

Beauty

LAND

TURKEY

03-2012 issue 15. A Complimentary copy from IKMIB. ISSN 1309-0445
Beautyland Turkey /MAGAZINE OF TURKISH COSMETICS EXPORTERS

SCOPE

Indispensable
for Human:

PERFUME

The art of writing

CALLIGRAPHY

INTERVIEWS

With Turkish leaders
of cosmetic sector

226

PRODUCTS

- * nail polishes
- * dual products
- * sun creams & milks
- * perfumes * hair combs

TRENDSETTER:

SEDUCTIVE
COLOR FOR
ALL: RED

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Hello,

It would not be a lie if we said that we have been attending fairs since the beginning of 2012. First Bologna Cosmoprof, then Beautyworld Dubai and now Beauty Eurasia... In the end, it is all in order to increase Turkey's export rates and to conquer the world with products "Made in Türkiye." It is an honor for us to see that Turkish cosmetics products are among those that are preferred. The feeling of self esteem that these Turkish brands create is indescribable!

Beauty Land is filled with these products on its 15th issue. The pages we emphasize the color red are also proof of how this glamorous color is compatible with products. Sun cremes and moisturizers that come back into our lives in the summer are another of the important folders. So are the dual products... These products are sometimes chosen by customers who like to buy gifts but mainly because they can be used by both men and women, are easy to use and usually complete each other.

We also covered all sorts of glittery, shiny and neon products that are favorites among women mainly during summer but not only then. What's more we created a flower and fruit garden with perfumes, deodorants and body splashes that speak to our sense of smell and memory.

Our guest on this issue's Culture Watch pages is the art of calligraphy that interprets letters... It is our duty to cover this traditional art of Turkish culture with its types and past and present masters. With the same sense of duty we present the Argos in Cappadocia Hotel where Gökşin İlcalı's work ranked this hotel among world's best accommodation centers. The story of this hotel also highlights the rise of the forgotten village in Cappadocia, Uçhisar, to a recent favorite holiday vacation.

Hello again to all of you from the Beauty Eurasia Fair, Beauty Land and one of the most "beautiful" cities of the world, Istanbul... We are wishing you days as beautiful as Istanbul...

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



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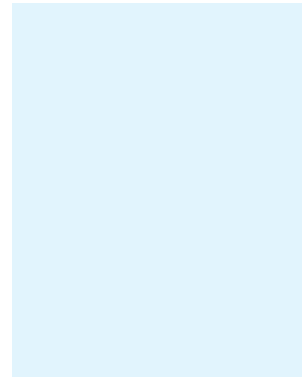
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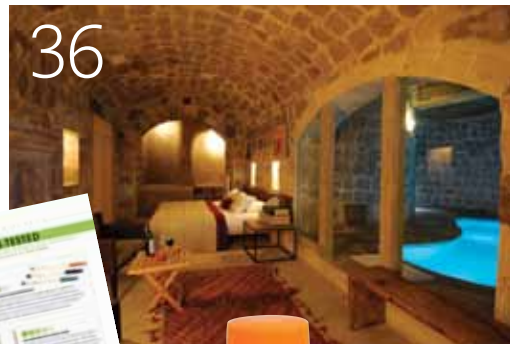
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Perfume and its meaning is...

A beautiful fragrance is remembering. It is waiting, it is missing. It is dreaming. Sometimes hoping, sometimes feeling melancholy. Fragrance is our past and our future shaped in our dreams. Although it is of "him" or "her", it is actually of "the one" whomever we want...

PHOTOS: TUNA YILMAZ
STYLING: IREM ARIKAN

Harvest Gold Women; seductive smell of rose and jasmine petals, collected one by one by hand. Akat, www.akatkozmetik.com.tr

She Is Fun; cheer up the mood wherever and whenever... Hunca, www.hunca.com

Rebul Sport for Men; kind of light but effective blue magic on women. Rebul, www.rebul.com

Harvest White Gold Men; spice, incense and all Oriental effects on men. Akat, www.akatkozmetik.com.tr

Vivien Crystal For Women; who feels self-confidence and peace in her veins. Pereja, www.pereja.com.tr

Verdure Azure For Men; if there's a living Don Juan figure in every man, that's for them! Pereja, www.pereja.com.tr

Fiery IV Perfume for Women; a bunch of fantastic flowers for young ladies. Akat, www.akatkozmetik.com.tr

Equal Intense For Men; perfect harmony of amber, sandalwood and lavender for men. Hunca, www.hunca.com

Equal Sense For Women; most romantic form of peppermint, apple and lemon mixture touched by the flowers. Hunca, www.hunca.com

Astra Secure Brown for Men; moody perfume for men. Fon Kozmetik, www.fonkozmetik.com

Beauty Spy

Double is abundance, not trouble!

Double products not only gives abundance to our life but also enriches our concept of continuousness.

Rebul For Men After Shave Cologne, *Rebul* www.rebul.com

Rebul For Men After Shave Balm, *Rebul* www.rebul.com

Pheremon For Him Eau de Parfum, *Akat Kozmetik* www.akatkozmetik.com.tr

Kreasyon Pocket Perfume for Men, *Fon Kozmetik* www.fonkozmetik.com

Lana Facial For Men Travel, *Global Horizon* www.globhorizon.com

Lana Deodorant Wet Wipe for Men, *Global Horizon* www.globhorizon.com

Tüyo Men - Depilatory Cream for Men, *Yaşarlar* www.yasarlar.com.tr

Tüyo Derm - Depilatory Cream with aloe vera and Vitamin E for gentle skin, *Yaşarlar* www.yasarlar.com.tr

Kreasyon Pocket Perfume for Women, *Fon Kozmetik* www.fonkozmetik.com

Pheremon For Her Eau de Parfum, *Akat Kozmetik* www.akatkozmetik.com.tr

Golden Rose Diamonds Powder, *Erkul* www.erkulkozmetik.com.tr

Pineapple Duo Terracotta Eye Shadow, *Monna* www.monna.com.tr

Colleen Duo Blush, *Komet* www.kometkozmetik.com.tr

Lana Make Up Remover Wipes, *Global Horizon* www.globhorizon.com

Lana Deodorant Wet Wipe for Women, *Global Horizon* www.globhorizon.com

Doal & Doal Hand and Skin Intensive Care Cream with Doal & Doal Foot Care Cream, *Yaşarlar* www.yasarlar.com.tr

Booty Double Mascara, *Vi-Vet* www.vivet.com.tr

Colleen 2x1 Double Mascara, *Komet* www.kometkozmetik.com.tr

Golden Rose Fantastic Color: To shine during the summer parties. *Erkul, www.erkulkozmetik.com.tr*

Pineapple Very Vernis: Best match for tanned skin is neon! *Monna, www.monna.com.tr*

Colleen Glitter Lip Gloss: Brightest kisses! *Komet, www.kometkozmetik.com.tr*

Moda Eyeliner: To look beyond the starry night. *Ataç, www.ataccosmetics.com*

Golden Rose Extreme Sparkle Eye Liner: Stars mixed with colors... *Erkul, www.erkulkozmetik.com.tr*

Flormar Shimmering Body Lotion: Moisture while letting it radiant *Kosan Kozmetik, www.flormar.com*

Classics Lipstick: Every kiss is a gold dust! *Erkul, www.erkulkozmetik.com.tr*

Moda I-Shine Eye Shadow: To make the looks deeper. *Ataç, www.ataccosmetics.com*

Booty Eye Shadow: Shining grey on the eyelid. *Vi-vet www.vivet.com*

Human Body as a Shining Toile

A way to take the spotlights on us might be using silvery, shimmering, glittering products and applying attractive, bright and luminous colors on ourselves.

Pineapple Terra Cotta Baked Powder: Makes one glitter all day long. *Monna, www.monna.com.tr*

Booty Terra Cotta Blusher: Lively, healthy and SHINY cheeks. *Vi-vet www.vivet.com*

Moda I-Shine Eye Shadow (Purple, Pink & Blue): To make the looks colourful and deeper. *Ataç, www.ataccosmetics.com*

Flormar Glitter Eye Liner: Summer brides' choice. *Kosan Kozmetik, www.flormar.com*

Pineapple The Star Glitter Eye Liner: For the eyes challenging stars! *Monna, www.monna.com.tr*

Pastel Waterproof Color Volume Mascara: Neon touch on the eyelashes. *Pinkar www.pinkar.com*

Beauty Spy



Booty Nail Polish,
Vivet www.vivet.com

Gülşah Aseton Nail Polis Remover for
Dark Polishes, Gülşah www.gulsah.com.tr

Gülşah Aseton. Nail
Polish Remover for
Sensitive Nail. Gülşah
www.gulsah.com.tr

Moda Extra Strong Nail Polish,
Ataç www.ataccosmetics.com

Moda Magnetic Nail Polish,
Ataç www.ataccosmetics.com

Golden Rose Nail Cuticle Softener,
Erkul www.erkulkozmetik.com.tr

Colleen Nail Care No Bite,
Komet www.kometkozmetik.com.tr

Pineapple Very Vernis, Nail Enamel
Monna www.monna.com.tr

Pastel Perfumed Nail
Polishes (Orange,
Mint, Grapefruit),
Pinkar www.pinkar.com

Golden Rose Magnetic Nail Lacquer,
Erkul www.erkulkozmetik.com.tr

Moda Nail Polish Cracked,
Ataç www.ataccosmetics.com

Strong, healthy and charming

Spectacular and exclusive
products for healthy, manicured
and beautiful nails...

Pineapple Very Vernis,
French Manicure Set,
Monna www.monna.com.tr

Brush your hair, every every day!

Do you brush your hair every morning when you wake up and every night before you go to bed? Then you really need those high quality hair brushes.



1. **Banat Romance 587**, a pleasure of brushing hair. *Banat* www.banat.com
2. **Rodeo Paddle Brush (Eddy's Collection, 115)**, ball ended and ergonomic wooden handle. *Teknik Firça* www.teknikfirca.com
3. **Banat Artistique 761**, with its wooden handle for professionals and non professionals. *Banat* www.banat.com
4. **VenüsLine Natural 1122**, made of Polyamid Nylon 6,6 medium hardness, resistant to hair dryer heat, a perfect choice blowing wave. *Venüs Firça* www.venusline.com.tr
5. **VenüsLine Extra 2118**, made of % 100 natural bristle, resistant to low hair drier without static charge. *Venüs Firça* www.venusline.com.tr
6. **Vepa Professional 33**, heat resistant natural/nylon mix brush with a barrel to penetrate the heat homogenously. *Vepa* www.vepafirca.com.tr
7. **Peri Poll Professional 99**, ball ended with ergonomic wooden handle makes hair styling easy. *Bağdatlı* www.bagdatli.com

Beauty Spy



Pineapple Waterproof Extracils Black; containing waterproof polymers forms an extremely water-resistant film with a specially designed brush. *Monna, www.monna.com.tr*

Classics Lip Care Cherry; cherry aroma with lip protection. *Erkul, www.erkulkozmetik.com.tr*

Esse Sun Cream Cocoa; to get fast and intense tanning. *Aron, www.aronkozmetik.com.tr*

Farmasi Hand and Body Lotion; to regenerate and protect your skin. *Farmasi, www.farmasi.com.tr*

Golden Rose Lipcare Juicy Fruits; perfect lip care while sun tanning. *Erkul, www.erkulkozmetik.com.tr*

Esse Sun Cream Carrot; to get intense and permanent suntan. *Aron, www.aronkozmetik.com.tr*

Sunshower Sun Care Collection Sunmilk; to take care of your suntanned skin. *Pereja, www.pereja.com.tr*



Sunshower Sun Care Collection Aftersun; to soothe your skin after sun. *Pereja, www.pereja.com.tr*

Yippee! It's time to sea!

The months in which the trio of sea, sun and sand enchant people have arrived. Now it is easy with these products to prepare for sea and sand, protect yourself from the harmful effects of the sun and treat your skin after a sunbath.



Summer Sounds Daily Body Lotion; to live Vitamin E's power on your skin. *Gülşah, www.gulsah.com.tr*



Farmasi Hand Care Cream; to protect your hands in summer. *Farmasi, www.farmasi.com.tr*



Esse Sun Milk 45+ Factors; saves babies safe under sun. *Aron, www.aronkozmetik.com.tr*



Doğacı Apricot Skin Care Cream; moisturizes naturally with therapeutic effect against sunburn. *Doğacı, www.dogaci.com.tr*

Esse Sun Milk 30 Factors, for sensitive skin and children. *Aron, www.aronkozmetik.com.tr*



Sunshower Sun Care Collection Factor 10; cacao oil's miracle on sunbath. *Pereja, www.pereja.com.tr*



Special thanks to Accessorize Turkey <http://www.facebook.com/AccessorizeTurkey>

Flying Colors

REBUL:

MASTER OF FRAGRANCES FOR 117 YEARS

On the basis of the interesting and important story of Rebul's establishment and development lies a master-apprentice relationship, a French-Turkish partnership; but above all are there the victory of determination, loyalty and the feeling of possession. These are the reasons why Rebul has been the maker of the Turkish fragrance history since 1895. While talking about a brand, the examples given enable the better understanding of the brand history.

Starting from this, let's give examples:

When the Rebul pharmacy was founded on the 25th of August in 1895;

◆ There were no radios or transmitters until Gigliemo Marconi invented in 1896...

◆ No X-Ray, until W. Konrad Rontgen invented in 1900...

◆ No razors until King Camp Gillette created in 1905...

◆ Not even airplanes until Wright brothers flew for the first time on the 17th of December in 1903...

◆ Even Henry Ford wasn't able to produce the automobile he invented in 1893!

1895...

After he had completed his pharmaceuticals studies, young Jean Cesar Reboul opened his pharmacy in Istanbul, in Rue de Pera which is called Istiklal Street today.

Monsieur Reboul started working under Rumeli Han, and over the years the fame of his pharmacy spread around Istanbul.

In 1920, a young pharmacist-to-be named Kemal applies to Reboul in order to gain professional experience. Yet he was rejected with "There is no job in Rue de Pera for you if you don't know French". However young Kemal was determined. He attended the evening classes of French Consulate for a year and knocked on the door of Reboul once more. Monsieur Reboul couldn't object to this determination. Kemal starts work. In 1923 he graduated from the Faculty of Pharmacy at the young age of 19 and was appointed to work at Bayramiç Office of State Doctors. However Monsieur Reboul did not



want to lose him, so he employed him with a high salary of the time (it is said that the salary was close to that of the Governor of Istanbul) in Grand Pharmacie Reboul. Pharmacist Kemal first learned the special formula of Reboul moisturizers. He produced the many products such as anti-aging, anti-acne oils, massage oils in the best way available to the day's technology. As Jean Cesar Reboul didn't have an heir, he made Kemal Müderrisoglu a partner of the Rebul Pharmacy and Brand in 1938. Later on he passed the work on him and returns to his country.

In 1940, on the ground floor of the pharmacy, Müderrisoglu made a mixture of lavender, alcohol and water in glass barrels. This special mixture was kept in the vaults of the pharmacy and was shaken at certain times until it was filtered and bottled to be sold. So was invented Rebul's lavender cologne. This mixture became such a hit that Kemal Müderrisoglu thought to industrialize it. At the end of 1940s when the lavender cologne became quite famous, he decided to start mass production and so started buying lavender essence from a company located in the city of Grasse at south of France. With this advancement, Rebul Lavender Cologne became the indispensable fragrance of Istanbul gentlemen. The myth was passed from generation to generation that "a gentleman needs to use Rebul's Lavender Cologne in order to walk around Beyoglu". At the time, Rebul Lavender was more than cologne; it was the most popular fragrance for men, aftershave, a miracle applied by the hairdressers to cure stress, the most prestigious gift for every home. After this, the first brand to introduce fragrance to the Turkish men was again Rebul. Rebul men fragrances became the symbol of status.

The brand of Rebul, known in our country with its quality and high standards, won the approval, as well as the Quality Award of the World, with its full-featured cosmetic products. The 4th generation of the family, Kerim Müderrisoglu, aimed to make Rebul one of the best international beauty and personal care products; therefore he makes non-family partnerships, with all the experience of the past in order to institutionalize the brand. Today, Rebul is a developing brand with its products, quality and environmental awareness, enriching its inheritance from the past.

Rebul accelerated investments lately in order to be a global player in the World Cosmetics Market. As one of the deep-rooted and most important brand of Turkey, Rebul exports its products to over 20 countries.

Thus with this colored and lavender-scented past, its leading and innovative point of view and never-changing value of quality, Rebul is the "Master of Fragrances for 117 years" and there is no doubt that this is the truest definition of Rebul.





PERFUME AND HUMAN

How are perfumes perceived? How do we discern between perfumes? Which is more effective; the look, the presentation or the scent of a perfume? Text: Aydan Sümercan



First humans stepped out of their caves, organized their surroundings and dressed up... Back in those days, before people started calling them perfumes; incenses and scented oils symbolized the powers of sorcerers, magicians and holy men. In ancient Egypt a variety of perfumes were placed into the mummies of the rich in order to make the afterlife more pleasant. In ancient Greece war heroes warmed their muscles with camphor while women rubbed their skin with aromatic essences. Highly involved in the art of scents, ancient Romans used the word "Per Fumum" to refer to all kinds of scents. That's how the modern word "perfume" was born. In the medieval times, when the importance of hygiene for combatting illnesses became evident, more and more people started using soaps and scents. Thus emerged the famous Hungarian Cologne containing cedar tree, rosemary and turpentine. During the Renaissance the use of scents turned into a craze. Fans, toupees, jewelry, clothes, trinkets... perfume was applied on everything. But in recent ages, science took our scent in a hand.

Choosing a scent...

The most effective factor in choosing a new perfume for the consumer is not always the scent itself. Most of the time a perfume is chosen by the look of it. Perfumes lay gracefully in attractive flacons or striking packaging on the racks in cosmetics stores. Following the initial look, it's time for trial which is when the consumer is introduced to the perfumes. Selecting the perfume that's most fitting is very important. In order not to tire out our olfactory nerves and start confusing one scent with the other, we must try only three perfumes at a single session.

Actually what lies beneath these flacons is an adventurous tale that lasts for months and even years. These adventures are all about the identity of the perfume, its protagonist, ambience and the selection of the correct olfactory family that will reflect this identity.

So how does this process begin? Sometimes the protagonist itself inspires the creator and sometimes it is the scent that's



Perfume is a composition and it has an overture, main theme and a finale...





considered first. The protagonist is selected sometimes after the establishment of its olfactory family or while the perfume is being composed. The protagonist itself will have its own story and the setting of that story needs to be established, providing the perfect stage for the perfume to come out and introduce itself. Looking at these stages, the consumer is drawn to the perfume that it associates to the most, and meets with the perfume only after this initial introduction. Sometimes you can hear the smells of perfume even when they are being composed. The customer interprets what they have sensed and identifies themselves with the smell's lead actor; without smelling takes over the perfume. However some of them find unexpected success by word of mouth. And then there are classics that challenge time and trends. These are indispensable stars. Then there are sudden stars that everyone wants a piece of. These are the first criteria. However there are other reasons why we choose fragrances. Their bottles and packaging are their costumes and sometimes it is their look on the shelf that attracts us. In order to choose the right perfume, you should try at most three fragrances at a time and definitely try these on the skin.

The source of the scent...

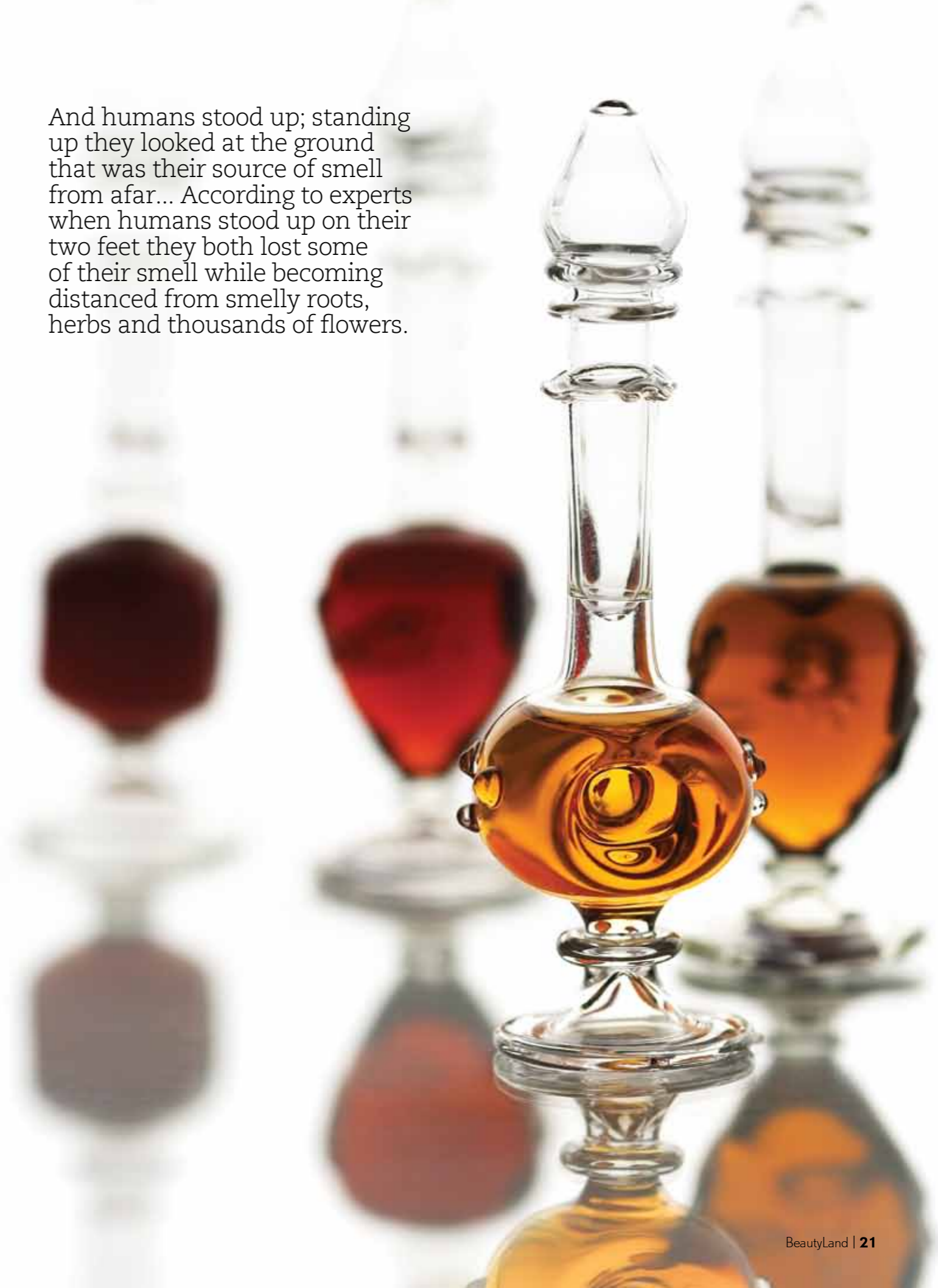
In this endless world of perfumes, the ones for women are categorized into three main families. Floral, oriental and chypre. All perfumes are composed and developed around these three main families, such as floral-fruity, floral-chypre,

exotic-floral, woody-oriental, Mediterranean or aquatic... When the consumer is undecided, the best way to choose is to investigate the olfactory family she has mainly preferred so far. When choosing a perfume for someone else, it's important to opt for a perfume from the same olfactory family in order for the gift not to fail. Perfume is a composition and just like any composition, it has an overture – high notes, main theme – heart notes and a finale – deep notes that set the perfume on the skin. The source of a scent is most usually the nature. Perfume notes are picked from flowers, fruits, roots, seeds, leaves, spices, tree barks and resins. Strong animal notes like musk and amber are also used as deep notes. There are also copy notes called “laboratory flowers” structured with molecules. They are known as “aldehydes” in the perfume industry.

How far does smell go?

Although the task of smelling the outside was given to the nose, it is the brain that solves and interprets the codes of smell and activates our feelings. Our brain works even when we are sleeping. So how do we understand smell? The volatile smell molecules stick to the smell tissues in the nose. The nervous system responsible for smell activates immediately and carry smell molecules to the responsible center of the brain. There the smell is interpreted. All kinds of smells are coded and processed into our memory. Smelling is closely related to memory and also taste and balance centers. Smells tell us a

And humans stood up; standing up they looked at the ground that was their source of smell from afar... According to experts when humans stood up on their two feet they both lost some of their smell while becoming distanced from smelly roots, herbs and thousands of flowers.





When a perfume is sprayed we first meet with the high notes. These are usually the light and volatile notes of a perfume but they certainly add a pleasant touch to it.

lot; we relive our memories through them, they help us know our friends and enemies and activate our emotions.

What happens when we encounter a perfume?

When the cap of a flacon is opened or when a perfume is sprayed we first meet with the high notes. These are usually the light and volatile notes of a perfume but they certainly add a pleasant touch to it. That's why when trying on a perfume, it's important to ventilate and disperse it on skin and wait for a while. While the perfume is warming on skin we are introduced to the heart tones which emerge like flowers blooming in the morning. The notes added into the perfume are thus combined with skin's chemistry and begin to be processed by it. That's when the permanent deep notes containing floral, fruit, root or spice notes begin to emerge and expose themselves. These powerful notes constituting the finale of the composition are of utmost importance. Shortly, if a certain perfume doesn't smell the same on different people it's because of the skin's chemistry. Clothes also effect the scent and cause it to change.

So when did people start packaging these fragrances that have been used since antiquity. In Egypt and Anatolia fragrances were placed in bottles even in those times. Afterwards Ancient Greeks dressed fragrances. When fragrances accompanied noblemen, odalisques and heros and when Romans named it "per fumum" and especially when it became a valuable present dressing fragrances became more important. Bottles themselves turned into works of art in time. In Eastern civilisations bottles were designed as round, elegant and feminine. Western civilisations they were designed according to the design trends of the time.

Bottles up to Coco Chanel

Until the Art Nouveau movement fragrances were sold in small bottles in pharmacies. Back then, a glass master made an elegant bottle shaped according to the Art Nouveau. Afterwards in the Art Deco period it was necessary to present popular perfumes in chic bottles: Perfumes always came in special, crystal or engraved bottles and placed in a glittery boxes. In crystal bottles the designs were fairy tale-like and reflective colors, pump action caps and decorations were used frequently. Every bottle was a work of art. However one woman, Coco Chanel, challenged fashion placing her fragrance in the simplest bottle which became a signature for the brand. After the 90's decorations decreased, the unreachable look changed; from unisex perfumes to teenage perfumes the ranged expanded. What's more nowadays fragrances are not only used in perfumes but also in deodorants, shampoos, bath foams etc. Perfumes, fragrances, body splashes... What kind of a world would we live in without smells? Hard to imagine! Modern man is defined as clean when they wear fragrance. It is the first sign of cleanliness. Fragrances are like our shadow accompanying us in every moment of our lives.



A certain perfume doesn't smell the same on different people and it's reason is people's different skin chemistry.



SEDUCTIVE RED

Red is the mother of all colors. It reminds us of sometimes fire, sometimes love; nobility or courage... An indispensable color which represents rebellion and passion... Such a color is red: Seductive!

PHOTOS: TUNA YILMAZ STYLING: İREM ARKAN

Color Red Perfumed Deodorant (Rebul), **My Color Fire Red** Perfumed Spray for Women (Akut), **Buket Rose** Air Freshener (Matsan Group), **My Color Fire Red** Eau de Perfume for Women (Akut), **Moda 1** Eau de Toilette (Ata), **Siore** for Women (Yıldız Kozmetik), **Jagler Storm** EDP for Men (Hunca)

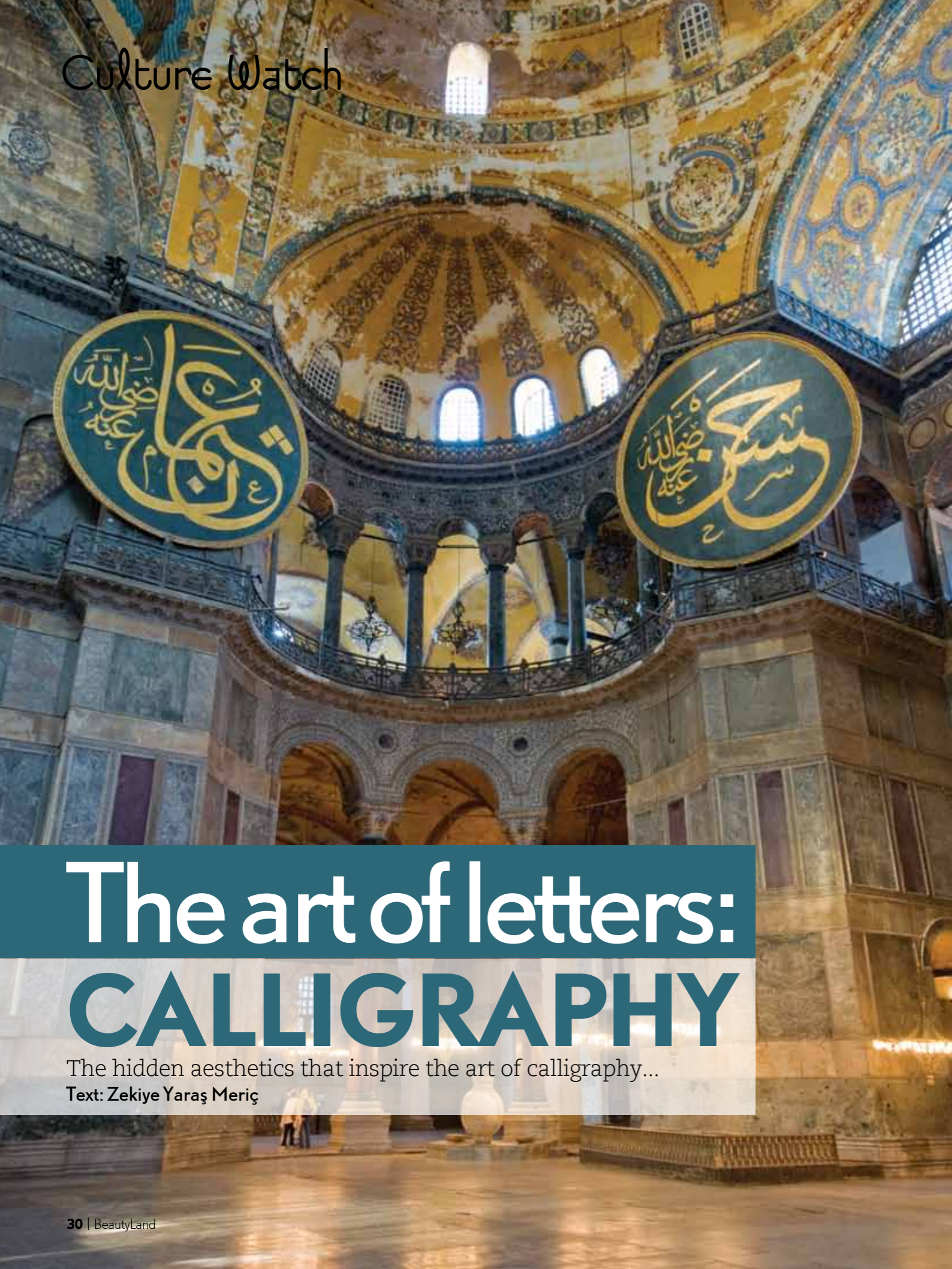
Akat 2000 Shaving Foam (Akat)
Sandy Fruity Liquid Soap Pomegranate (Pereja)
Else Liquid Hand Soap Red Fruit (Aslanbaba)
Pielor Showergel Extra Relaxing Pomegranate (BFF)
Else Shampoo Protecting Care for Colored Hair (Aslanbaba)
Delight Therapy Pomegranate Body Peeling (Hunca)
Pielor Body Splash Strawberry Milkshake (BFF)



In the first ages, “gatherer” women would look colors of the fruits to understand whether they are ripe or not. This is the reason why red is the “most loved color” of both men and women: it is an information coded in our genes telling us “it’s high time”...

Hair Color Spray Meche Red (**Akat**), **Gülşah** Nail Polish Remover (**Gülşah**), **Delight** Therapy Pomegranate Firming Serum (**Hunca**), **Deep Fresh** Wet Wipes (**Aksan**), **Pineapple** Lip Gloss, (**Monna**), **Pastel** Lipstick, (**Pinkar**), **Moda** Mascara (**Ataç**), **Version** Waterproof Lipliner (**Yera**), **Booty** Lipstick (**Vivet**), **Moda** Color Plus Lipstick (**Ataç**), **Angie Hot Loved** Eau de Parfum (**Rebul**), **Pastel** Nail Lacquer, (**Pinkar**), **Angie Hot Loved** Perfumed Deodorant Spray (**Rebul**)

Red and its tones are also indicative of health... Women's wish of putting red make-up on their cheeks and lips is based on giving this message of "I am healthy!". Although sometimes the aim is not this, it is a well-known fact that red looks elegant on face, nails and on cheeks.



The art of letters: CALLIGRAPHY

The hidden aesthetics that inspire the art of calligraphy...

Text: Zekiye Yaraş Meriç

An instructor and a pupil in a room allocated to the sultan at the Topkapi Palace... In front of them, papers coated with a starch mixture (ahar) and on these papers, a reed that swiftly slides and leaves a trace of skillfully executed Arabic letter. An inkwell in the hands of the pupil. Inside, there is ink prepared with oily smut. The instructor occasionally dips the reed he's holding into the inkwell and leans towards the coated paper, creating perfect letters with each movement of his hand. At one point the pupil sighs and says "There will never be a calligrapher like Hafız Osman". The instructor replies, "As long as there are sultans like you who hold the inkwell for their instructors, there will be many more Hafız Osmans". The instructor is actually one of the biggest masters of the art of calligraphy, Hafız Osman. And the pupil is no other than Sultan Mustafa II!

Reflections of a beautiful soul

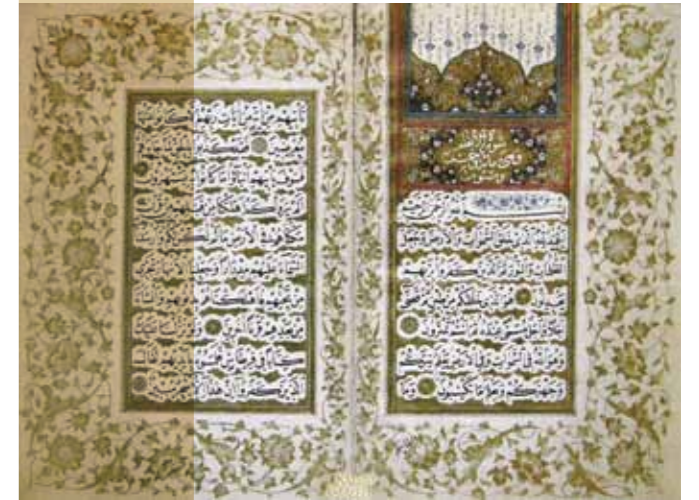
It is said that "the Koran was received in Mecca, recited in Egypt and written in Istanbul". The recital in Egypt is actually an homage to the hafız (people who have memorized the Koran) of the country who are well known for their exceptionally beautiful voices. The reference to Istanbul, on the other hand, is a show of respect to Turkish calligraphers who have turned the Koran into a work of art, page by page, verse by verse...

Arabic letters have always inspired those who were interested in calligraphy with their curvy shapes, fluid appearance and soft edges. These letters, used in the holy book of a religion that has "Read!" as its first verse, were regarded as holy and preparing artful scripture with them was praised as a true skill. Although it wasn't their alphabet, Turkish calligraphers have always created the most beautiful, exceptional and matchless examples of the art.

The word for calligraphy in Arabic is "hat" and it means "line" or "a line of writing". Nowadays it refers to "decorative hand writing in Arabic letters". Since there's a ban in Islam for various art forms like portrait painting and sculpture, artists had to focus their skills on decorative arts appearing on the pages of the Koran, holy mosques, public fountains, official documents and so on. Thus emerged the traditional style of handicrafts and decorative arts unique to Islamic countries. Another explanation for the focus on decorative writing is that scripture is holy and the Koran is made of words too. This is proven in various Koranic verses that underline the divine nature of scripture...

Writings hung on the wall

With this special emphasis on writing, the art of calligraphy has reached its pinnacle during the Ottoman Empire. According to the annals of history, Şeyh Hamdullah is



(Up) Hafız Osman's En'am-ı Şerif.
(Down) Hafız Osman's Hilye-i Şerif





Şeyh Hamdullah's work with Sülüs Nesih.

regarded as the founder of the Ottoman school of calligraphy. He is a pioneering figure, examining the works of Yakut El-Musta'simi, developing the specific Ottoman style and adding an aesthetic value to writing besides its actual function. Thanks to this, calligraphy began to replace painting which could not exist in Islam and people started to hang works of famous calligraphers on their walls, paying them significant amounts of money. In time, people from all walks of life started using calligraphy in handwritten books, edicts, diplomas, mosque interiors and exteriors, epigraphs of various structures, tombstones, wooden parts of buildings like window shutters or door wings, carpet borders and everyday objects like boxes, vases and plates.

Pinnacle of calligraphy

It's not a surprise that the first examples of the art of calligraphy was executed by the Arabs who were obviously using their own alphabet. Starting to develop during the Abbasid period, the art flourished under the Turks who adopted the Arabic alphabet with the spread of Islam. The first known Turkish calligrapher of significance is Yakut El-Musta'simi of Amasya who lived during the 13th century. The first credible and comprehensive study on calligraphy was conducted during the 15th century. Şeyh Hamdullah of Amasya, brought together the six main writing styles in his book Aklam-ı Sitte, providing examples and listing the rules of each of these styles. Şeyh Hamdullah, who was also the calligraphy instructor of Sultan Bayezid II, has two very important works surviving till this day; the epigraph over the main gate of the Beyazit Mosque in Istanbul and the epigraph of the Beyazit Mosque in Amasya. Another important Turkish calligrapher trained in the same century is Ali bin Yahya Sofi. Among Sofi's skillful works that survived are the epitaph at the Fatih Mosque in Istanbul and the epitaph on the exterior

façade of Topkapi Palace, overlooking the Sultanahmet Fountain.

16th century, which marks the highest point of Ottoman art, has witnessed innovations in the art of calligraphy too. The most important calligrapher of the time was Ahmet Karahisari whose innovations were not only stylistic but also technical. The most important work of Karahisari, who used gilt like ink, applied black contours around letters in gilt and decorated thick letters with floral patterns, rests at the dome of the Süleymaniye Mosque in Istanbul. Hafız Osman, who lived in the 17th century, has influenced many a calligrapher and instructed sultans like Ahmet III and Mustafa II. Korans written by him were reproduced by lithography and reached almost every corner of the Islamic world. Today, works by Hafız Osman are regarded among the most valuable examples of the art of calligraphy. Ismail Efendi of Ünye, Mustafa Rakım Efendi and Mehmet Esad Yesari, who has prepared epigraphs for many structures in Istanbul, are among the significant calligraphers of the 18th century.

Largest scriptures in the world

19th century saw the rise of Kazasker Mustafa İzzet Efendi among the master calligraphers. The 8 large and round panels with writings in gilt over a green base hanging inside the Hagia Sophia, are the largest "celî sülüs" scripts in the world and are regarded as the most important works of Mustafa İzzet Efendi. The transition to the Latin alphabet five years after the establishment of the Republic, marked the only period in which the art of calligraphy suffered a decline. Yet there remains two exceptions in this era: Mustafa Abdülhalim Özyazıcı and Hamid Ayaç. Among the works by Abdülhalim Özyazıcı are the dome scriptures in the Azapkapı Mosque, fountain verses at the Süleymaniye Mosque, dome and border scripts of the Sokullu Mehmet Paşa Mosque, and all the dome and border scripts of the Beyoğlu Ağa Mosque, Alsancak Mosque in Izmir and Maltepe Mosque in Ankara. Hamid Ayaç's works, include the scripts in the Şişli, Söğütluçeşme, Paşabahçe, Eyüp and Kasımpaşa mosques in Istanbul and the Kocatepe Mosque in Ankara. Enjoying a period of revival thanks to calligraphers like Tuğrakeş İsmail Hakkı Altunbezer, Kamil Akdik and Emin Barın, the art of calligraphy is now listed among traditional Turkish handicrafts and enthusiasts are learning its intricacies both at fine art faculties of universities and at private institutions.

Ahmet Karahisari's work - a verse from Quran



Aklâm-ı Sitte

The first people to use the Arabic alphabet were members of the Nabati tribe who used to live in what is today Palestine. Kufic is the oldest known Arabic writing style. It is known that it was used in its simplest form during the times of Prophet Muhammad and the four caliphs. Calligraphy evolved into an art form during the Abbasid period, especially with the development of the six types of writing called Aklâm-ı Sitte by a calligrapher named Ibn Mukle. Ottoman calligraphers produced their best works using these writing styles.

Muhakkak: Width of the pen is 2,5-3 mm. It's the first writing that came out of the Kufic style. The size of the vertical letters and left bound parts of the letters called "çanaklı" are longer. It's a solid writing style and used mainly for the Koran.

Reyhânî: It's rules are similar to Muhakkak. The only difference is that it's smaller. Most of the letters resemble the basil flower (reyhan) and that's where it gets its name from. It was abandoned in the 16th century in favor of Sülüs and Nesih. Used especially for the Koran.

Sülüs: It literally means "one third". This is because two thirds of the letters are vertical and one third of them are italic. Its shapes are more rounded. Defined as the "mother of all writings", Sülüs appears wherever there is writing.

Nesih: It resembles Sülüs but its width is about one third of it. It literally means "picking something up from its resting place" so it allegedly gets its name from the removal of the two-third portion of Sülüs. It is used in epigraphs, the Koran, divan manuscripts and books.

Tevkî: A smaller and less meticulous version of Sülüs. Used mainly in official documents, sultan's decrees and state treaties.

Rikâ: A type of writing promptly applied on pieces of leather and paper. It's like Tevkî but smaller. Used mainly in letters and short stories.

Larger-than-usual versions of the Aklâm-ı Sitte writings that can be seen and read from a distance are called Celî. It literally means "large, thick" and is used mainly on sign plates hung on walls as well as dome and border writings of religious structures like mosques and tombs, and all kinds of epigraphs. The most common celîs types are the Sülüs and Tâlik. Scriptures that are written using smaller than usual letters are called Hurde, while those written in even smaller sizes are called Gubarî (dust).



Calligraphic works of Ahmet Karahisari in the dome of Istanbul Süleymaniye Mosque.

Calligraphy instruments

The basic instrument used in calligraphy is reed instead of pen. Depending on the thickness of the paper, the tip of the reed is held in an angled way over the base called "makta" prepared with hard materials, and carved using a special knife called "kalemtraş". Celî letters are written using wooden pens with thick tips. It is known that metallic tips were used for very thin writings. The ink used in calligraphy is also prepared specially. This ink derived from a combination of oily smut with various additives, enables a smooth writing. Another advantage of this ink is that it's easy to wipe off in case of an error. Obviously, papers used for calligraphy are special too. In order not to absorb and scatter the ink and to provide a smooth use of the pen, the papers are coated with a material called "âhar" for translucence. Âhar is a mixture of various materials like rice flour, tragacanth, glue, quince seed, starch and egg white, that is used to fill up the pores usually found on the raw papers of olden days and enable a smooth writing.

Beauty Spy

Smooth like a marble sculpture

The desire of women is getting rid of all the obstacles no matter how small they are, to have a skin as smooth as marble sculptures...



1. Vi-Vet Granule Hard Wax Powdered and Azulene. *Vivet* www.vivet.com.tr 2. Peripoll Professional Liposoluble Wax Powdered and Natural. *Bağdatlı* www.bagdatlias.com 3. Vanelly Liposoluble Hard Wax Tablets and Tin. *Foneks* www.fonekskozmetik.com 4. Peripoll Wax Strips. *Bağdatlı* www.bagdatlias.com 5. Sea Color Liposoluble Roll-on Wax (Natural, Powdered and Azulene). *Sea Color* www.seacolor.com.tr

Everyone looks for a different kind of serenity, but in the same place:

Argos in Cappadocia



Not everyone can see the beauty of a forgotten realm. To see, one needs to know how to look, then to follow the dreams. Just like Gökşin Ilıcalı...

Words: Ayşe Sönmez Photos: Ertuğrul Balıkçıoğlu

“I have been to Cappadocia in 1996 for the first time and its dream-like atmosphere enchanted me. When I went back after two months, the idea was even more concrete. I decided to invest in a boutique hotel / project where the socio-cultural components would play the most important part. The trigger of this idea was the answer ‘Why not? Let’s start from Uçhisar’ to the question ‘Why do we not have any examples of the well-preserved, beautiful and living settlements such as Siena, Florence, St. Emilion?’”

Two years of preparation...

So says Gökşin Ilıcalı about the seeds of this “idea” of Argos in Cappadocia. He tells those, but surely, creating an idea is

Gökşin Ilıcalı followed his dreams and made them real!





different than making it real... He remembers this process as: "This area was deserted, divided between many heirs, and most of it was turned into the garbage dump of the village. Cleaning and conservation-sustentation works took us nearly two years. Then we moved forward to project design and restoration stages. Apart from more than 40 houses and townhouses, the size of thousands meters of landscape area was in question. Architecture stock consisted of very different buildings. Thus I did not want one architect to work here and turn this place into hotel blocks. With the art-consultancy of now deceased Turgut Cansever, we started to work with a group of three different architectural offices. In the second year of the project, architectural works of the place changed into a process in which many young architects engaged in group work in faculty environment where they learned from, shared with and taught each other. Nevşehir Council of Monuments kept encouraging us to set up and restoration office in Cappadocia seeing the quality restoration projects and applications we had made. Thus I established Argos Design where we both run our projects and offer services to all Cappadocia area. More than 40 architects participated in restoration projects. Right now we have a young group of twelve working on project and several young interns. I am in charge of interior architecture and decoration mostly."

Simplicity brings life here

It must be hard to place the modern and luxurious into the traditional and natural. Gökşin Ilıcalı also talks about how they managed to find the balance: "I study the exceptional, successful examples in various places in the world, so I try to implement my broadened vision with a balance between authenticity and modernity as well as richness and simplicity, and I am careful enough not

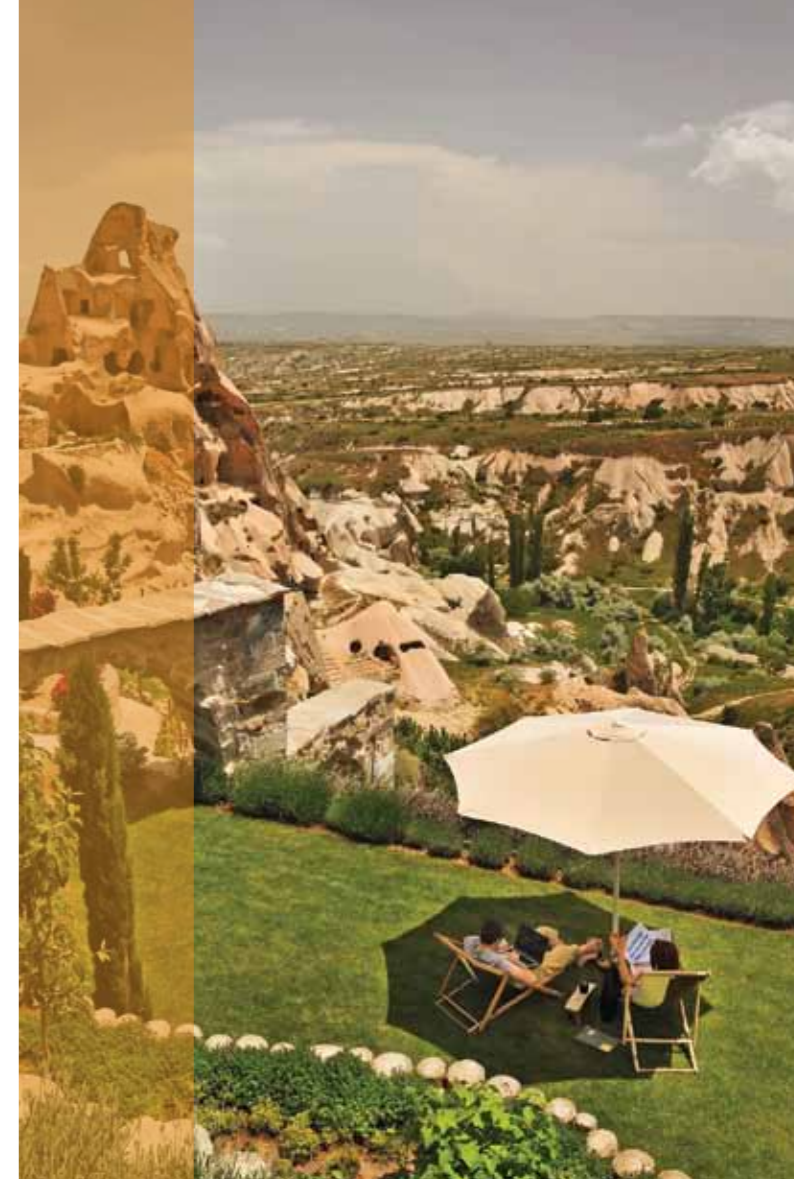
to harm the soul of Cappadocia. We are careful to keep the traditional while adding a dose of comfort and technology into it. The architecture of the region and the decoration components are already very rich so we prefer to present them in a simple way. We create our own designs and drawings in our stone workshops and woodworking shops. Sometimes I myself choose the things I buy from shops and antique dealers and place them in the finished room and suite." It is right only to some extent to consider Argos in Cappadocia as it is. It is also interesting to see a town developed with a good hotel. To explain this, Ilıcalı says: "Our country has many good hotels, but my aim was to develop a whole town and turn it into a destination, apart from establishing a good hotel. Thus I call this project as "The Hotel through Which a Village passes". Our foreign guests like describing it as "Ancient Village with a Reception Desk". In this respect, Uçhisar really developed. The development is going with a tempo which could take Uçhisar to the same level with Siena



or St. Emilion in 10 years. To sum up, I can say that I am working with a vision which will change a whole village, even the region of Cappadocia rather than hotel buildings and the socio-cultural structure. That is why I also established Argos Construction and Argos Viticulture in addition to Argos Tourism. Right now a great number of young architects, tens, sometimes hundreds of constructors, master builders and workers are actualizing these projects under the consultancy of Aslı Özbay. These projects include simple house restorations, boutique hotel restorations and buildings as well as reviving a huge valley and changing a chimney rock into a museum. For example, we will also work for open-air concert and festival areas, Turkish bath and spa, winery to make our own wines, workshops and other departments we planned."

Awards, awards and awards

The full project involves an area of 40 thousand square meters. 13 thousand square meters of it has already been completed. The restoration of some townhouses is complete and they are put into service already, yet there are still some more being restored. A place which was once a priory, then an inn and then a grease-making shop, is now a multipurpose hall. Furthermore, with the well-known underground tunnels, the wine cellar of 70 thousand bottles, terraces and pigeon houses, the guests can live in our day which roots from the past any moment. Argos in Cappadocia is also a hotel under an award shower. As soon as Argos was established, it was awarded as one of the four most environmentalist hotels in the world by Conde Nast Johansens, and the Travel and Leisure issued it as one of the 45 of world's most beautiful hotels opened in 2010. Kiwi Collection announced Argos as one of the 10 most romantic hotels of the world. Almost 20 awards in two years has been the fuel of Gökşin Ilıcalı and his team. Ilıcalı says "It is not easy to host guests who come with great expectations after having stayed in the most important hotels of the world and dined in 3 star Michelin restaurants" and describes what the guests actually like about Argos Cappadocia as "Our biggest advantage is that we offer comfort in a dream-like town. That is why Hollywood stars as well as the most important CEOs in the world and presidents feel at home on the second day. Next year we will give baskets to our guests allow them to go into the vineyards and the vegetable garden, because they like this comfort and embrace."



Inner part of Argos in Cappadocia



“VERA’S PRODUCTION IS DETERMINED BY CUSTOMER DEMANDS!”

We had a sincere chat with Vera Cosmetics’ export manager Mehmet Güden on the production and exportation of make up pencils and how the consumer views the product.

Interview Zekiye Yaraş Meriç
Photography Tuna Yılmaz



Can you tell us a little about the history of Vera Cosmetics?

Our company was founded in 2003. We are the sole producers of wooden and plastic eye, eyebrow and lip pencils in Turkey.

Turkey produces plastic pencils however the wood covered pencils. In that sense we are unrivaled. Our biggest competitor is Germany - we have to compete with make up pencils that are imported from Germany. We do not see Chinese producers as competitors because of the huge difference in product quality and understanding of quality. I have to point out that the raw material for Vera Cosmetics’ pencils come from the US and France; they are turned into make up pencils in our facilities. We have a team of 60 at Vera Cosmetics and we produce all types of make up pencils throughout the year within this facility.

What is the difference between plastic and wooden pencils?

The interior of plastic pencils are different. They are easier to use and waterproof. Whereas you can make your wooden pencil as sharp as you like.

So Vera Cosmetics’ product range consists only of pencils...

Yes... These are eye pencils, eyebrow pencils, what is

called eye liners, jumbo pencils, eye shadows shaped as pencils... With a few exceptions I can say that our products consist mainly of pencils.

How many brands are connected to Vera Cosmetics?

We have three main brands within Vera Cosmetics however we work with many brands because we also engage in contract manufacturing. We especially sign contracts with many known international brands. To sum up I can say that Vera Cosmetics pencils are used in 52 countries under different brands.

Do you engage in research and development projects?

As every corporate company we have set up a research and development department at Vera Cosmetics. Increasing consumer awareness, new health criteria and sanctions have already carried our production above a certain level of quality. What we need to do from that point on is to create raw material and production alternatives for both customers and companies we produce for. However because our product range is limited we invest in equipment research and development. GMP (Good Manufacturing Practices) criteria are valid and important in all phases of our production. Vera Cosmetics already holds the ISO 9001-2008 certificate. Another important aspect of research and development for us

is following global tendencies. It does not end in following fashion; you also need to foresee new trends in fashion and make up. While improving your company you have to present your solution partners with alternatives.

There has long been a discussion about the relationship between cosmetics and health. What are your thoughts on this?

In Vera Cosmetics this discussion is completely out of the question as all our raw material is imported and is certificated. If our raw materials did not have certificates it would be impossible to carry them across the border into Turkey. For instance these materials go through heavy metal tests. Even if they have the tiniest amount of heavy metal they cannot pass customs. This is the case for all Turkish cosmetics producers.

What are your observations on consumer awareness?

Our production is not based on end customer so I cannot say a lot about consumer awareness. However we have never had complications with the customers of the brands we produce for so I can say that the customer is not wrong when it comes to choosing high quality products.

Another important subject is, although we are not in direct contact with the customer we produce what they want to buy. The customer knows what they want and their demands reach us directly. For instance if they want a red cap to black pencils or they want softer or harder pencils, that is what we produce.

Your company also acts as an exporter...

We do direct and indirect exportation. As Vera Cosmetics we export under our own name and the Turkish brands that we produce for. You can see the “Produced by Vera Cosmetics” note on many global brands. This way our products are exported.

Do you participate in national and international fairs?

We participate in Beauty Eurasia among national fairs. We attend Cosmoprof – Italy and Beauty World – Dubai Fairs.

What are the future goals and expectations of Vera Cosmetics?

We aim to become a better known company that makes the highest quality production in the most up to date way. We are lucky in this sense because we cannot count many rivals. The USA is not a competition for us; the only competition we have is Germany and that is how we are preparing for the future. We follow new technologies in equipment and train our production staff regularly. We are trying to extend our product range without sacrificing quality. We are moving step by step towards our goals. www.verakozmetik.com

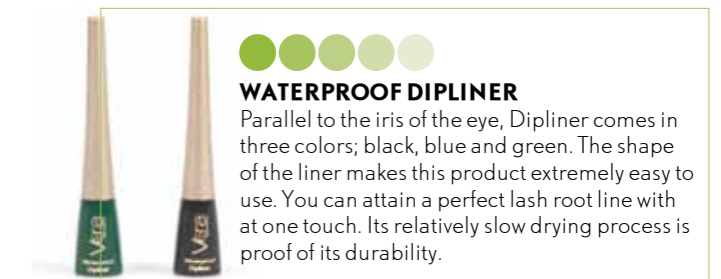
TRIED & TESTED

Vera Kozmetik’s all make up pencils and liners tried and tested by Nisa Yavuz, photographed by Tuna Yılmaz



GLITTERLINER-WATERPROOF

Glittery eye pencils that can be used both day and nighttime... The balanced usage of glitter within the pencils gives the eyes a graceful sparkle. Although these pencil are soft and easy to apply, the glitter does not spread around the eye contour. Glitterliner can also be used on lips resulting in attractive, shiny lips.



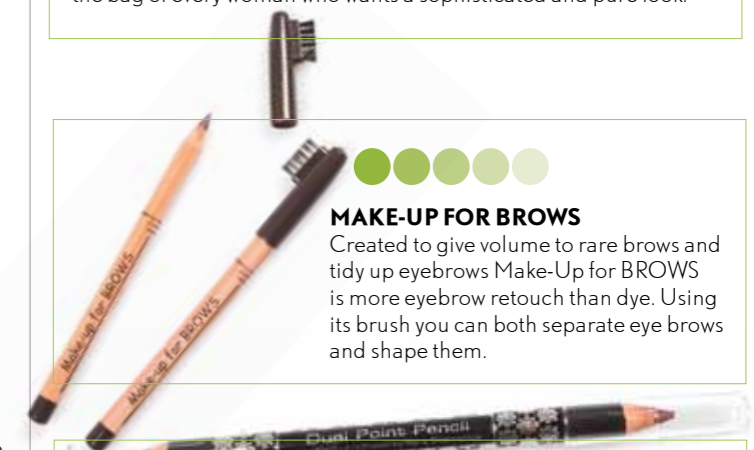
WATERPROOF DIPLINER

Parallel to the iris of the eye, Dipliner comes in three colors; black, blue and green. The shape of the liner makes this product extremely easy to use. You can attain a perfect lash root line with at one touch. Its relatively slow drying process is proof of its durability.



EYELINER-LIPLINER

Not everyone likes shiny, glittery make up. These wooden pencils that can be used as both eye and lip liners create an opaque look on the complexion as if you have just applied powder. This pencil must be in the bag of every woman who wants a sophisticated and pure look.



MAKE-UP FOR BROWS

Created to give volume to rare brows and tidy up eyebrows Make-Up for BROWS is more eyebrow retouch than dye. Using its brush you can both separate eye brows and shape them.



DUAL POINT PENCIL

This product is ideal for those who cannot give up on both black and brown, who use the two colors together for shadow and who are seeking order in the make up bag. With black pencil on one end and brown on the other, this pencil has the soft touch every woman needs.

"SANSIRO, A BRAND KNOWN TO 60 COUNTRIES"

Kozmetik Dünyası and Ahenk Cosmetics are like international heirs to Sansiro. We listened to the growth story of this "brand" from CEO Mehmet Benli.

Interview Zekiye Yaraş Meriç



How would you like to describe Ahenk Cosmetics in your own words? We first entered the sector in 1998 by producing perfumes with the name of our newly established cosmetics brand. We sold these Sansiro perfumes in 50 ml bottles, in our own stores. Because of demand from around the country we decided to carry our production to a more professional level and set up regional agencies. Currently we have 25 franchise stores around Turkey. You can find our products in 2500 outlets that range from kiosks and markets to gas stations. We have 10 stores in Bursa. We found Ahenk Cosmetics in 2009 in order to compete in a constantly growing and improving market. We produce under Kozmetik Dünyası Co. Ltd. and distribute under Ahenk Cosmetics.

How many brands are established under Ahenk Cosmetics and which products are these brands specifically responsible for?

We own 10 registered brands in and outside of Turkey. Of course, the most important among all is Sansiro which has surpassed our company. We distribute our products mainly

under Sansiro which includes perfume and deodorant. Hand, body cremes and lotions are also distributed under Sansiro. Our gas free room sprays are branded Sansiro and Proten'y. Exsus is our brand for shaving colognes, Esansim is for alcohol free perfumes, some special concept perfume products are branded as Deline Desavie and Daniel Desavie, other products are branded as Ecuré.

What kind of changes has Ahenk Cosmetics gone through since its foundation?

In a sector that constantly develops and grows, you have to change yourself and grow. Otherwise you will fail in the game. I think the biggest change we made in the sector has been the pen-perfumes we released in the 2000's. In our first years we were doing the fillings manually whereas we are now a company that uses the newest technologies in production. We also compete with ourselves when it comes to quality.

Do you have a research and development department?

What percentage of your budget do you save for this department and how do you use this budget? Yes, we have a research and development labs and here

we analyze and control all products from their raw material quality to end product. Our team of experts are always working on new products and new fragrances. Some years our research and development budget goes up to 10 % of our general budget.

What are your thoughts about your sector's today and tomorrow?

Our sector is one of the few that is not affected or the least affected by global economic crises. This means that under all circumstances people tend to buy what we produce. As I have said before, this is a fast growing and constantly changing sector and the players need to renew themselves all the time. You will see this growth and change clearly if you observe the data of ministry of economy. I believe that we always need to ask ourselves how we can do our business better.

Which countries do you export your products to and which products?

So far we have been able to export Sansiro to approximately 60 countries. Of course it is important to back this with further achievements. We have been able to transport our product to many regions of the world from Central Asia to Africa, Far East to Europe and the US. Mainly perfume and deodorant but all our products have a place in this transportation.

Is there a specific aspect of your business or products that you are meticulous about?

Quality, quality, quality... There is nothing more to say! This is the most important aspect of our business. If you keep your quality high and practice a correct pricing policy and if you are honest then success will come itself.

You come face to face with the consumer in national and international fairs. What would you like to say about consumer awareness in the sector?

The consumer has a higher awareness level now... The price is the first factor obviously however quality, producing company, the company's quality policy, deciding and continuity are also important. People now know and care more about their health and are more elaborative on what they consume.

Can you tell us a little about Ahenk Cosmetics' expectations and aims for the future?

Our goal is to present products according to our consumer's expectations without ignoring our quality policy and to make Sansiro one of the leading brands of Turkey and the world... www.ahenkkozmetik.com.tr

TRIED & TESTED

Ahenk Kozmetik's products under Sansiro brand, tried and tested by Nisa Yavuz, photographed by Tuna Yılmaz



EXSUS MEN AFTER SHAVE COLOGNE 1

A product that increases after shave relief with its fresh and clean scent. Even the green on black packaging of this product lifts one up. And what is just as good as the look of its bottle is, to know that the cologne within this bottle is dermatologically tested and approved. Also that the fresh scent will stay on...



SANSIRO MEN - COLOR SERIES

Designed specially for men Green, from the Color Series, is like a combination of scents that are individually mesmerizing. Gardenia, citrus leaves, ginger, rosemary, sandalwood tree, amber and musk scents come together to assert Green's difference in the first use.



K535 FOR WOMEN

Just by holding the bottle of K535 you feel as if starting a mysterious journey. Although packaged inside a black box with golden writing, K535 comes in a surprising white bottle. However the scent created by tangerine, pink pepper, lilac, germanium, peach, patchouli and amber is nowhere near as easy to describe. K535 is a scent for the city woman: Stays on the body and mind, light and unforgettable.



DELINE DESAVIE ONLY PINK

This product could decorate your dressing table with only its chic design. Candy in the form of a perfume that's easy on the nose with its fruity smell, this scent is produced in Paris. And let's not forget the pink look!



INSINIA I LOVE ME

From its metallic box to its bottle and scent Insinia is designed for women who are as assertive as this perfume is. From the shoulder bags of chic ladies to backpacks of young girls, it is a product that every woman who loves themselves should carry. The flowery scent spreads inside the room in circles and creates a fresh and lively atmosphere around the user.



"IF THERE IS NO COMPETITOR, WE COMPETE WITH OURSELVES!"

Ataş Group started its journey in 1987 with Fe. We listened to the company's story from its International Business Manager, Nihan Ataş.

Interview Zekiye Yaraş Meriç
Photography Tuna Yılmaz



Can we get to know Ataş Group a little bit? When were you founded? What constitutes your product range?

Ataş Group was founded in the year 1987. In time it established a place within the markets as a trusted, respectable and successful company. We have five product groups within our product range; these are Fe Personal Care Products, Fex Condoms, Fe Cotton Swabs and Make-up Cotton Pads, Stop Cigarette Filters and Fe Oral Care. Apart from our own brand names such as Fe, Stop and Stil, we also produce private label brands upon customer request.

How many products do you have in total?

Stop Cigarette Filter is a well-accepted product in the world markets due to its high quality and competitive prices. We can define it as the first filter tip in the world to be produced with 6 and then 8 holes instead of 4; which happened as a result of the R&D activities conducted with the support of the Istanbul Technical University. Incidentally this product's "utility model" has been granted.

We have seven different varieties of condoms; which are With Aroma, Crowling, Ultra Thin, Long Love, Feel Virgin, Classic, and Mixed. We are one of the top three brands in distribution and sales within the Turkish market, and we export these products to many countries worldwide, especially to the Middle East.

The Personal Care category consists of tweezers and

manicure-pedicure equipment such as hand and foot files and nail clippers. In the Oral Care category there are tooth pastes and powders to whiten and polish teeth, dental wash, and mouth sprays to prevent and eliminate bad odors. Within the cotton group products we have totally hygienic cotton swabs, cotton, and make-up cotton pads. We reach our Turkish consumers at all the major supermarkets, retail dealers, cosmetic stores, hair dressers and hotel markets. Similarly we export to a total of 37 countries including mainly USA, Canada, Argentina, Germany, Sweden, Norway, Russia, Saudi Arabia, Iran, Syria and Iraq. There is a huge demand for our special cigarette filter tips especially from the USA. Furthermore, our Fe Personal Care products have been attracting a lot of attention from the Middle East. We have distributors in key locations such as Egypt, Saudi Arabia, Iraq and Kuwait.

Ataş Group products seem to be closely involved with healthcare as well.

Our products address the four main components of personal care, which are beauty, cleanliness, hygiene and sanitation. Periodically carried out personal care routines also ensure cleanliness and hygiene, therefore being effective in prevention of diseases. Consequently our products are connected with health and protection. Fe Tooth Paste and Tooth Powder are also effective in ensuring dental hygiene. Fex Condoms are in the protection and sexual health product category. Fe Intim Genital Cleaner Gel helps prevent possible diseases with the hygiene it ensures upon use.

R&D seems to be a part of your job. How big is Ataş Group's R&D budget?

The ever-changing and developing technology brings many innovations with it. It is now mandatory for us to keep up with the developments in order to maintain our position within the market and to increase our competitiveness. As a matter of fact, we need to be competing with ourselves even when we don't have any competitors because we are aware that the business world is a constant race.

When we develop a new product that differs from its equivalents on the market, we make sure to procure its patent to protect the product and our brand name. For example we already applied for a patent for our latest development Super Stop Cigarette Filters which has 8 holes, because we are the first ones to produce it in Turkey and around the world!

It sounds like your product range is rich...

Each product triggered a new demand as it entered the market and our product range was shaped in accordance to our customers' demands. For instance a smoker's oral care is more important in comparison to a non-smoker's. At this point, we developed a special brand for smokers within Fe Tooth Paste and Tooth Powder group, and "Smokers" became a preferred brand among customers. Furthermore, we also added the Make-up Cotton Pads to our product range within the Cotton Group. We are getting positive feedback regarding this product especially from the Middle East and Central Europe.

In summary, as we progressed as Ataş Group we started to revise our products in accordance with the forming demands and we will always continue to do so.

Which of your products have the highest export rates?

Our lead product in export is the cigarette filter tips produced solely by us... This product is globally in demand, from Argentina to USA, from Nigeria to South Korea. Secondly, the Fe Personal Care Products group has increasing export rates in parallel with the rising interest of the Middle East towards Turkish products.

What about your expectations for the future?

The global crises that occurred towards the end of 2009 redirected our sectors growth towards the Middle East because the crisis mainly affected the Central Europe. We can also add that the production and consumption of cosmetics have increased in the past years in parallel with the increase of the women in the work force. We predict that the personal care and thus the cosmetics sector will continue to grow in the future. We, the Ataş Group, will maintain our respectable, competitive and innovative policies through all these changes. www.atasgroup.com

TRIED & TESTED

Ataş Groups selective Fe and personal care products tried and tested by Nisa Yavuz, photographed by Tuna Yılmaz



PERSONAL SET BAG

Manicure and pedicure are as important to personal care as they are to hand and feet health. Personal Set Bag is a must when it comes to mani-pedi in order to prevent HIV, Hepatit B and fungi. Professional Tweezers, Big Nail File, Stainless Steel Nail File, Cuticle Nippers, Nail Nippers, Wooden Corn File and Cuticle Pusher make up this chic leather bag that even features a personal name tag.



SUPER STOP CIGARETTE FILTER

Filtering more tar and nicotine than its four and six holed likes, this eight holed filter is a good alternative. Although its filter cleans most of the tar, you do not get less joy from smoking. The most effective aspect of the filter is seeing with your own eyes the amount of tar you could have inhaled!



FE WHITENING TOOTH POWDER

The usage of this product that, whitens teeth while removing the stains, is different than Whitening Toothpaste. By dipping your wet toothbrush into the product and scrubbing your teeth with it you will get whiter teeth. You just need to prevent from using this product more than once two days.



FE WHITENING TOOTHPASTE "SMOKERS"

Developed specially for smokers, Fe Whitening Toothpaste is ideal for addicts of tea and cigarette combination who easily get stained and yellow teeth. As long as your dentist approves of your teeth's sensitivity level you can use this product just like a toothpaste, without the need of an actual tooth paste. Its package design will also give you the chance to use even the last bit in the bottle.



FE COTTON PADS

Initially designed to clean make up these cotton discs come in boxes of 70. The most important feature of this product is that is %100 cotton. Although created for another purpose, after cleaning your make up you can use these cotton pads for tonic application and nail polish removing.



"QUALITY SEEKING CONSUMER SHOULD ASK 'WHY SO CHEAP?'"

We spoke to Ümit Fişek, the export manager of UKIP Cosmetics, about the company's products, expectations and consumer policy.

Interview Zekiye Yaraş Meriç



We know that UKIP Cosmetics was founded in 1982. Can you tell us about the company and its history in the cosmetics sector?

It would not be wrong to say that we are one of the oldest producing companies in the sector. We started out with cosmetics trade however due to the demand in the sector we gravitated towards production, starting with hair sprays and hair gels. Our product range has also expanded and now reaches hundreds in product types.

How many different product groups do you cover as UKIP? How many brands are presented to the market under the organization of UKIP?

UKIP Cosmetics produces more than 300 products that rank among the basic production ranges of the market under IMAJ, ESPEJO, PASSIONATE, INCISER and FLORISS. We cover hair care, body care, baby care and men's care groups. Under these groups we produce hair gels, hair sprays, hair mousses, hair creams, shampoos, color spray, hair care masks, hair streak sprays, hair serum, hair styling waters. Under baby care, we produce baby shampoos, baby oil, baby powder, baby anti-rash cream, baby lotion, baby cologne and baby mousse. We produce skin creams, body lotions, hand and body creams and shower gels under "skin and body care" line. Our

men's care products are shaving creams, shaving foams, after shave balms, after shave colognes and deodorants.

Where does the production take place and how many distribution centers are involved?

The production takes place in our modern facilities in İstanbul, Esenyurt. We distribute products to all parts of Turkey via our own distribution offices and sales force or via distributors.

Do you engage in research and development operations? What percentage of your budget do you reserve for this department?

Our research and development investments and works are extremely important to us. We have an advanced quality control laboratory and in addition to this we run a research and development laboratory. To underline another important point UKIP also owns the TUV Certificate, given by TUV Austria Hellas for 140 years and the ISO 9001:2000 Quality Management Certificate that is accredited by TURKAK. What's more, UKIP is the first cosmetics company in Turkey to receive the ÇED report within National Environmental Policy Act!

UKIP mainly produces hair care products. What would you like to say about the future of these products?

Hair care products belong to a group that is constantly

improved according to environmental awareness, consumer expectations and consumer health. This is why we as UKIP invest constantly on hair care research and development because these products are now indispensable for customers. There is almost no one in the world that does not use hair care products.

Which one is your premium product group among all? How many countries do you export to?

I can't say that we have a premium product group. We approach all our products with the same regard and do not discern between them. However we have new products we care about. For instance Passionate professional hair care group has been recently introduced to the public and our expectations about these products are high. Besides we have always been a company known for its hair shampoos and gels with "İmaj" brand and İmaj has always been one of the first brands when it comes to hair gel. I should also add that we export our shampoos and gels to more than 30 countries, primarily the Middle East, Northern Africa and the Balkans.

Is there a specific aspect of the production and products that you attach more importance to? Why?

Our oldest and most popular brand İmaj is very important to us both because of the prestige it gives to our company and as an image of the company as a whole. This is why I can say that our priority is to produce high quality products. Besides customer satisfaction is also a must among our principles.

What would you like to say about the consumer awareness when it comes to cosmetics products?

We can say that both local and export customers make more conscious decisions compared to the past. The media and the changing environment conditions have a large part in this situation. However some consumers still choose cheaper products and this approach encourage noncompliant producers. We believe that health and care product consumers must ask "Why is this so cheap?" instead of being happy that they have found a cheap product.

Do you attend national and international fairs? What would you like to say about the feedback from these fairs?

We attend all noteworthy fairs however we find it more effective to organize one to one visits and follow the market closely instead of participating in fairs. We made a decision to carry on with our work in this manner.

What are the goals of UKIP for the future?

We are determined to slowly make a name for ourselves in the global market without making concessions from our quality!

www.ukipcosmetic.com

TRIED & TESTED

UKIP's products under Passionate and İmaj brands tried and tested by Nisa Yavuz, photographed by Tuna Yılmaz



PASSIONATE HAIR SPRAY

Passionate Hair Spray comes in five types; All Hair Types, Dry And Damaged Hair, Color Protection, Dyed Hair and Curly and Hard Shapes. The sprays aim to longer hold the style that is created in the saloon after hours of work. Curly and Hard Shaped protects hair that has been given volume, curled hair with lanolin and vitamins. UV factor protects hair against sun.



İMAJ HERBAL SHAMPOO

The most complained side effect of dandruff shampoos is slight hair damage. İmaj's dandruff shampoos saves you from this side effect that comes with long term use. While ridding the hair of dandruff this shampoo also nourishes it with herbal nectars, revitalizes it with multivitamins and protects the natural construction of hair.



PASSIONATE ARGAN TREE OIL HAIR SERUM

Argan oil which is obtained from the miracle fruits of argan trees. With the Omega 9, Omega 6 and Vitamin E in its combination, it is known that argan oil nourishes the hair, moisturizes it and prevents splitting. In order to save your hair from the effects of sun, wind and sea salt all you need to do is apply this serum regularly.



ESPEJO HAIR AND BODY SHAMPOO

A product for men who are tired of caring for their hair and body separately. This two in one shampoo is good for both hair and body. This shampoo that comes in ginger, mint and sea water scents will make you feel refreshed from head to toe.



PASSIONATE-HAIR MOUSSE













Who doesn't want their curly hair to stay stylish? Hair Mousse is the right product just for that. Not only making it easier to style your hair, this product will also protect your hair with the UV filter in its combination. Nourishing the hair with lanoline, Passionate Hair Mousse gives the hair elasticity and radiance, making it possible to use curly hair in its natural form.



Window





shopping

















			
Vi-Vet Foot Care Spray www.vivetkozmetik.com	Hobby Beauty Skin Care Cream www.hobikozmetik.com	Fresh White Mouth Care Spray www.yasarlar.com.tr	Bambola Make Up Remover Wipe www.idaltd.com
			
Colleen Eye Shadow 24 www.kometkozmetik.com.tr	Colleen XXL Power Volume Mascara www.kometkozmetik.com.tr	Imaj Baby Shampoo www.ukipcosmetic.com	Fiery Hair Spray www.akatkozmetik.com.tr
			
Depilatory Cream for Sensitive Skin www.vivetkozmetik.com	Touch of Pink Perfume Deodorant www.kontkozmetik.com	Imaj Inciser Beauty Skin Care Cream www.ukipcosmetic.com	Colleen Stick Concealer www.kometkozmetik.com.tr
			
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Fe Long Live Condom www.atasgroup.com	Bio Balance Moisturizing Foot Care Cream www.biobalance.com.tr	Premium Quality Baby Wet Towels www.fulyakozmetik.com.tr	Moda Body Splash Cotton Candy www.atacosmetics.com
			
Colleen Lip Care Cherry www.kometkozmetik.com.tr	Lana Chamomile Liquid Soap www.globalhorizon.com	Flamingo Air Freshener www.ozdengroup.com	Olive Line Natural Shampoo www.pereja.com.tr
			
Deep Fresh Wet Towels with Aloe Vera www.aksankozmetik.com.tr	Fiery Hair Mousse www.akatkozmetik.com.tr	Repute Chick Perfume www.liderkozmetik.com	Hair Bleaching Cream www.vivetkozmetik.com
			
Slow Motion for Women www.fonkozmetik.com	Pielor Natural Hair Mask www.beautyff.com	She Is Sexy www.hunca.com.tr	Gizli Bahçe Air Freshener www.eyupsabrituncer.com

Window

shopping

			
The Glitter Spray For Hair www.akatkozmetik.com	Baby Still Wet Wipes www.aslanbaba.com.tr	Regenerating and Protecting Body Wash www.farmasi.com.tr	Dunlop Black EDT for Men www.pinkim.com
			
Repute Chick Perfumed Spray www.liderkozmetik.com	Akat Professional Millenium Hair Foam www.akatkozmetik.com	Doal Antibacterial Foot Care Spray www.yasarlar.com.tr	Deep Fresh Cotton Buds www.aksankozmetik.com.tr
			
Astra Crazy Blue for Men www.fonkozmetik.com	Else Wet Wipes www.nurkozmetikt.com	Else Herbal Shampoo www.aslanbaba.com	Doğacı Saç Bakım Yağı www.dogaci.com.tr
			
Dentilor Anti Cavity Toothpaste www.beautyff.com	Doğacı Massage and Skin Care Oil www.dogaci.com.tr	Angie Body Splash Wild Love www.rebul.com	Fresh & White Clove Tooth Powder www.yasarlar.com.tr

			
Aqua Vera Liquid Hand Soap www.beyazcosmetic.com	Fe Feel Virgin Condom www.atasgroup.com	Pielor Hand & Body Cream www.beautyff.com	She Is Sweet www.hunca.com.tr
			
Bambola Intimate for External Genital Use www.idald.com	Fresh&White Sensitive www.yasarlar.com.tr	Aqua Vera Shower Gel Pomegranate www.beyazcosmetic.com	Slazenger Active Sport for Men www.pinkim.com
			
Deep Fresh Make Up Remover Wet Wipes www.aksankozmetik.com.tr	Smart Shoe Deo www.ozdengroup.com	Siore You and Me For Women Natural Spray www.siorecosmetics.com	Aqua Vera Shampoo&Conditioner www.beyazcosmetic.com
			
Siore for Women www.siorecosmetics.com	Smart Elite Shoe Polish www.ozdengroup.com	Deep Fresh Intimate Wet Wipes www.aksankozmetik.com.tr	Summer Sounds Body Splash www.gulsah.com.tr

Inspire Me



FOR BREASTFEEDING MOMS

İda's Antibacterial Breast Pads are extremely practical for breastfeeding mothers. It is a fact that the cracks and wounds that occur on nipples are bad for both the mother's health and the baby's nutrition. The only solution is keeping the nipples dry. This is what İda Pad does! The stabilizer band that can be placed in the back of all pads sticks easily to bras and draws the moisture on the nipples, protects sensitive nipples against friction. İDA www.idaldtd.com



THE MIRACLE OF HORSE CHESTNUT



Pferde Balsam by Farmasi is aimed to be used during massages. The horse chestnut, yellow klammath weed, mint, menthol and scented oils in its combination is extremely effective when used in massages. This special formula that rests, relaxes and takes away the pain of the massaging area was developed by Dr. C. Tuna. Pferde balsam is especially effective on rheumatism pains in neck, back and legs. The klammath weed relaxes the muscles and mint oils refresh the massaged area. Farmasi www.farmasi.com.tr



BEAUTY THAT COMES WITH APRICOT

Doğacı is based in apricot heaven Malatya and uses the oil of this fruit in its products. One of those products is the Apricot Seed Oil... The vitamins inside this oil do not lose their values and this oil can be used on every type of skin because it is completely natural. Apricot oil cleans the skin with high levels of vitamin A and E and helps delay lines of old age. Another advantage of apricot seed is its healing power against sun burns and diaper rash. It is definitely going to be a part of your life in summer. Doğacı www.dogaci.com.tr



CHOICE OF PROFESSIONALS



The Conditioner Spray that Bağdatlı developed for professional use within the Peri Poll hair care series comes in three different kind. Revitalizing Care Complex, For Dry and Damaged Hair and Rebuilding Conditioner types are applied to hair that is washed and dried with a towel. The product, if shaken well before use, helps comb and shape the hair easily. Bağdatlı www.bagdatlias.com



FOR SHINY SHOES

Two shoe products by Özden Chemistry come to rescue in both summer and winter. The first of the two is Smart Suede & Nubuck Spray. This spray is produced to care and paint all suede and nubuck goods. It both lets the leather breathe and also prevents to permeate water or lose color. All you need to clean all kinds of suede and nubuck goods with the brush that comes with this product. Smart's second product is the sports shoes cleaner. The most important feature of this product is its power to remove stains on sports shoes that are made from all kinds of material from leather to fabric. All you need to do is rubbing the solution on the shoe with its brush. Özden Group www.ozdengroup.com

TURKISH COSMETICS EXPORTERS'

CONTACT FILE

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Depilatories
Hygienic Peds
Baby Care Products
Men's Grooming Products



MAKE-UP PRODUCTS AND COLOUR COSMETICS

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Nail Products



SKIN CARE PRODUCTS

Skin Care Products
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FRAGRANCES

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Brands: Private Label

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ARON KOZMETİK LTD. ŞTİ. İSTANBUL
Tel: +90 212 295 67 00 aron@aronkozmetik.com.tr
Web: www.aronkozmetik.com.tr
Contact Name: Gökhan Topaloğlu
Brands: Aron, Esse, Altinyaprak, Starex, Seby, Deed



ARSAN KİMYA A.Ş. - İSTANBUL
Tel: +90 212 623 05 00, arsan@arsankimya.com
Web: www.arsankimya.com
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AS İLAÇ LTD. ŞTİ. - AMASYA
Tel: +90 358 242 04 44 asilac@asilac.com
Web: www.asilac.com
Contact Name: Mehmet Hatipoğlu,
celikhatipoglu@asilac.com



ARSLAN ENDÜSTRİ LTD. ŞTİ. - KOCAELİ
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Web: www.arslanogluas.com.tr
Contact Name: Aydın Arslan aydinarslan@arslanogluas.com.tr



ASLANBABA LTD. ŞTİ. - İSTANBUL
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Web: www.aslanbaba.com
Contact Name: Nuri Ertemel, aslanbaba@aslanbaba.com.tr



ASM SANAYİ LTD. ŞTİ. - İSTANBUL
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ASTEL KAĞITÇILIK SANAYİ A.Ş. İSTANBUL
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ASYA PAMUK LTD. ŞTİ. - İSTANBUL
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Web: www.luxpamuk.com.tr
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Brands: Lux Güzelliği



ATAÇ KOZMETİK A.Ş. - İSTANBUL
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ATAŞ TÜKETİM MALLARI LTD. ŞTİ. - İSTANBUL
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AYCAN KOZMETİK KUAFÖR ÜRÜNLERİ - İSTANBUL
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Web: www.sectorwax.com
Contact Name: Yusuf Aycan aycankozmetik@gmail.com
Brands: Sector, Hairmate



AYKIM TEMİZLİK LTD. ŞTİ. - İSTANBUL
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BESMA KOZMETİK LTD. ŞTİ. - İSTANBUL

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Contact Name: Rabia Kellec & Döndü Yolcu
dyolcu@hotmail.com
Brands: Air Smile, Auto Smile, Ex-Tox, Jet Adore, Dear Baby



BEŞYILDIZ KOZMETİK LTD. ŞTİ. - ANKARA

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Web: www.bilalsoaps.com.tr
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www.blespandora.com
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Web: www.materials.com



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Contact Name: Muttalip Aydoğdu
Brands: Cesa, Pelay, Sun-Wax



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Web: www.cmc-group.de
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Brands: Bel



C.R.E.A KOZMETİK ÇÖZÜMLERİ LTD.ŞTİ. - İZMİR

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Web: www.hayatkolonya.com
Contact Name: Ali Arslan



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DOĞATEK LTD. ŞTİ. - İSTANBUL

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Web: www.dogatek.com.tr
Contact Name: Cengiz Kaya, ckaya@dogatek.com.tr
Brands: Natural Colors, Organic Color Systems



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Web: www.efekozmetik.com
Contact Name: Ali Gökpinar ali@efekozmetik.com
Brands: Efe&Pamukkale



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noix@noix.com.tr
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EKSİMET LTD.ŞTİ. - İSTANBUL

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Web: www.elacosmetics.com
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Brands: Aqua Soft, Ela, Soft Touch



ELMADAĞ KİMYA OTOMOTİV SANAYİ LTD. ŞTİ. - İSTANBUL

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ELOPAR A.Ş. - İSTANBUL

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ELSO KİMYA A.Ş. - İSTANBUL

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Brands: Elso Fragrances



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Web: www.roxanne.com.tr
Contact Name: Ali Cerid info@roxanne.com.tr
Brands: Roxanne, Xceed



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ETKEN MAKİNA KİMYA LTD. ŞTİ. - İZMİR

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Brands: Euromis, Euroshine, Gumption, Knights Castile



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Web: www.evyap.com.tr
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Brands: Duru, Arko, Fax, Evy Baby, Aromel



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FINDIKSHOP İTH. İHR. TOP. PERAKENDE - İSTANBUL

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Contact Name: Ali Ergelen

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VE TİC. LTD. ŞTİ. - İSTANBUL**

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Web: www.hskozmetik.com
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Brands: Hands



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HÜMA KOZMETİK LTD. ŞTİ. - KOCAELİ

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Brands: Jean Niel, Nez-Sens, Degaje, Beni



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Brands: Iris, Nirvano, Nikole

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Sinem Eser sinem.eser@freshnsoft.com
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Web: www.kesenlerkozmetik.net
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Brands: Dalin, Alix Avien, Sesu, Alix, Xo

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Brands: Sea Color, Viored, Lilafix



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SENTEZ KOZMETİK LTD. ŞTİ. - İSTANBUL

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SERPORT A.Ş. - ESKİŞEHİR

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Brands: Sermo, Airfresheners



SEVİMLER GIDA KOZ. LTD.ŞTİ. - İSTANBUL

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Web: www.sevimlerkozmetik.com
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SHADIA KİMYA KOZMETİK LTD.ŞTİ. - İSTANBUL

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SİSTEM OTELCİLİK HİZMETLERİ LTD.ŞTİ. - İSTANBUL

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Brands: Reanima Cosmetic Collection



ŞENYUVA FIRÇA LTD ŞTİ. - İSTANBUL

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Web: www.nivabrush.com
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TANAÇAN KOZMETİK AŞ. - İSTANBUL

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www.tanacanmarket.com
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Brands: Bani, White Kugu, Smart Line



TAT KİMYA A.Ş. - GAZİANTEP

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Brands: 4Wet



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Brands: İmaj, Passionate, İnciser Bodycare, Espejo, İmaj Baby



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Brands: Favori Fresh White, Doal&Doal, Tüyo



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YEZAL KİMYA LTD. ŞTİ.

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ZEYTİNDALI GIDA LTD. ŞTİ. - İSTANBUL

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Brands: Judi, Clavis



ZYS GIDA TUR. LTD. - İZMİR

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