Name: Tuğba Eker Adıgüzel
tugba.eker@creakozmetik.com



COSMO CLH. KOZ.TEM.ÜR.GID.PZ.TİC.LTD.ŞTİ.

Yavuz Mah. İktisat Sk.No.15/A Merkez, Tekirdağ
Tel: +90 282 264 23 75 Fax: +90 282 261 94 13
Contact Name: Varol Balaban cosmoclh@hotmail.com



ÇAĞ KOZMETİK

Nuşan Hasemek Yapı Koop. Cad.770. Sok. No:48/50
Ostim, Ankara Tel: +90 312 395 23 90
Fax: +90 312 395 24 03
Contact Name: Çağkan Özvan info@kuafprofessional.com



DALAN KİMYA EDS.A.Ş.

Kemalpaşa Cad. No:9 Pınarbaşı, İzmir
Tel: +90 232 479 09 51 Fax: +90 232 479 49 00
Web: www.dalan.com.tr Contact Name: Selda Teker,
Banu Doğanca selda.teker@dalan.com.tr
banu.doganca@dalan.com.tr



DAMLA KOZMETİK SAN.VE TİC.LTD.ŞTİ.

Güneştepe Mah.İnci Sok: No:7, Güngören, İstanbul
Tel: +90 212 643 73 64 Fax: +90 212 643 73 65
info@hayatkolonya.com Web: www.hayatkolonya.com
Contact Name: Ali Arslan



DELTA DIŞ TİC. A.Ş.

Piyalepaşa Blv. Kastel İş Merk. B Blok K.6 Kasımpaşa,
Beyoğlu, İstanbul Tel: +90 212 235 20 45
Fax: +90 212 235 10 45 info@deltatradetr.com
Web: www.deltatradetr.com Contact Name: Gülten Erdemir
gerdemir@deltatradetr.com



DEPAR KOZMETİK GIDA TUR. İNŞ. TİC. LTD. ŞTİ.

İvöksan Böl.Hasemek Yapı Koop. 22.Cd. 770.Sk. No:48-50
Ostim, Yenimahalle, Ankara Tel: +90 312 395 23 90
Fax: +90 312 395 24 03 Web: www.deparkozmetik.com
Contact Name: Çağkan Özkan ozbel@hotmail.com



DOĞACI DOĞAL KOZMETİK GIDA SAN VE TİC. LTD. ŞTİ.

2. Organize San. Böl. 3 Cadde No: 18, Malatya
Tel: +90 422 244 00 24 Fax: +90 422 238 44 07,
Web: www.dogaci.com.tr
Contact Name: Zeki Gülnar sales@dogaci.com.tr



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DOĞATEK İÇ VE DIŐ TİC. LTD. ŐTİ.

Barbaros Cad. Ahenk Sk. No:11 Seyrantepe, İstanbul
Tel: +90 212 279 25 45 Fax: +90 212 268 58 41,
Web: www.dogatek.com.tr
Contact Name: Cengiz Kaya, ckaya@dogatek.com.tr

DUAL KİMYA SAN VE TİC LTD ŐTİ

Orta Mah. İbrahimağa Cad. Akel Sok. No:25 34030
BayrampaŐa İstanbul Tel: +90 212 567 88 68
Fax: +90 212 577 64 76 Web: www.dualkimya.com
Contact Name: Umut Őlık umut@dualkimya.com

DÜNYA GIDA TİCARET VE SAN. A.Ő.

BeŐyol Mah. İnönü Cad. No:50 Küçükçekmece, İstanbul
Tel: +90 212 425 00 30 Fax: +90 212 425 00 39
ihracat@belindagida.com.tr Web: www.belindagroup.com
Contact Name: Ramazan Gökso, Saniye Kobak,
saniye@belindacosmetics.com

ECZACIBAŐI GİRİŐİM PAZARLAMA TÜKETİM ÜRÜNLERİ SAN. VE TİC. A.Ő.

Mehmetçik Cad. No:63 Mecidiyeköy, İstanbul
Tel: +90 212 370 30 00 Fax: +90 212 212 70 17
Web: www.girisimpazarlama.com.tr Contact Name: Maksut
Gizbili maksut.gizbili@eczacibasi.com.tr

EEC DIŐ TİC. -ERGUN KAYA

İst. Deri Ve End. Serbest Bölgesi No:11 34953 Tuzla, İstanbul
Tel: +90 216 394 04 69 Fax: +90 216 394 04 70
Contact Name: Ceniz Kaya ckaya@dogatek.com.tr

EFE KOZMETİK SAN. TİC. LTD. ŐTİ.

İzmir Asfaltı Üzeri, Bozburun Yolu, Zorlu Sitesi No: 10 Denizli
Tel: +90 258 371 31 29 Fax: +90 258 371 31 29
Web: www.efekozmetik.com Contact Name: Ali Gökpinar
ali@efekozmetik.com

EKİMCİ OR. ÜR. İNŐ. TAAH. SAN. LTD. ŐTİ

Cumhuriyet Mah. Kavaklar Cad. Noix. Det. Fab Datça, Aydın
Tel: +90 256 356 42 42 Fax: +90 256 356 43 12
noix@noix.com.tr Web: www.noix.com.tr

EKSİMET İÇ VE DIŐ TİC. LTD. ŐTİ.

Yenidoğan Mah. Abdi İpekçi Cad. No:55 Kat 3,
BayrampaŐa-İstanbul Tel: +90 212 576 12 00
Fax: +90 212 576 12 02 Web: www.eximet.biz
Contact Name: Dayanat Rzayev drzayev@eximet.biz

ELA KOZMETİK VE HİJYENİK ÜRÜNLER LTD. ŐTİ.

Ramazanoğlu Mah. Sanayi Cad Fatih Sok No:3 Kurtköy, İstanbul
Tel: +90 216 378 87 07 Fax: +90 216 378 69 90
Web: www.elacosmetics.com
Contact Name: Deniz Yakar, info@elacosmetics.com

ELMADAĞ KİMYA OTOMOTİV SANAYİ TİC. LTD. ŐTİ.

Sanayi Mah. 1678. Sk No:7 Esenyurt, İstanbul
Tel: +90 212 672 10 40 Fax: +90 212 672 10 70
Web: www.elmadagkimya.com.tr Contact Name: Mirza Tetikoğlu
mirza-tetik@elmadagkimya.com.tr

ELOPAR A.Ő.

İstanbul Cad. Kavaklı Köy Yolu Üzeri Beylikdüzü
Büyükçekmece-İstanbul Tel: +90 212 875 19 40
Fax: +90 212 875 04 73 Web: www.elopar.com.tr
Contact Name: Gazi Tekdemir gazitekdemir@elopar.com.tr

ELSO KİMYA SANAYİ VE TİCARET A.Ő.

Doğu Sanayi Sitesi 11. Blok No.12 34570 Yenibosna,
Bağciler, İstanbul Tel: +90 212 653 64 68
Fax: +90 212 652 11 89 elsokimya@elsokimya.com
Web: www.elsokimya.com Contact Name: Ali Bello

ERÇETİN GÜLYAĞI AŐ

Cumhuriyet Bulvarı 84/605 35210 Konak, İzmir
Tel: +90 232 425 52 57-8 Fax: +90 232 489 11 39
Web: www.ercetin.com Contact Name: Nuri Erçetin
nercet@ercetin.com

ERDOĞMUŐ PARFÜM SANAYİ

Selanik Bulvarı Gökso Sk. No:3 Kemerburgaz İstanbul
Tel: +90 212 360 30 30 Fax: +90 212 360 30 15
eps@erdogmusparfum.com Web: www.erdogmusparfum.
com Contact Name: Sonay Gürer

ERKUL KOZMETİK SANAYİ VE TİCARET A.Ő.

Ambarlı Tesisler Yolu No:27 Ambarlı, Avcılar, İstanbul
Tel: +90 212 473 53 00 Fax: +90 212 422 60 52
info@goldenrose.com.tr Web: www.erkulkozmetik.com.tr
Contact Name: Uğur Adıyaman
uguradiyaman@goldenrose.com.tr

ERTE KOZMETİK SAN. VE TİC. A.Ő.

Beysan San. Sitesi Dereboyu Cad. No: 4, Beylikdüzü -
İstanbul Tel: +90 212 875 81 82
Fax: +90 212 875 82 02 Web: www.roxanne.com.tr
Contact Name: Ali Cerid info@roxanne.com.tr

ER-MAN KOZMETİK PLASTİK SAN. VE TİC. LTD. ŐTİ.

Merkezefendi Mah. Gümüşsuyu Cd. MithatpaŐa Sit.
No:24/32 Zeytinburnu, İstanbul Tel: +90 212 480 00 75
Fax: +90 212 577 16 33 Web: www.ermankozmetik.com.tr
Contact Name: Sinan Ersoy erman@er-man.com

ESPAS KOZMETİK GIDA SAN. TİC. A.Ő.

Ceyhan Atif Kansı C. 130/66 Balgat, Çankaya, Ankara
Tel: +90 312 473 39 44 Fax: +90 312 473 39 47
info@ixora.com.tr, Web: www.ixora.com.tr
Contact Name: Ömer Dağlar omerfdaglar@hotmail.com

E.S.T. EYÜP SABRİ TUNCER KOZMETİK SANAYİ A.Ő.

Havaalanı KavŐağı Egs Business Park BL. B3 BL.K.15/447
YeŐilköy, Bakırköy, İstanbul Tel: +90 212 469 80 80
Fax: +90 212 465 39 90 Web: www.eyupsabrituncer.com
Contact Name: AyŐe Demir ayse@eyupsabrituncer.com

ETKEN MAKİNA KİMYA GIDA İNŐAAT VE MALZ. SAN. VE TİC. LTD. ŐTİ.

Çanakkale Cad. No:82 PınarbaŐı, Bornova, İzmir
Tel: +90 232 478 28 15-16 Fax: +90 232 478 52 09
Web: www.etkenmakinekimya.com Contact Name:
Cem Metin ticaret@etkenmakinekimya.com

EUROMIS KİMYA VE DIŐ TİCARET LTD. ŐTİ.

Cihangir Mah. Dolum Tesisleri Yolu Őehit Zafer KızıldaŐ Sk.
No: 7/3 Avcılar, İstanbul Tel: +90 212 422 94 96
Fax: +90 212 422 82 64 Web: www.euromis.com
Contact Name: Murat TemeltaŐ murat@euromis.com

EVYAP INTERNATIONAL DIŐ TİC. A.Ő.

Ayazağa Cendere Yolu No.10/A Levent, ŐiŐli, İstanbul
Tel: +90 212 289 23 00 Fax: +90 212 289 23 56
evyap@evyap.com.tr, Web: www.evyap.com.tr
Contact Name: Mehtap Öner moner@evyap.com.tr

EZMİRA KİMYA TEM. PLAS. MAK. SAN. TİC. LTD. ŐTİ.

San Bir Bulvarı 4. Bölge 9. Cad., Çakmaklı Kırac, Esenyurt,
İstanbul Tel: +90 212 886 33 83-84
Fax: +90 212 886 33 85 Web: www.ezmira kimya.com
Contact Name: Bilal KarakuŐ bilal_kkus@hotmail.com

FERİDE PUDRA KİMYEVİ MAD. SAN VE TİC LTD ŐTİ.

Nine Hatun Mah.145.Sok No:4/A Esenler, İstanbul
Tel: +90 212 610 66 81 Fax: +90 212 568 03 19
Web: www.feridepudra.com

FINDIKSHOP İTH. İHR. TOP. PERAKENDE

Merkez Mah. Bulut Sitesi F Blok No:13 Güngören İstanbul
Tel: +90 212 505 55 18 Fax: +90 212 505 55 18
export@findikshop.com Web: www.findikshop.com
Contact Name: Ali Ergelen



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FİLİZ ÇELİK SANAYİ VE TİCARET LTD. ŞTİ.

Nilüfer Org.San.Bolg.115.Sok.No.9 Nilüfer, Bursa
Tel: +90 224 411 10 20 Fax: +90 224 411 10 24
filiz@filizcelik.com Contact Name: Reyhan Hocaoglu
rhocaoglu@filizcelik.com

FLORA UÇANYAĞLAR

İkitelli Org. San. Böl. İsteksan. Sitesi B6 Blok No: 11, Başakşehir- İstanbul
Tel: +90 212 278 99 56 Fax: +90 212 268 02 91
Web: www.floraucanyaglar.com Contact Name: Selin Almazlinos,
Ali Tezel info@floraucanyaglar.com

FON KOZMETİK SANAYİ VE TİCARET LTD. ŞTİ.

Evren Mah. Kerem Sk. No:13 Güneşli, Bağcılar, İstanbul
Tel: +90 212 651 1986 Fax: +90 212 651 04 97
Web: www.fonkozmetik.com Contact Name: Yakup Atıcı yakupfon@gmail.com

FONEKS KOZMETİK SAĞ.VE EĞİTİM HİZ. SAN. VE TİC. LTD. ŞTİ.

Karadeniz Mah. M.Akif Cad.1117/1 Sk. No:6 Gaziosmanpaşa,
İstanbul Tel: +90 212 618 41 42 Fax: +90 212 477 91 78
info@fonex.com.tr, Web: www.fonex.com.tr
Contact Name: Sunay Keskin-Mesud Şakiri

FROMA KİMYA GIDA VE AMB. SAN. TİC. LTD. ŞTİ

Isıso San.1.Kısım 5.Yol J Blok Hoşdere Mevki Hadımköy, İstanbul
Tel: +90 212 623 02 90 Fax: +90 212 623 02 95
info@fromakimya.com Web: www.fromakimya.com
Contact Name: Aslı Yaşarlar ayavuzer@fromakimya.com

FUL-SER ECZA SAN VE TİC. LTD. ŞTİ.

Panayır Mah. Bursa Cad. No:8 Osmangazi, Bursa
Tel: +90 224 211 69 00 Fax: +90 224 211 69 01
info@tresan.com Web: www.fulser.com.tr
Contact Name: Erdiñç Mutaf, info@fulser.com.tr

FULYA KOZMETİK İSLAK MENDİL VE PAZ. LTD. ŞTİ.

Kıraç Merkez Mah. Küçük Ayazma Cad. No:15 Esenyurt, İstanbul
Tel: +90 212 689 28 28 Fax: +90 212 689 82 28
Web: www.fulyakozmetik.com.tr

GALENİK ECZA VE KİMYEVİ MAD. DEPOSU

5758 / 2 Sok.No:21 Karabağlar, İzmir Tel: +90 232 265 40 00
Tel: +90 232 265 40 04 Fax: +90 232 265 24 00
Web: www.galenikecza.com
Contact Name: Siyami Şen info@galenikecza.com

GATA KİMYA KOZMETİK SAN. VE TİC. LTD.ŞTİ.

6106/4 Sok.No:34 Işıkent, Bornova, İzmir
Tel: +90 232 437 05 00 Fax: +90 232 437 04 00
info@gatakimya.com Web: www.gatakimya.com
Contact Name: Ayşen Örs ayors@gatakimya.com

GELİŞİM KOZMETİK SAN. VE TİC. A.Ş.

Pınartepe Mah. İstanbul Cad. No:55 34528, Gürpınar,
Büyükkçekmece, İstanbul Tel: +90 212 855 96 34
Fax: +90 212 855 96 32 Web: www.gelisimkozmetik.com
Contact Name: Fikret Yıldırım fikret@gelisimkozmetik.com

GİZ KOZMETİK SAN.VE PAZARLAMA LTD. ŞTİ.

Trakya Serb. Böl. Atatürk Bulv. Alirızaefendi C.Tünel İş Mrk. E4 Blok
Kat: 2 34870 Çatalca, İstanbul Tel: +90 212 786 60 60
Fax: +90 212 786 60 64 info@gizcosmetics.com.tr,
Web: www.gizcosmetics.com.tr
Contact Name: İbrahim Zengin, izengin@gizcosmetics.com.tr

GLOBAL HORIZON HİJYENİK ÜRÜNLER SAN. VE TİC. LTD ŞTİ.

Trakya Serbest Böl. 18k 11b Pafta 15 Parsel 6 Çatalca, İstanbul
Tel: +90 212 786 63 62 Fax: +90 212 786 63 70
Web: www.globhorizon.com
Contact Name: Mualla Kortikoğlu mualla@globhorizon.com



GOLDEN EYE TRADING İTH. İHR. TİC. LTD. ŞTİ.

Ömer Avni Mah.Meclisi Mebusan Cad.Fındıklı Çelebi
Hamam Sok. Somer Han No:2/4 Fındıklı, Beyoğlu, İstanbul
Tel: +90 212 243 10 86 Fax: +90 212 243 10 89
goldeneye@goldeneye.com.tr Contact Name: Velid İbrahim
v.ibrahim@goldeneye.com.tr

GRUP CELTEK A.Ş

İstanbul Yolu 25. Km Keresteciler Sk. No:4 Sarayköy Kazan,
Ankara Tel: +90 312 815 47 94 Web: www.yellowx.com.tr
Contact Name: Kazım Çelik kazim@yellowx.com.tr

GULF TEMİZLİK KOZMETİK PAZ. SAN. TİC. A.Ş.

Fevzi Çakmak Mah. 10645 Sk. No:2 Karatay,Konya
Tel: +90 332 345 23 50 Fax: +90 332 345 23 95
bilgi@newcity.com.tr Web: www.newcity.com.tr
Contact Name: Zafer Kapar

GUTTO COSMETICS

Çobançeşme Mah. Kuyumcukent 1. Plaza Kat:5 Ofis No:5
Yenibosna Bahçelievler İstanbul Tel: +90 212 603 15 13
Fax: +90 212 603 15 08 mujahed@guttocosmetics.com
Web: www.guttocosmetics.com Contact Name: Mujahed
Kasım

GÜL KOZMETİK SANAYİ VE TİCARET LTD. ŞTİ.

Fabrikalar Cad. No.6 Beşyol, Küçükçekmece, İstanbul
Tel: +90 212 624 27 52 Fax: +90 212 624 96 53
Web: www.gul.com.tr Contact Name: M.Levent Gül,
info@gul.com.tr

GÜLCİÇEK KİMYA VE UÇANYAĞLAR SAN.VE TİC. A.Ş.

Cendere Yolu No:15 , Ayazağa, İstanbul
Tel: +90 212 289 06 10 Fax: +90 212 289 06 25,
Web: www.gulcicek.com
Contact Name: Sabi Polikar, export@gulcicek.com

GÜLEÇ KİMYA TEMİZLİK ÜRÜNLERİ TAŞIMACILIK SAN. TİC. LTD. ŞTİ.

Kütahya Karayolu 2.Km Tavşanlı, Kütahya
Tel: +90 274 612 30 80 Fax: +90 274 615 13 28
Web: www.guleckimya.com.tr
Contact Name: İsmail Güleç guleç@guleckimya.com.tr

GÜLER KİMYA SAĞLIK DAN. VE DİŞ TİC. LTD. ŞTİ.

İstoç 41. Ada No:5 İkitelli, Bağcılar, İstanbul
Tel: +90 212 659 76 66 Fax: +90 212 659 76 85
gulerchemical@superonline.com
Web: www.gulerchemical.com Contact Name: Ayşenur
Bulut aysenur@gulerchemical.com

GÜLİZ DEFNE SABUNLARI

Yolağzı Mah. Hacı Kemal Çil Cad. No:12 Narlıca Antakya
Tel: +90 326 234 44 11 Fax: +90 326 234 44 12
Web: www.gulizsabunlari.com.tr Contact Name: Gülüze
Bozdoğan gulizsabunlari@hotmail.com

GÜLSAN GÜLYAĞI-GÜLSUYU SAN. A. KOM.ŞTL

Doğancı Mah. Gökay Yolu 2345. Sok. No:1/1Merkez
Isparta Tel: +90 246 218 13 57 Fax: +90 246 218 71 15
Contact Name: Adil Esenkaya gulsanaa@mynet.com

GÜLTEKS DİŞ TİCARET LTD. ŞTİ.

Orhanlı Mah. Kurtuluş Cad. No:198 31080 Antakya,
Hatay Tel: +90 326 216 62 77/78
Fax: +90 326 216 62 76 info@verdaa.com,
Web: www.gulteks.com.tr, www.verdaa.com
Contact Name: Murat Gül murat@verdaa.com

GÜRKAN ROSE OIL INC.

Süleyman Demirel Bulvarı No: 178, Isparta
Tel: +90 212 324 58 59 Fax: +90 212 324 58 50
gulsha@gulsha.com.tr, Web: www.gulsha.com.tr,
Contact Name: Gülşah Gürkan gulsha@gulsha.com.tr



HASAN GÜLER GÜLER ELEKTRONİK KOZMETİK KİMYA SAN.VE TİC.

Miralay Nazımbey Cad. İncebel Sok.No.7 Haliç Fener
Kocamustafapaşa, Fatih, İstanbul Tel: +90 212 631 69 37
Fax: +90 212 532 97 47 info@gulerelektronik.com
Web: www.gulerelektronik.com Contact Name: Elçin Han
elcin@gulerelektronik.com

HAYAT KİMYA SAN A.Ş.

Mahir İz Cad. No:23 34662, Altunizade, İstanbul
Tel: +90 216 554 40 00 Fax: +90 216 474 00 62
Web: www.hayat.com.tr Contact Name: Mustafa Tuncay
mtuncay@hayat.com.tr

HERBADERM LABORATORIES

Olimpos Evleri, Ispartakule, Bahçeşehir – İstanbul
Tel: +90 212 405 03 10 Fax: +90 212 405 03 11
Web: www.herbaderm.com Contact Name: Şule Alpay
sule@herbaderm.com

HOBİ KOZMETİK İMALAT SAN. VE TİC. A.Ş.

Saray Mahallesi Site Yolu Sokak No :5/4 Anel İş Merkezi Kat2/6
Ümraniye-İstanbul Tel: +90 216 630 00 30
Fax: +90 216 630 68 08 info@hobikozmetik.com,
export@hobikozmetik.com Web: www.hobikozmetik.com
Contact Name: Mete Buyurgan mete.buyurgan@hobikozmetik.com

HS SABUN KOZMETİK TEKS. VE TUR SAN. VE TİC. LTD. ŞTİ.

Ankara Cad. Velibaba Mah.Tuncel Sok.No.23
34912 Pendik, İstanbul Tel: +90 216 627 03 14
Fax: +90 216 307 23 17 Web: www.hskozmetik.com
Contact Name: Hülya Alemdar hulyaalemdar@hskozmetik.com

HUNCA KOZMETİK SANAYİ A.Ş.

Bahçeköy Hunca Cad. No:12 Sarıyer, İstanbul
Tel: +90 212 226 10 83 Fax: +90 212 226 10 82
info@hunca.com.tr, Web: www.hunca.com.tr
Contact Name: Mustafa Kurfez mustafa.kurfez@hunca.com.tr

HÜMA KOZMETİK VE KİMYA SAN. TİC. LTD. ŞTİ.

Belenönü Mevkii, Pelitköy Gebze Kocaeli
Tel: +90 262 751 39 83-84 Fax: +90 262 751 39 86
info@humakozmetik.com Web: www.humakozmetik.com
Contact Name: Cengiz Tuncel cengiztuncel@gmail.com

INNOVA KOZMETİK KİMYA SANAYİ VE TİCARET A.Ş.

Büyükdere C.No.8/11 Şişli, İstanbul Tel: +90 212 246 47 17
Fax: +90 212 233 99 13 Web: www.innovacosmetis.com
Contact Name: Gülçin Morello gulcin@innovacosmetics.com

IŞIK TERAPİ

Bağdat Cad. Vadi Apt. No:300/4 Caddebostan, İstanbul
Tel: +90 216 360 13 11 Fax: +90 216 360 21 26
Web: www.isikterapi.com, www.organicum.com
Contact Name: Engin Ayhan engin@medicalorganics.com
engin@organicum.com

İDA KİMYEVİ VE SIHHİ MAD. PAZ. TİC. LTD. ŞTİ.

Yakuplu Merkez Mah. Beysan San. Sitesi Dereboyu Cad. No: 44
Kat 3 Beylikdüzü, Büyükkçekmece, İstanbul
Tel: +90 0212 422 88 88 Fax: +90 212 422 61 44
info@idaltd.com Web: www.idaltd.com
Contact Name: Hüseyin İpek, Merve Öztürk

İKİLER KALIP ENJEKSİYON PLASTİK SAN. TİC. LTD. ŞTİ.

5615/1 Sk. No:14 Çamdibi, İzmir Tel: +90 232 457 95 25
Fax: +90 232 457 95 25 Contact Name: Özenç Akban
ozenc_akban@hotmail.com

İPEK PLASTİK SAN. TİC. A.Ş.

Beysan San. Sitesi Dereboyu Sok. No: 44 Kat: 2 Haramidere
İstanbul Tel: +90 212 422 74 54 Fax: +90 212 422 74 58
Web: www.dinamikhiyjen.com.tr Contact Name: Zeynep Kartal
Zeynep@ipekplastik.com Batuhan Sade
www.batuhan@ipekplastik.com

İSTANBUL ESANS DEPOSU SAN VE TİC. LTD. ŞTİ.

Mecidiye Mah.Katip Salih Sok. No 4 Koşuyolu Kadıköy
İstanbul Tel: +90 216 327 88 26/29
Fax: +90 216 327 59 21
Web: www.istanbulesansdeposu.com
Contact Name: Leon Mayorcas mayorcas@tnn.net

İTİMAT İNŞAAT PLASTİK VE KİMYA SAN. TİC. LTD. ŞTİ.

Beylikdüzü San. Sit. No.169 Büyükkçekmece, İstanbul
Tel: +90 212 872 12 53-54 Fax: +90 212 872 12 55
itimatkimya@hotmail.com Web: www.itimatkimya.com
Contact Name: Emine Pamuk emine@itimatkimya.com

İTİMAT LÜKS HIRDAVAT SAN VE TİC. A.Ş.

Karadeniz Mah. Mehmet Akif Cad. 1117/1 Sk. No:6
Gaziosmanpaşa, İstanbul Tel: +90 212 618 41 42
Fax: +90 212 477 91 78, itimat@fonex.com.tr
Web: www.fonex.com.tr,
Contact Name: Dilek Çalışkan dilek@fonex.com.tr

İZZETSAVUN - KOZMİ DOĞAL KOZMETİK

Çamlaraltı Mah. 6012 Sk. No:18 D:1 K:1 Denizli
Tel: +90 258 213 79 17 Fax: +90 258 213 79 17
Web: www.kozmidogal.com, www.qspa.com.tr
Contact Name: Ahmet Kemal Dicle ahmet@kozmi.com.tr

JUVENTA KOZ. UR. VE EKİPMANLARI İTH. İHR. SAN. TİC. LTD. ŞTİ.

Bağdat Cad. Kordere Sok. No.10 K.3 Kızıltoprak, Kadıköy,
İstanbul Tel: +90 216 348 91 81 Fax: +90 216 418 09 22
juventa2000@hotmail.com.tr Web: www.juventa.com.tr
Contact Name: Funda Nurşık fnurtatar@hotmail.com

KADIOĞLU KOZMETİK SAN. VE TİC. A.Ş.

Maltepe Mah. Demirciler Çarşısı Yeni Yıl Cad.
No:51 Bayrampaşa, İstanbul Tel: +90 212 501 17 21
Fax: +90 212 613 82 60 export@gabrini.com
Web: www.gabrini.com Contact Name: Gürol Yiğar
guro@gabrini.com

KAĞAN PARFÜMERİ KOZMETİK VE İÇGİYİM SAN. TİC. LTD. ŞTİ.

Nalbantoğlu Mah. Bademli Sk. No:4/1 Heykel, Bursa
Tel: +90 224 221 21 26 Fax: +90 224 223 05 74
kagan@kaganparfumeri.com Web: www.kaganparfumeri.
com, www.sommita.com Contact Name: Buket Karnibat
buket@kaganparfumeri.com

KAİZER AMBALAJ GIDA DIŞ TİC. LTD. ŞTİ.

Gazimuhtar Paşa Bul. İncilipınar Mah. 4 No'lu Cadde Kazaz
İş Merkezi B Blok Kat:6 No:23 Şehit Kamil, Gaziantep
Tel: +90 342 232 01 30 Fax: +90 342 232 01 31
export@kaizer.com.tr Web: www.kaizer.com.tr
Contact Name: Zekai Özer

KALE KİMYA KİMYEVİ MADD. SAN. VE TİC. A.Ş.

Şekerpınar Cad. No:123 Gebze, Kocaeli
Tel: +90 262 658 07 70 Fax: +90 262 658 97 77
info@kalekimya.com, Web: www.kalekimya.com.tr
Contact Name: Barış Kaleağası baris.kaleagasi@kalekimya.com

KALİ KİMYA SANAYİ VE TİCARET A.Ş.

Ahenk Sok. No:50 Şişli, İstanbul
Tel: +90 212 234 06 45 Fax: +90 212 246 73 52
Contact Name: Fred Franco, fred@kali.com.tr

KAMELYA KOZMETİK SAN. İÇ VE DIŞ TİC. LTD.ŞTİ.

Vatan Mh. Seymen Sk. No:7 Bayrampaşa, İstanbul
Tel: +90 212 674 47 84 Fax: +90 212 674 47 89
info@gnmgrup.com, Web: www.kamelyacosmetics.com
Contact Name: Muhammed Sami Toron
samitoron@hotmail.com



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KARDEŞLER GIDA VE TEMİZLİK MAD. VE SAN. TİC.A.Ş.

Atatürk Cd. No 139 Alibeyköy, Eyüp, İstanbul
Tel: +90 212 625 01 09 Fax: +90 212 627 77 86
info@javel.com.tr Web: www.javel.com.tr
Contact Name: Murat Güney Esen

KARDEŞLER UÇAN YAĞLAR SANAYİ A.Ş.

Atatürk Bulvarı 4. Cad. 42. Sk. 41400 Gebze, Kocaeli
Tel: +90 262 751 29 30 Fax: +90 262 751 29 27
Web: www.freshnsoft.com Contact Name: Çağlar Yılmaz
caglar.yilmaz@freshnsoft.com
Sinem Eser sinem.eser@freshnsoft.com

KAREL KİMYA SAN. VE TİC. LTD. ŞTİ.

Kavacık Mah. Şehit Er Cengiz Karşıoğlu Sk. No:4/1 Beykoz, İstanbul
Tel: +90 216 425 87 40-42 Fax: +90 216 425 87 43
info@karelimya.com Web: www.karelimya.com
Contact Name: Yusuf Salis

KAYLA KOZMETİK

Sanayi Mah. Ensar Sk. No:14 Kurtköy Pendik İstanbul
Tel: +90 216 378 99 11 Fax: +90 216 378 79 76
Web: www.kayla.com.tr Contact Name: Elvan Akbulut
elvan.akbulut@kayla.com.tr

KAZANCI ÇEVRE TEKNİĞİ BİYOTEK MUH. SAN. VE TİC. LTD. ŞTİ.

Hasan Paşa Mah. Saray Ardı Cad No:100 / 7 Kadıköy, İstanbul
Tel: +90 216 337 22 37 Fax: +90 216 337 33 88
info@kazancionline.com, Web: www.kazancionline.com
Contact Name: Artun Kazancı artun@kazancionline.com

KENTSAN KOZMETİK SAN. TİC. LTD. ŞTİ.

Hasdal Cd. Esen Sk. No:17 Kağıthane, İstanbul
Tel: +90 212 294 93 20 Fax: +90 212 295 12 87
kentsan@kentsan.com.tr, Web: www.kentsan.com.tr
Contact Name: Akın İlgan

KESENERLER KOZMETİK PAZ. SAN. TİC. A.Ş.

3. Organize Sanayi Bölgesi 18. Sokak No:7 Selçuklu Konya
Tel: +90 332 239 02 16 Fax: +90 332 239 11 96
info@kesenlerkozmetik.net Web: www.kesenlerkozmetik.net
Contact Name: Burak Kesen

KIRMIZIĞÜL KOZMETİK VE TURİZM SAN. TİC. LTD. ŞTİ.

Org. San. Bölge. İsteks San Sitesi D.1 Blok N:10 İkitelli, Küçükçekmece, İstanbul
Tel: +90 212 486 30 98-99 Fax: +90 212 486 32 98
info@redrosecosmetic.com Web: www.kgkozmetik.com
Contact Name: Ali Fuat Ustahaliloğlu

KOMET KOZMETİK SAN. TİC. LTD. ŞTİ.

Bayraktar Bulv. Garip Sk.No.38 Yukarıdudullu, Ümraniye, İstanbul
Tel: +90 216 313 90 15 Fax: +90 216 313 38 20
info@kometkozmetik.com.tr Web: www.kometkozmetik.com.tr
Contact Name: Eray Altun ealtun@kometkozmetik.com.tr

KONT KOZMETİK VE DIŞ TİCARET LTD. ŞTİ.

İstanbul Dünya Ticaret Merkezi A2 – Blok Kat: 6 No: 234, Yeşilköy - İstanbul
Tel: +90 212 465 35 90 Fax: +90 212 465 35 91
Web: www.kontcosmetic.com Contact Name: Hüseyin Değer sales@kontcosmetic.com

KOPAŞ KOZMETİK PAZARLAMA VE SANAYİ A.Ş.

Maslak Mah. Sümer Sok. No:4 34398 Şişli İstanbul
Tel: +90 212 285 22 90 Fax: +90 212 276 11 10-15
info@kopas.com Web: www.kopas.com.tr
Contact Name: Serkan Acar

KORTEKS KOZMETİK İÇ VE DIŞ TİC. SAN. LTD. ŞTİ.

Seyrantepe Mah. Cakmak Sk. No:2, Kağıthane İstanbul
Tel: +90 212 279 25 45 Fax: +90 212 268 58 41
Web: www.kortekskozmetik.com.tr Contact Name: Cengiz Kaya
ckaya@dogatek.com.tr

KORUMA TEMİZLİK A.Ş.

Ömerağa Mah. Şahabettin Bilgisu Cad. Koruma İş Hanı
Kat:5 No:63 Kocaeli Tel: +90 262 239 22 70
Fax: +90 262 321 12 98 temizlik@koruma.com
Web: www.koruma.com
Contact Name: Selma G. Murat smurat@koruma.com

KOSAN KOZMETİK PAZARLAMA VE TİCARET A.Ş.

Gebze Organize Sanayi Bölgesi İhsan Dede C. No 133 Gebze, Kocaeli
Tel: +90 262 751 03 33 Fax: +90 262 751 02 91
info@flormar.com Web: www.flormar.com
Contact Name: M. Aykut Tas aykutt@flormar.com

KOZ-AK KOZMETİK SANAYİ VE TİC. LTD. ŞTİ.

Merkez Mah. Eski Silivri Cad. 115 Sk. No:5, Mimarşinan, Büyükçekmece, İstanbul
Tel: +90 212 861 00 04 Fax: +90 212 861 01 91
info@kozakkozmetik.com, Web: www.kozakkozmetik.com
Contact Name: Özkan Şekerci export@kozakkozmetik.com

KOZMO KİMYA SAN. VE DIŞ TİC. LTD.ŞTİ.

İstasyon Mah. Atatürk San. Bol. Dr. Mithat Marti Cad. No:16 Hadimköy, Çatalca, İstanbul
Tel: +90 212 771 22 11 Fax: +90 212 771 26 93
kozmo@kozmozkimya.com, Web: www.kozmozkimya.com
Contact Name: Kerem Suna kerem@kozmozkimya.com

KOZAŞ KOZMETİK KİMYA ENDÜSTRİ VE TİC. A.Ş.

Terminal Cad. Aydınlik Sk. Köprübaşı Mevkii No:23/A, Bursa
Tel: +90 224 248 47 11, +90 224 248 96 98 Fax: +90 224 248 64 98
kozash_kozmetik@yahoo.com Web: www.kozas.com.tr, www.kontes.com.tr
Contact Name: Hamit Şahin

KOZMOPLUS KİMYA KOZMETİK TEKSTİL İTH. İHR. PAZ. SAN. VE TİC. LTD. ŞTİ.

Kirazlıdere Mah. M. Fevzi Çakmak Cad. Aran Sk. No: 2 Taşdelen Çekmeköy İstanbul
Tel: +90 216 622 76 70 Fax: +90 216 622 76 69
Web: www.cosmoplus.com.tr Contact Name: Şükran Uz suz@cosmoplus.com.tr

KÖKSU MADEN SULARI SAN. VE TİC. LTD. ŞTİ.

Evlia Çelebi Mah. Hatboyu Cad. C-1 İçmeler Tuzla İstanbul
Tel: +90 216 447 11 47 Fax: +90 216 447 11 44
Web: www.pelomin.com.tr Contact Name: Nebil Öcal
nebilocal@hotmail.com

KURTSAN İLAÇLARI A.Ş.

Ali Rıza Gürçan Cd. Alparslan İş Merk. K:3 N:1/10 Merter, Güngören, İstanbul
Tel: +90 212 481 30 50 Fax: +90 212 481 59 14
bilgi@kurtsan.com, Web: www.kurtsan.com
Contact Name: Börçe Alpay, Alpaslan Yıldız borcealpay@kurtsan.com, alpaslanyildiz@kurtsan.com

LACİVERT LOJİSTİK

Atatürk Bulvarı Sk. Atatürk Mh. No: 27 Ataşehir, Kadıköy, İstanbul
Tel: +90 216 456 01 63 Fax: +90 216 456 55 63
Tel: +90 216 456 55 63 Fax: +90 216 456 44 60
Web: www.lacivertlojistik.com
Contact Name: Mehmet Uluhan Bolen mehmetbolen@lacivertlojistik.com

LALİNEDA KOZMETİK SAN VE TİC. LTD.ŞTİ.

Prof. Alaaddin Yavaşla Sok.8/2 Maçka, Beşiktaş, İstanbul
Tel: +90 212 236 22 93 Fax: +90 212 236 49 89
Web: www.katrenatural.com Contact Name: Dürrin Göktan, katresabun@gmail.com

LEVANTEN EV TEKSTİLİ VE MOB. SAN. TİC. LTD.ŞTİ.

Ehlibeyt Mah. 5. Cad. 1272 Sok. No:4/ Balgat-Ankara
Tel: +90 312 473 06 56 Fax: +90 312 473 06 57
Web: www.machrique.com www.levanten.com.tr
Contact Name: Ela Arslan machrique@machrique.com



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LEVENT KİMYA SANAYİ VE TİCARET A.Ş.

Akdeniz Organize San. Bölgesi Yeniköy, Merkez, Antalya
Tel: +90 242 258 10 60 Fax: +90 242 258 14 45
info@leventkimya.com.tr Web: www.leventkimya.com.tr
Contact Name: Hatice Maina hatice@leventkimya.com.tr

LİDER KOZMETİK SAN.VE TİC.LTD.ŞTİ.

Mimar Sinan Mh. Yunus Emre Cd. No:38 Dilovası-Kocaeli
Tel: +90 262 754 78 54 Fax: +90 262 754 78 58
info@liderkozmetik.com Web: www.liderkozmetik.com
Contact Name: Polat Mevlütoğlu

LİLA KOZMETİK SAN.TİC.LTD.ŞTİ.

Organize San. Böl. 1. Etap Merkez, Diyarbakır
Tel: +90 412 345 01 15 Fax: +90 412 345 01 44
Web: www.lilafix.com Contact Name: Zülfükar Cansız
zcansiz@lilafix.com

LTS LOTUS KOZMETİK SAN.VE DIŞ TİC. LTD. ŞTİ.

Fünuzağa Mah. Hayriye Cad. No: 16/1, Beyoğlu – İstanbul
Tel: +90 212 245 49 54 Fax: +90 212 245 17 46
Web: www.ltscosmetics.com
Contact Name: Özge Özcan ozge@ltscosmetics.com

LUX GROUP KOZ. SAN. İTH. İHR. TİC.LTD. ŞTİ.

Merkez Mah. Fatih Cad. No:48 Arcity Alışveriş Merkezi
Arnavutköy, Gaziosmanpaşa, İstanbul
Tel: +90 212 597 67 92 Fax: +90 212 597 67 90
Web: www.luxgroup.com.tr.
Contact Name: Güven Öngel luxpamuk@luxgroup.com.tr.

MARKA KOZMETİK KİM. TEKS. ÜRÜNL. PAZ. SAN. VE TİC. LTD. ŞTİ.

Orhanlı Beldesi Malazgirt Cad. Fındıklı Sk. No:2 Tuzla,
İstanbul Tel: +90 216 394 35 10
Fax: +90 216 394 30 39 info@purixima.com,
Web: www.purixima.com Contact Name: Murat Terkoğlu
murat@purixima.com

MAR-KOZ SAN KOZM.DEG.MAD. SAN. VE PAZ. LTD. ŞTİ.

Barbaros Mah. Sütçüoğlu Cad No:65/A Yenısahra,
Kadıköy, İstanbul Tel: +90 216 317 52 96-97
Fax: +90 216 324 31 93 fume@fumekozmetik.com
Web: www.fumekozmetik.com Contact Name: Fatma Ateş

MATSAN GROUP (PHARMACEL AEROŞAL SAN. LTD. ŞTİ.) (DALİZE SAN. VE LTD. ŞTİ.)

Eski İzmit Yolu Üzeri Dostlar Cad. No:1 Pelitli, Gebze,
Kocaeli Tel: +90 262 751 25 30 Fax: +90 262 751 25 34
matsan@matsangroup.com Web: www.matsangroup.com,
www.dalize.net Contact Name: Oktay Orday
oktay@matsangroup.com

MAYAN DIŞ TİC. LTD. ŞTİ.

Keresteciler Sit.7. Sok. No.41 İkitelli, İstanbul
Tel: +90 212 670 50 37 Fax: +90 212 670 50 39
mayan@mayan.com.tr Web: www.mayan.com.tr
Contact Name: Kenan Savaş kenansavas@mayan.com.tr

MELİSSA KOZM. VE TEMZ. MAM. SAN. VE TİC. LTD. ŞTİ.

Öz-İş San. St. 740. Sk.No.13 İvedik Org san. İvoksan,
Yenimahalle, Ankara Tel: +90 312 395 27 58-59
Fax: +90 312 395 27 60 Web: www.melissakozmetik.com
Contact Name: Burak Bozdağ info@melissakozmetik.com

MERT-KOZ KOZMETİK KİMYA GIDA AMBALAJ SAN. VE DIŞ TİC. LTD. ŞTİ

Karacaoğlan Mah. 6170 Sok. No:15 Işıkkent, İzmir
Tel: +90 232 472 24 00 Fax: +90 232 472 24 10
Web: www.mert-koz.com
Contact Name: İttri Atış itri@mert-koz.com

MEY KOZMETİK İTHALAT İHRACAT SAN. VE TİC. LTD. ŞTİ.

İkitelli Orgz San Bölğ Çevre San Sitesi 15 BI N.1-3
Küçükçekmece, İstanbul Tel: +90 212 486 33 79
Fax: +90 212 486 33 89 mey@meykozmetik.com
Web: www.meykozmetik.com Contact Name: Hatice Marey

MHC MARMARA HİJYEN VE KOZMETİK ÜRÜNLERİ SAN. TİC. LTD. ŞTİ.

İstanbul Deri OSB 7. Yol P5C Tuzla, İstanbul
Tel: +90 216 394 86 11 Fax: +90 216 394 86 45
Web: www.marmaratemizlik.com Contact Name: Uğur
Aksoy uguraksoy@marmaratemizlik.com

MİRAY KOZMETİK

10032 Sk. No: 25 Aosb A.O.S.B. Çiğli, İzmir
Tel: +90 232 444 01 69 Fax: +90 232 376 70 76
Web: www.miray.com.tr
Contact Name: Adem Doğan export@miray.com.tr

MİS NİTA KOZMETİK SAN. AŞ.

Hasköy Cad No:76/2-3. Hasköy, İstanbul
Tel: +90 212 369 32 39 Fax: +90 212 369 32 41
Web: www.missnita.com
Contact Name: Moris Namer moris@missnita.com

MOHEN KİMYEVİ MADDELER TİC. VE SAN. A.Ş

Abay Cad. 67 Halkalı 34303 Halkalı, İstanbul
Tel: +90 212 470 03 10 Fax: +90 212 471 28 89
Web: www.mohen.com.tr Contact Name: M.Alper Aydın
alper.aydin@mohen.com.tr

MONNA KİMYA VE KOZMETİK SAN. TİC. LTD. ŞTİ.

Mermerciler San.Sit.8. Cad.No: 34 Yakuplu,
Büyükçekmece, İstanbul Tel: +90 212 876 64 35
Fax: +90 212 876 64 54 Web: www.monna.com.tr
Contact Name: Burak Tangülü, burak@monna.com.tr

MOOS KOZMETİK SAN.VE TİC.LTD.ŞTİ.

Barbaros Mah.Evren Cad.56-A Yenısahra, Kadıköy, İstanbul
Tel: +90 216 317 64 85 Fax: +90 216 317 64 93
moos@moos.com.tr Web: www.mooscosmetics.com.tr
Contact Name: Ali Kocamaz alikocamaz@gmail.com

MORS KOZMETİK

Sanayi Mah. Boz Sok. No: 17- B Kağıthane İstanbul
Tel: +90 212 280 37 07 Fax: +90 212 280 38 58
Web: www.morscosmetics.com
Contact Name: Sait Efendi Kartopu sait@morscosmetics.com

MOTIVA DIŞ TİC. VE DANIŞMANLIK LTD. ŞTİ.

Sadberk Sk. Barış Apt. No:1/3 Kalamış,Kadıköy,İstanbul
Tel: +90 216 348 10 33 Fax: +90 216 347 16 15
motiva@mail.koc.net Contact Name: Hakan Türkcan

NATUREL KOZMETİK SAN. VE DIŞ TİC. LTD. STI.

Marmara K. San.Sit. H Blok No.150 İkitelli, Küçükçekmece,
İstanbul Tel: +90 212 472 00 25 Fax: +90 212 472 05 57
info@naturelgrup.com Web: www.pronwer.com
Contact Name: Zeynep Yüce türkzyuceturk@naturelgrup.com

NENA İÇ VE DIŞ TİCARET (ÖMER SOAP)

Bağdat Cad. No:176/2 Selamiçeşme 34726 Göztepe,
Kadıköy, İstanbul Tel: +90 216 385 05 06
Fax: +90 216 359 85 02 Web: www.omersoap.com
Contact Name: L. Ömer Macarlioğlu omer@omersoap.com

NETA TEMİZLİK ÜR. KİMYA İNŞAAT SAN. VE TİC. LTD. ŞTİ

10041 Sok. No:20 A.O.S.B. Çiğli, İzmir
Tel: +90 232 376 80 42 Fax: +90 232 394 02 11
neta@netakimya.com Web: www.netakimya.com
Contact Name: Ceyda Şengül ceydasengul@netakimya.com



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NETPAK ELEKTRONİK PLASTİK KOZMETİK SAN. VE TİC. LTD. ŞTİ.

1563 Sk.No:8 Çınarlı, Konak, İzmir Tel: +90 232 461 41 17
Fax: +90 232 461 52 73 info@net-pak.net Web: www.net-pak.net
Contact Name: Senem Kösele senemtosun@net-pak.net



NEVA KOZMETİK SAN. VE TİC. LTD. ŞTİ.

Merter Keresteciler Sitesi Sancak Sk. No:1 Güngören İstanbul
Tel: +90 212 507 81 17 Fax: +90 212 507 81 79
info@nevakozmetik.com.tr Web: www.nevakozmetik.com.tr
Contact Name: Yavuz Adalı, Armağan Okay



NUCOS KOZMETİK KİMYA VE SAN. TİC. LTD. ŞTİ

Merter Keresteciler Sitesi Sancak Sk. No:1 Güngören İstanbul
Akçaburgaz Mah. 93. Sok. No:3 Kat:1 Esenyurt İstanbul
Tel: +90 212 886 30 66 Fax: +90 212 886 46 06
Web: www.nucoscosmetics.com
Contact Name: Tarhan Selekt tarhan@nucoscosmetics.com



NURAL DIŞ TİCARET LTD. ŞTİ.

Burhaniye Mah. Kağıtcıbaşı Sk. No:69/A Üsküdar, İstanbul
Tel: +90 216 422 60 71 Fax: +90 216 422 60 76
info@nural.biz, info@sheida.com.tr Web: www.nural.biz,
www.sheida.com.tr Contact Name: Nurettin Ustaoglu



NURLIFE KOZMETİK SAN. VE TİC. LTD. ŞTİ.

Org. San. Böl. Atatürk Oto San. Sit. 22. Sk. No.626 İkitelli,
Küçükçekmece, İstanbul Tel: +90 212 485 37 92
Fax: +90 212 485 37 78 Web: www.nurlife.com
Contact Name: Şennur Dede, info@nurlife.com



ODAK KOZMETİK SANAYİ VE TİCARET A.Ş.

Bayar Cad.Şehit Mehmet Fatih Öngül Sk. No:5 Odak Plaza
Kozyatığı, Kadıköy, İstanbul Tel: +90 216 445 84 00-01
Fax: +90 216 445 84 03 info@odakcosmetics.com
Web: www.odakcosmetics.com
Contact Name: Dalya Ervaron dalya@odakcosmetics.com



OKYANUS KİMYA HİRD. ELEKT. EL. ALET. İTH. İHR. SAN. LTD. ŞTİ.

Atatürk Sanayi Böl. Alpaslan Cad. No:6 Hadimköy, Çatalca, İstanbul
Tel: +90 212 771 15 52 Fax: +90 212 771 39 34
okyanuskimya@superonline.com Web: www.okyanuskimya.com.tr
Contact Name: M. Fevzi Elitez felitez@okyanuskimya.com.tr



ON KOZMETİK VE TEMİZLİK SAN. VE DIŞ TİC. LTD. ŞTİ.

Namık Kemal Mah. İnönü Cad. No:3 Kiraç Büyükçekmece İstanbul
Tel: +90 212 886 86 06 Fax: +90 212 886 86 08
exports@onexports.com Web: www.onexports.com
Contact Name: Bahar El-Suudi bahar@onexports.com



ORBİTAL KİMYA SAN. VE TİC. LTD. ŞTİ.

Mermerciler Org.San. Sit.14.Cd. A-2 No.38 - 29 Beylikdüzü,
Büyükçekmece, İstanbul Tel: +90 212 876 60 23
Fax: +90 212 876 60 25 Web: www.orbitalkimya.com.tr
Contact Name: Şebnem Güler sebnem@orbitalkimya.com.tr



ORJİN HİJYEN VE SAĞLIK ÜRÜNLERİ SAN. TİC. LTD. ŞTİ.

Hürriyet Mah. Ahmet Yesevi Cad. Altın Sk. No:18 Kat:4-5 Yenibosna,
Büyükçekmece, İstanbul Tel: +90 212 552 37 37
Fax: +90 212 552 13 11 sales@orjinhijyen.com.tr
Web: www.orjinhijyen.com.tr Contact Name: İlhan Öztürk



ORKİDE KOZMETİK SAN A.Ş.

Hakim Sk. No:42/202 Beyoğlu İstanbul Tel: +90 212 253 30 44
Fax: +90 212 235 39 30 export@orkidecosmetics.com
Web: www.orkidecosmetics.com Contact Name: Majid Judy Abacı



OZAK KİMYA KOZMETİK TİCARET VE SAN. LTD. ŞTİ.

İsisosan.Sit.R/3.Blok No.7 Büyükçekmece, İstanbul
Tel: +90 212 623 02 03 Fax: +90 212 623 02 04
info@everycar.com Web: www.everycar.com.tr
Contact Name: Ebru Nalbant Akyüz ebru@everycar.com.tr



ÖZDEN KİMYA VE PLASTİK SAN. TİC. LTD. ŞTİ.

İstanbul Yolu 23. Km Sarayköy Karşısı, Kazan – Ankara
Tel: +90 312 815 50 10 Fax: +90 312 815 51 86
info@ozgurkozmetik.com Web: www.ozdengroup.com
Contact Name: Dmitry Shagdyr dmitry@ozdengroup.com



ÖZGÜR KOZMETİK MALZEMELERİ SAN. VE TİC. LTD. ŞTİ.

Nuhkuyusu C. 70/2 Altunizade, Üsküdar, İstanbul
Tel: +90 216 474 18 19 Fax: +90 216 474 18 23
info@ozgurkozmetik.com Web: www.ozgurkozmetik.com
Contact Name: Bülent Aydın bulentaydin@hotmail.com



ÖZTÜRK İLAÇ SANAYİ VE TİCARET A.Ş.

Atatürk San.Sit.Ziya Meriç Cd. Meriç Sok. No.2 Hadimköy,
Çatalca, İstanbul Tel: +90 212 771 26 58
Fax: +90 212 771 54 15 ozturk@ozturk.com.tr
Web: www.ozturk.com.tr
Contact Name: Gökçe Önceken, gokce@ozturk.com.tr



ÖZÜN KOZMETİK TİC. VE SAN. LTD. ŞTİ.

Eminel San. Sit. 667.Sk. No:37 Ostim, Yenimahalle, Ankara
Tel: +90 312 395 26 55 Fax: +90 312 395 04 03
ozun@ozunkozmetik.com Web: www.ozunkozmetik.com
Contact Name: Ömer Özçelik



PAGI KOZMETİK SN. TİC. LTD. ŞTİ

Kültür Mh. Sezer Sk. No:1/1 2.Ulus Beşiktaş İstanbul
Tel: +90 212 265 03 01 Fax: +90 212 265 03 15
Web: www.pagishop.com Contact Name: Savaş Öztürk
savasozturk@pagishop.com



PAMİR KOZMETİK ÜRÜNLERİ PAZ.TİC. LTD.ŞTİ.

Aşkaabat Cad. 7. Cadde 29.S.No:18-C Bahçelievler,
Çankaya, Ankara Tel: +90 312 213 29 99,
+90 312 394 22 95, +90 312 213 22 59
Fax: +90 312 394 22 95 info@mysticalparfum.com
Web: www.mysticalparfum.com Contact Name: Nuri
Pamir nuripamir@mysticalparfum.com



PARDE KOZMETİK SANAYİ VE TİCARET LTD.ŞTİ.

Keresteciler Sitesi Kestane Sok. No.16 Merter, Güngören,
İstanbul Tel: +90 212 554 80 81 Fax: +90 212 641 98 05
info@chantage.com.tr Web: www.chantage.com.tr
Contact Name: Yahya Yeşilova



PARKİM PARFÜM PLASTİK VE KİMYA SAN. AŞ

Mektep Sk. No:10 Levent, İstanbul
Tel: +90 212 339 38 00 Fax: +90 0212 279 56 54
Web: www.parkimparfum.com.tr
Contact Name: İpek Müstecaplıoğlu ipek@reis.com.tr



PARKOSAN PAR.KOZ.MAD.SAN.VE DIŞ.TİC.LTD.ŞTİ.

Sanayi Mah.Cincin Deresi Cad No.121 Güngören, İstanbul
Tel: +90 212 555 77 06 Fax: +90 212 555 20 11
Contact Name: Cem Dursun Tatar



PEKMEZLER KİMYA A.Ş.

Tepe Cad. Taşköprü Cıvarı No: 22, Nizig – Gaziantep
Tel: +90 342 513 06 00 Fax: +90 342 513 02 59
Web: www.jaleriz-organics.com
Contact Name: Elif Can export@jaleriz-organics.com



PE-RE-JA İLERİ KİMYA A.Ş.

Kavaklı Köyü Köy Üstü Mevkii, Deniz Aktaş Cad No:30
Beylikdüzü Büyükçekmece, İstanbul Tel: +90 212 855 79 79
Fax: +90 212 855 79 81 Web: www.pereja.com.tr
Contact Name: Altan Eplek aleplek@pereja.com.tr



PİNKAR KİMYA SANAYİ VE TİCARET A.Ş.

Savaş Sk.No.179 Kurtuluş, Şişli, İstanbul
Tel: +90 212 219 01 28 Fax: +90 212 231 16 10
info@pinkar.com Web: www.pinkar.com
Contact Name: Ruhi Uluhan export@pinkar.com



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PİNKİM PAZARLAMA İTH.İHR. VE TİC.LTD.ŞTİ.

Hadımköy Asfaltı 4.Km Ömerli Köyü Girişi Hadımköy,
Büyükkçekmece, İstanbul Tel: +90 212 798 27 64
Fax: +90 212 798 27 67 info@pinkim.com,
Web: www.pinkim.com Contact Name: İlhan Pinto
pinkim.cosmetics@gmail.com



PRENSES İTR.İNŞ.TAAH.SAN. VE TİC.LTD.ŞTİ.

Zümrütevler Mah. Keskin Sok. Seven İş Merk. No: 29
Maltepe, İstanbul Tel: +90 216 376 05 65,
+90 216 376 51 00, +90 216 376 08 80
Fax: +90 216 376 11 99 prensek@prensekkoz.com
Contact Name: Erdoğan Tezel erdogan@prensekkoz.com



PRİMO AMBALAJ VE KİMYA SAN. TİC. A.Ş.

Tuzla Organize Deri San. Böl. 7. Yol P4, 1-2 34957 Tuzla,
İstanbul Tel: +90 216 394 07 44 Fax: +90 216 394 06 90
Web: www.primo.com.tr Contact Name: Vidal Bahar
vidal.bahar@primo.com.tr



PROMAKS KİMYA KOZMETİK TEMİZLİK SAGLIK ÜRÜNLERİ SAN. VE TİC. LTD. ŞTİ.

Ramazanoglu Mah. Başak Sok. No: 6 Kurtköy, Pendik,
İstanbul Tel: +90 216 378 87 78 Fax: +90 216 378 89 78
export2@promaks.net Web: www.promaks.net
Contact Name: Kemal Burak Kabacan burak@promaks.net



PROMART PROMASYON SAN.VE TİC. LTD.ŞTİ.

Bayar Cd.Değirmen Sk.Şişikler Sit A Blok No:2 D:2-A
Kozyatağı, Kadıköy, İstanbul Tel: +90 216 658 70 80
Fax: +90 216 658 70 90 promart@prom-art.com
Web: www.prom-art.com Contact Name: Cem İpekler
cem@prom-art.com



PROPA TÜKETİM ÜRÜNLERİ VE PAZARLAMA LTD.ŞTİ.

Koşuyolu Mah. Koşuyolu Cad. No:68 34718 Kadıköy,
İstanbul Tel: +90 216 327 86 01 Fax: +90 216 327 83 95
Web: www.hepsipropada.com Contact Name: Hakan
Gülgün hgulgün@hepsipropada.com



RAEN KİŞİSEL BAKIM ÜRÜNLERİ SAN. VE TİC.LTD.ŞTİ.

Vişnezade Mah. Dibekçi Sok. Şener Apt. No:2/B Valideçeşme
Maçka, İstanbul Tel: +90 212 241 41 14
Fax: +90 212 241 79 11 roen@roen.com.tr
Web: www.raen.com.tr
Contact Name: İbrahim Yaşar export@roen.com.tr



REBUL KOZMETİK SAN. VE TİC.A.Ş.

Üst Denizbank Sit. Sokak Arası No:34 Emirganüstü
Reşitpaşa, Sarıyer, İstanbul Tel: +90 212 229 97 90-99
Fax: +90 212 229 11 18 Web: www.rebul.com
Contact Name: Cihan Bayraktar cihan@rebul.com



ROSENSE KOZMETİK VE GIDA ÜRÜNLERİ SAN.TİC.A.Ş.

Davraz Mah.115 Cad. No:105 Merkez, Isparta
Tel: +90 246 218 12 80 Fax: +90 246 218 84 52
info@gulbirlilik.com, Web: www.rosense.com
Contact Name: Mehmet Pehlivan
mehmetpehlivan@rosense.com



ROTEKS KOZMETİK LTD. ŞTİ.

Abdi İpekçi Cd. No:157 Bayrampaşa, İstanbul
Tel: +90 212 614 58 46 Fax: +90 212 614 29 00
Web: www.florista.com.tr
Contact Name: Tuğba Sazak,tugbasazak@florista.com.tr



ROZA SABUN ERKAN GÜRSEL GÜRSEL M.

Gürsel Mah. Eski Beşiktaş Cad.Yavrucak Sok. No.23/A
Kağıthane, İstanbul Tel: +90 212 295 38 13
Fax: +90 212 295 38 14 rozasabun@yahoo.com



SCK ZETA DIŞ TIC. PAZ. LTD. STI.

Büyükdere Cad. Kuğu İşhane No:81/1 Mecidiyeköy, İstanbul
Tel: +90 212 274 71 44 Fax: +90 212 274 71 42
Web: www.zetacompany.com Contact Name: Jamal
Mustafa jamal@zetacompany.com



S.P.A. KOZMETİK SAN.VE TİC. A.Ş.

Nispetiye Cad. Bebek Yokuşu Sk. Uğurel Apt. No:5 D.1
Etiler Beşiktaş, İstanbul Tel: +90 212 358 40 00
Fax: +90 212 358 40 10 info@spakozmetik.com
Web: www.spakozmetik.com Contact Name: Çetin Akat
akacetin@spakozmetik.com



SAPRO TEMİZLİK ÜRÜNLERİ SAN.VE TİC.A.Ş.

Ortakoy San. Bulvarı No:23 Silivri, İstanbul
Tel: +90 212 734 38 08 Fax: +90 212 734 38 95
info@sapro.com.tr, Web: www.sapro.com.tr
Contact Name: Niyazi Hocaoglu
niyazihocaoglu@sapro.com.tr



SARUHAN KİMYA VE TEMİZLİK ÜRÜNLERİ SAN.TİC.A.Ş.

Meşrutiyet Cad. No.43 Tepebaşı, Beyoğlu, İstanbul
Tel: +90 212 249 70 69 Fax: +90 212 251 51 42
info@saruhan.com.tr, Web: www.saruhan.com.tr
Contact Name: Oktay Gözüdok oktay@saruhan.com.tr



SEBA KİMYA SAN.VE TİC. A.Ş.

Tuzla Kimya Sanayiciler Org. San. Bölğ. Melek Aras Blv.
Tuna Cad. No:6 Tuzla, İstanbul Tel: +90 216 593 23 33
Fax: +90 216 593 23 30 info@sebakimya.com
Web: www.sebakimya.com.tr
Contact Name: Ufuk Çakır export@sebakimya.com



SEBAT KİMYA SANAYİ İÇ VE DIŞ TİCARET A.Ş.

Gürpınar, Adnan Kahveci Mah. İstanbul Cad. Çelik Sok. No:8/3
34528 Beylikdüzü İstanbul Tel: +90 212 855 51 00
Fax: +90 212 855 35 95 Web: www.fomy.com.tr
Contact Name: Ahmet Kubilay Özçelik ako@fomy.com.tr



SEDEF DOĞAL ÜRÜNLER KİMYEVİ MAD.PAZ. SAN.VE TİC.LTD.ŞTİ.

Nevbahar Mah. Hekimoğlu Ali Paşa Cd.No.32/2 İstanbul, Fatih
Tel: +90 212 586 92 77 Fax: +90 212 586 92 78
drogbaharat@hotmail.com Web: www.sedefdogalurunler.com
Contact Name: Yusuf Ziya Karslı



SELUZ KİMYA KOZMETİK TİCARET VE SAN.A.Ş.

Selimpaşa Yeni San. Böl. 6043 Sok. No: 41, Silivri – İstanbul
Tel: +90 212 734 36 36 Fax: +90 212 734 36 86
Web: www.seluz.com
Contact Name: Murat Öztürk seluz@seluz.com



SENTEZ KOZMETİK VE KİMYA ÜRÜNLERİ SAN.TİC. LTD. ŞTİ.

İkitelli Org. San. Böl. Çevre San. Sit.15. Blok No:1/3
Küçükçekmece, İstanbul Tel: +90 212 486 33 79
Fax: +90 212 486 33 89 info@sentezgrup.com.tr,
Web: www.sentezgrup.com.tr Contact Name: Sezgin Ayata



SERPORT ULUSLARARASI TİCARET A.Ş.

Akarbaşı Mah. Seden Sk.No.4 Merkez, Eskişehir
Tel: +90 222 225 48 58 Fax: +90 222 225 88 87
sermoclub@sermoclub.com Web: www.sermoclub.com
Contact Name: Ebru Servi eservi@sermoclub.com



SEVİMLER GIDA KOZ.İTR.TEMİZLİK ÜRÜN. SAN.TİC.LTD.ŞTİ.

İstoç 12 Ada No:120 Bağcılar, İstanbul
Tel: +90 212 659 86 68, +90 212 590 11 63
Fax: +90 212 659 86 69 info@sevimlerkozmetik.com
Web: www.sevimlerkozmetik.com
Contact Name: Serdar Sevim serdar@sevimlerkozmetik.com



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Türkoba Köyü Bağlar Mevkii No:2 Tepecik Büyükkçekmece
İstanbul Tel: +90 212 859 12 71-72
Fax: +90 212 859 08 37 Web: www.shadiacosmetics.com
Contact Name: Svetlana Darwish, info@shadiacosmetics.com



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Emniyet Mah. İşler Sk.No.2/1 4.Levent, Beşiktaş, İstanbul
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info@sistemltd.com.tr Web: www.sistemltd.com.tr
Contact Name: Temel Deveci



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solares@solares.com.tr Web: www.solares.com.tr
Contact Name: Serdar Serhatlı export@solares.com.tr



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Gazitepe Fabrikalar Mevkii No:7 Silivri, İstanbul
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Web: www.soracosmetics.com
Contact Name: Zeynep Kesme zeynep@soracosmetics.com



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Zerzavañçı Köyü Şehit Cengiz Cad. No:51 Beykoz, İstanbul
Tel: +90 216 319 52 70 Fax: +90 216 319 52 74
Web: www.spckozmetik.com Contact Name: Hakan Çelebi hakan@spckozmetik.com



SUDESAN TEMİZLİK ÜRÜNLERİ VE AMBALAJ SAN.TİC.A.Ş.

Cihangir Mah. Petrol Ofisi Cad. Onb. Uğur Hancı Sok. No:5 Avcılar, İstanbul
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sudesan@sudesan.com Web:www.sudesan.com
Contact Name: Ani Kırtışan asen@sudesan.com



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Seyrantepe Mah. Altınay Cad. Papatya Sok. No:4 Kağıthane İstanbul
Tel: +90 212 321 39 40-41 Fax: +90 212 321 39 44
info@nivabrush.com Web: www.nivabrush.com
Contact Name: Okan Şenyuva



ŞİFA KİMYA SAN. A.Ş.

Konya Organize San.Bolg.Kırım Cd. No:15, Selçuklu, Konya
Tel: +90 332 239 06 71 Fax: +90 332 239 06 74
info@sifakimya.com Web: www.sifakimya.com
Contact Name: Ali Furuncu alifuruncu@sifakimya.com



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Anadolu Bulvarı Atb İş Merkezi C Blok No:36 Macunköy-Ankara
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info@taliani.com.tr Web: www.taliani.com.tr
Contact Name: Fulya Gürbüz fulya@taliani.com.tr



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farmasi@farmasi.com.tr Web: www.farmasi.com.tr
Contact Name: Ammar Jabas ammar@farmasi.com.tr



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Perpa Ticaret Merkezi B Blok Kat: 2 No: 56 Okmeydanı, İstanbul
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Contact Name: Armağan Payan export@tanay.net



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info@tariszeytin.com.tr Web: www.ta-ze.com.tr
Contact Name: Evre Davran edavran@tariszeytin.com.tr



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Perpa Tic. Merkezi B Blok K:2 No:74 Okmeydanı, Şişli, İstanbul
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Contact Name: Erman Orak



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info@tarsan.com.tr Web: www.tarsan.com.tr
Contact Name: Berkan Tar export@tarsan.com.tr



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Firuzköy Mah Bağlarıçi Cad No: 76 Firuzköy, Avcılar, İstanbul
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temko@temko.net Web: www.temko.net
Contact Name: Burak Besezili, Murat Yücel burak@temko.net, murat@temko.net



TİBET İTHALAT İHRACAT VE KOZMETİK SAN.A.Ş.

Ankara Cad. No: 344 34906 Kurtköy, Pendik, İstanbul
Tel: +90 216 595 05 00 Fax: +90 216 378 31 21
tibet@tibet.com.tr Web: www.tibet.com.tr
Contact Name: Cumhur Sönmez, Ekrem Ak, Nurhan Gençtürk, export@tibet.com.tr



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Contact Name: Tabita Özden tabita@timkozmetik.com



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Contact Name: Seçil Özbek secilozbek@timpaltd.com.tr



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Contact Name: Atilla Erkmel



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info@turkuazsaglik.com Web: www.turkuazsaglik.com.tr
Contact Name: Elif Şengül elif@turkuazsaglik.com



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info@lapitak.com Web: www.lapitak.com
Contact Name: Görkem Sivri gorkem@lapitak.com



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Contact Name: Metin Tantalkaya
metin.tantalkaya@tr.henkel.com



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Contact Name: Hilda Çil hilda@turklab.com.tr



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Fax: +90 258 274 68 97 info@ufttekstil.com.tr
Web: www.ufttekstil.com.tr Contact Name: Ümit Can



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Contact Name: Ziya Dindaş export@ukipcosmetic.com



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Contact Name: İsmail Mağden ismail_magden@hotmail.com



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Web: www.unicare.com.tr Contact Name: Robert Mesut
Çiftçi rmc@unicare.com.tr



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Fax: +90 232 257 68 91 upi@upi.com.tr
Web: www.vivol.com.tr
Contact Name: Hakan Mercan vivol@vivol.com.tr



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Fax: +90 212 659 80 77 unver@unver.com.tr
Web: www.unver.com.tr Contact Name: İsmail Kemal Kalaycı



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Contact Name: İlyas Çırak info@uzmancosmetic.com



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Fax: +90 212 659 26 08 venteks@superonline.com
Web: www.venteks.com.tr Contact Name: Emil Saul
emilsaul@superonline.com



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Fax: +90 232 833 22 51 Web: www.venusline.com.tr
Contact Name: Berat Salik berat@venusline.com.tr



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34670 Başakşehir İstan Tel: +90 212 549 17 41
Fax: +90 212 549 22 88 Web: www.vepafirca.com.tr
Contact Name: Salih Özcan salih@vepafirca.com.tr



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Web: www.verakozmetik.com Contact Name: Mehmet
Güden mehmetguden@verakozmetik.com



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Web: www.vikingtemizlik.com.tr Contact Name: Hüzeyin Hız



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İstanbul Tel: +90 212 671 22 27 Fax: +90 212 549 97 55
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esrak@vivetkozmetik.com



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Ali Nihat Tarlan Cad. Eryılmazlar sok. Kemalbey işhanı 2/4
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Fax: +90 216 469 20 95 info@vk-cosmetics.com
Web: www.vk-cosmetics.com www.bravocolor.com
Contact Name: Rita Gür, Melis Şengün export_import@pigar.com.tr



VONA KOZMETİK İÇ VE DIŞ TİC. LTD. ŞTİ.

Avşar Sok No:9 Ferahevler, Sarıyer, İstanbul
Tel: +90 212 223 87 81 Fax: +90 212 223 87 54
info@vonakozmetik.com, Web: www.vonakozmetik.com
Contact Name: Ufuk Topaloğlu ufuk@vonakozmetik.com



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Metal İş San. Sit. 12. Bl. No:4 Küçükçekmece, İstanbul
Tel: +90 212 671 44 72-73 Fax: +90 212 671 44 75
alamo@hotmail.com Web: www.alamokozmetik.com
Contact Name: Zeynel Abidin Şahbaz
zeynelsahbaz@hotmail.com



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Fax: +90 212 549 64 99 Contact Name: Recep Yalinkaya
recep@yalinkaya@hotmail.com



YAŞARLAR KOZ. MEDİKAL SAN. VE DIŞ TİC. A.Ş.

Kavacık M. Perçemli Kız Sokak No: 78-80 Kavacık, Beykoz,
İstanbul Tel: +90 216 465 56 86 Fax: +90 216 465 56 72
yasarlar@yasarlar.com.tr Web: www.yasarlar.com.tr
Contact Name: Resul Yıldız



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Adnan Kahveci Mah. Mehmetçik Sok.No:8 Kat:3 Beylikdüzü,
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Contact Name: Yıldız Akçiçek

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Yorulmaz alptekin@yorulmaz.com.tr

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Eminalipaşa Cad. 53 Pk 34740 Suadiye, İstanbul
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Ganer ergunganer@midaszeytinyagi.com

**ZİRKON GÜMÜŞ TAKI**

Anafartalar Cad. No:35/5Kemeraltı, İzmir
Tel: +90 232 484 11 00 sbsilver2004@hotmail.com
Contact Name: Saniye Biter

**ZÜMRÜT KOZMETİK SAN. KOLL. ŞTİ.**

Halil Ekmen Ve Ort. Yeşilce Mah. Girne Cad. N:64. Levent,
İstanbul Tel: +90 212 325 52 00-01
Fax: +90 212 325 03 47 info@zumrutcosmetics.com
Web: www.zumrutkozmetik.com.tr
Contact Name: Hülya Ekmen hulya@zumrutkozmetik.com.tr

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info@zeytinvs.com Web: www.zeytinvs.com
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