

Beauty LAND

01-2013 Issue 17. A Complimentary copy from IKMIB. ISSN 1309-0445
Beautyland Turkey /MAGAZINE OF TURKISH COSMETICS EXPORTERS

TURKEY

SCOPE

Journey
to the
Center
of the:
SKIN

283
PRODUCTS

* Shaving products * Hair
sprays * Deo Roll-ons
* Flowers fragranted products

TREND SETTER

Best products
for the
**CUTEST
BABIES**

INTERVIEWS
Kardeşler, Erte,
Alfar, Bileşim



Meet the
'Beauty' where
the continents
meet!

9th International Exhibition for
Cosmetics, Beauty, Hair

Beauty Eurasia

June, 13th - 15th 2013

Tuyap Exhibition Center

Istanbul, Turkey

www.beautyeurasia.com



byLand

Organizer: : PLATFORM International Exhibitions Inc.

Tel: +90.212.603 33 33 - Fax: +90.212.603 33 34 - info@beautyeurasia.com

29 Ekim Cd. No: 1 Vizyon Park 1. Blok Ofis 29 Yenibosna - Istanbul / Turkey

[facebook.com/beautyeurasia](https://www.facebook.com/beautyeurasia) | twitter.com/beautyeurasia

THIS FAIR IS ORGANIZED UNDER THE PERMISSION OF TOBB ACCORDING TO THE LAW 5174

PUBLISHER

İKMiB (Istanbul Chemicals and Chemical Products Exporters' Association)

REPRESENTATIVE OF THE PUBLISHER

Coşkun Kıriloğlu, on behalf of İKMiB

HEADQUARTERS / MANAGEMENT

DIŞ TİCARET KOMPLEKSİ - A BLOK
Çobançeşme Mevkii, Sanayi Cad. 34197
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 Karacaoğlu, Tuğba Beğendi

PRODUCTION & PUBLISHING

Maya Artı
Maya Artı Yayıncılık İletişim ve Tasarım Hizmetleri Ltd. Şti
Halaskargazi Cad. Sait Kuran İş Merkezi
No: 145, Kat: 4 Şişli, İstanbul
Tel: 0212 224 93 30 (pbx) Faks: 0212 224 86 46
www.mayailetisim.com

Publishing Coordinator
Nevzat Çalışkan (Responsible) nevzat@mayaiiletisim.com

Publications Director
Ahu Uzun ahuu@mayamedya.com

Creative Director
Halil Özbayrak halil@mayadergi.net

Managing Editor
Yaşar Burak Meriç burak@mayaiiletisim.com

Art Director
Özgür Çakır ozgur@mayaiiletisim.com

Senior Cosmetics Editor Aydan Sümercan

Photographers Tuna Yılmaz, Tuğç Yılmaz, Çağdaş Uyanık

Cosmetics Editor Nisa Yavuz

Editor Zekiye Yaraş Meriç

Styling Editor Sena Parlar

Contributors Melike Çetinsaraç, Gizem Kırca, Tuğçe Erten,
Dilay Yalçın, Abide Tuğçe Mit

ADVERTISING

Advertising Contact
Arzu Gürkan
arzugurkan@mediasalesnetwork.net

Gökтуğ Bedri Evren
goktugevren@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 Şükrü Özudođru
sukruozudogru@mediasalesnetwork.net

PRINTING

Görsel Dizayn Ofset Matbaacılık Tic. Ltd. Şti.
Tel: +90 0212 671 91 00
info@gdofset.com

PUBLISHING DATE AND PLACE

Istanbul, February 2013

TYPE OF PUBLICATION International Periodical

BeautyLand is published 4 times a year by Maya Artı Yayıncılık İletişim ve Tasarım Hizmetleri Ltd. Şti. In whole or in part of any material in this publication without prior written permission from Maya Communication and Design Services is expressly prohibited. The written materials are the sole responsibility of each of the writers, and the advertisements published in the magazine are the sole responsibility of each advertiser. A complimentary copy from İKMiB.

ISSN-1309-0445

Greetings from the world's one of the most traditional cosmetics, beauty and personal care fair; Cosmoprof Worldwide Bologna! For more than 45 years, Cosmoprof Bologna has been one of the leading events for the professional beauty sector and an international platform; and it also has been greeting the most visitors of all fairs worldwide and as İKMiB, we are proud to represent Turkey within this organisation once again and to support Turkish cosmetics, personal care and wellness manufacturers.

Turkey is known for its ability to accommodate fast and successful results obtained by this fast adaptation ability is a matter of public record and many people are considering Turkey as a rising star. Facts are a little different; Turkey can reach both the biggest and the most remote countries of the world by its production and exportation. Turkey's success relies first on its good quality production and then, on its ability to project other countries and manufacturer's needs like a virtuoso.

You can see the proof within following pages of Beauty Land Turkey. We also need to remind you that what you'll see is just a little portion chosen between millions of items that Turkish manufacturers have to offer, and we could only fit a very few of them onto pages of a single magazine issue.

In our Trendsetter pages you will see products and brands with "Made in Turkey" label, manufactured for the world's youngest consumers of personal care and cleaning ranges. Thus, you will also be able to see how much care and attention require baby care products, and Turkish entrepreneurs' sensibility to this product range. You will also bear witness to how shaving considered as a burden by many men, can become a feast by Turkish brands. You will meet flower scented, argan oil products; and will also be able to observe Turkish manufacturers' new products on "Inspire Me" pages. We are hosting Ara Güler, Turkey's photographic memory and genius on our Culture Watch pages. And on our Design World pages you will meet Gaye Çevikel and we know you will admire her designs.

On our "Profile" pages we interviewed Turkey's cosmetics giants; beauty and personal care products manufacturers, thus you will be able to reach out to their success stories. We also host Dalan on "Flying Colours" pages. As Turkey's one of the oldest establishments, Dalan's story which began from a 75 square meter factory, continues as a brilliant success story; reaching out to the world and hitting the shelves in USA. Our last pages, "Contact File" may help you reaching new horizons and new collaborations; please don't forget to check these pages.

We wish you a pleasant and an overall beautiful Cosmoprof Worldwide.



With kind regards,
Murat Akyüz
İKMiB Executive Board Chairman

Table of Content

01 - 2013



6

18



6 BEAUTY SPY: Personal care products to use “after”. Products have “Anti-“ prefixes. Hair care products with Argan oil. Body mists and flower scented products to have a floral aurora. A deo roll-on selection for men. Products for men’s shaving ceremony. Skin care creams and lotions. Variations of hair sprays.

16 FLYING COLORS: 70 Years History of Dalan

18 SCOPE: Journey to the Center of the Skin – The Story of Peeling

24 TRENDSETTER: Cosmetics and Care Products for Babies

30 CULTURE WATCH: Ara Güler, or “The Eye of İstanbul”

36 DESIGN WORLD: Luxury Design with a Turkish Signature: Gaia&Gino and Gaye Çevikel

40 PROFILE: Interviews with the top executives of Alfar Kozmetik, Bileşim Kimya, Erte Kozmetik and Fresh’n Soft.

48 INSPIRE ME: Latest cosmetic products by leading Turkish companies.

50 WINDOW SHOPPING: Selective, inspiring and qualified products of Turkish producers.

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



16



24



36

40



48



MG

gülcicek®
INTERNATIONAL
FRAGRANCE COMPANY

for the love of fragrance

Tel: +90 212 289 06 10 www.gulcicek.com info@gulcicek.com



Beauty Spy



Peri Poll Argan Extracted Clay Mask
-for men's skin care to use after shave.
Bağdatlı, www.bağdatlıas.com, www.peripoll.com

Peri Poll Professional, After Waxing Cleaning and Massage Oil with Vitamin E. *Bağdatlı, www.bağdatlıas.com, www.peripoll.com*



Vi-Vet Liposoluble Wax Cleaning and Massage Oil, Orange. *Vivet Kozmetik, www.vivetkozmetik.com*



Epilady Wax Finishing Oil, Camomile & Aloe Vera. *Makyaj Kozmetik, www.makyajkozmetik.com.tr*



Victoria Nail Spray Quick Dry. *Pharmacel Aerosol Sanayii, www.matsangroup.com*



Akat Gardi Quick Dry Nail Spray. *Akatlar Kozmetik, www.akatkozmetik.com.tr*



Pastel Professional Quick Dry Solution. *Pinkar, www.pastelcosmetics.com*

Not before, not now but... After!

Sometimes the products you use "after" are as important as the process itself.



Katre 100% Natural After Wax Massage Soap with Relaxing Fibers. *Katre, www.katrenatural.com*

Lana Hygienic Cleansing Make Up Remover Wipes – after the evening to clean the make up, especially eye make-up and waterproof mascara. *Global Horizon, www.globhorizon.com*



Two Phase Hair Conditioner - to apply after shower. *Makyaj Kozmetik, www.makyajkozmetik.com.tr*

New Hobby Beauty Skin Care Line

NEW



38th Year



Indulge Your Skin!



Elenor Anti-Dandruff Hair Shampoo & Conditioner, 2 in 1, All Hair Types. Seba Kimya, www.sebakimya.com.tr



Sio Anti-Bacterial Hand Wash
High protection against bacteria; Fresh. Bileşim Kimya, www.bilesimkimya.com



Body Solutions Anti-Stress Shower Gel. Akdeniz Dış Ticaret, www.akdenizcompany.com



Vigessimo Fresh Antiperspirant Roll-on For Women. Matsan, www.matsangroup.com



Lana Antibacterial Hand Gel, Rose. Global Horizon, www.globhorizon.com



Lana Rose Antibacterial Liquid Soap, Extra Moisturizing, Nondrying Formula. Global Horizon, www.globhorizon.com

Sometimes “anti” is preferable

For your body care and for your health some products need to be opponent(!)



Gabrini Dore Antiperspirant Roll-on Dore For Women. Kadioğlu Cosmetics, www.gabrini.com



Viking Anti Bacterial Instant Hand Sanitizer. Viking, www.vikingtemizlik.com.tr

Greetings to sublime Argan tree and its oil!

Nourishes, treats, protects and keeps your hair healthy. This is Argan Oil miracle!



Otacı Argan Hair Treatment Serum with Natural Argan Oil. *Kurtsan, www.otaci.com*



Passionate Argan Tree Oil Hair Treatment Serum Professional Systems. *Ukip Kozmetik, www.ukipc cosmetic.com*



Marjinal Professional Argan Oil Hair Treatment Serum. *Koz-Ak Kozmetik, www.kozakkozmetik.com*



Organic Care Systems Argan Oil Gloss Serum for Hair Treatment. *Doğatek, www.dogatek.com.tr*

Fonex Body Systems Argan Therapy Hand & Body Butter with Natural Argan Oil. *İtimat, www.fonex.com.tr*



Fonex Argan Therapy Hair Mask with Natural Argan Oil. *İtimat, www.fonex.com.tr*

1



2



3



4



5



6



7



8



Welcome to the garden!

Everytime you smell, you'll feel a flower garden around you!

9



1. Aqua Vera Liquid Hand Soap, Lilac. *Beyaz Kozmetik*, www.beyazcosmetic.com 2. Claraline Summer. *Fon Kozmetik*, www.fonkozmetik.com 3. Rosense Rose Water. *Gülbirlik*, www.rosense.com 4. Viking Liquid Soap, Lilly of the Valley & Cedar Tree. *Viking*, www.vikingtemizlik.com.tr 5. Katre 100% Natural Rose Soaps, Natural Soap & Bath Salt. *Katre*, www.katrenatural.com 6. Lana Violet Liquid Soap. *Global Horizon*, www.globhorizon.com 7. Akut Bouquet Red Angel. Eau de Perfume. *Akatlar Kozmetik*, www.akatkozmetik.com.tr 8. Bio Balance Back to Nature Lavander Shampoo. *Alpaya Dermaceuticals*, www.biobalance.com.tr 9. Hobby Body Care Orchid Flower Body Wash. *Hobi Kozmetik*, www.hobikozmetik.com

How do you like your hair?

Best hair spray suggestions
for your hair style

Profix Hair Spray Mega Strong. Non Sticky Powerful Hold. Matsan, www.matsangroup.com

Fonex Hair Spray Hold Fix. Extra Strong Professional. Fonex, www.fonex.com.tr

Ariane Hair Spray Mega Strong. Akatlar Kozmetik, www.akatkozmetik.com.tr

Hobby Hair Styling, Styling Spray 4 - Quick Style Extra Volume. Hobi Kozmetik, www.hobikozmetik.com

Peri Poll , Professional Collections, Professional hair brushes and combs. Bagdatli, www.bagdatlias.com

Majesty Collection Hair Spray, Dynamic. Extra Volume Glossy Effect. Uzman Cosmetic, www.uzmancosmetic.com

Dalize Hair Spray, Extra Strong. Multivitamin. Dalize Cosmetics, www.dalizecosmetics.net

Hair Kozz Ultra Strong Hair Spray Provitamin B5. For Perfect Everyday Styling. Crea Cosmetic Solutions, www.creakozmetik.com

Bleu Style Professional Hair Spray, Extra Strong. Long Protection Provitamin B5 & Sun Filter. Atak, www.atakfarma.com



**Be kind to it:
care for your skin!**
Because it protects, senses, regulates,
evaporates, communicates, synthetizes,
absorbes and so on...

1. Sansiro Tutti Frutti Nourishing Care Provitamin B5. *Sansiro*, www.sansiro.com.tr 2. Fe Mesh Sponges in various colors. *Ataş Ltd.*, www.atasgroup.com 3. Bio Balance Facial Whitening Cream for Men. *Alpaya Dermaceuticals*, www.biobalance.com.tr 4. Bio Balance Body Whitening Cream. *Alpaya Dermaceuticals*, www.biobalance.com.tr 5. New Well Magic BB Cream 7 in 1, Miracle Skin Perfector. *Makyaj Kozmetik*, www.makyajkozmetik.com.tr 6. Rosense Hand & Body Lotion for Hydration. *Gulbirlirik*, www.rosense.com.tr 7. Nitro Canada Argan Oil Mask. *Makyaj Kozmetik*, www.makyajkozmetik.com.tr 8. Hobby Beauty; Face, Hand and Body Creams. *Hobi Kozmetik*, www.hobikozmetik.com 9. Dogaci Apricot Kernel Oil Cream with Vitamin E, for Under Eye and Body. *Doğacı Doğal Kozmetik*, www.dogaci.com.tr 10. Doal & Doal Hand & Skin Intensive Care Cream with Vitamen E and Allantoin. *Yaşarlar Kozmetik*, www.yasarlar.com.tr 11. Hammam El Hana Argan Therapy Body Milk. *BFF*, www.beautyfff.com 12. Shayna Hand & Body Mousse with Shea Butter, Extra Moisturizing with Vitamin E for Women. *Crea Cosmetic Solutions*, www.creakozmetik.com



1



2



3



4



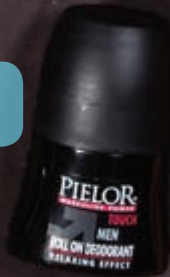
5



6



8



7



9



A man's odorous guard!

Cares, protects and gives trust... Not a bodyguard of course. We talk about practical and most favourite friend of a man: Deo Roll-On

- 1. Sansiro Men E 13 Deo Roll-on, Without Aluminium Salt. *Sansiro*, www.sansiro.com.tr
- 2. Energy for Men Series, Chocolat Antiperspirant Deo Roll-on. *Dalize Kozmetik*, www.dalize.net, www.matsangroup.com
- 3. Men's Antiperspirant Roll-on. *Hunca*, www.hunca.com
- 4. Lesens Uomo For Man Deo Roll-on. *Uzman Kozmetik*, www.uzmancosmetic.com
- 5. Star X Men Deo Roll-on. *Atak Cosmetics*, www.atakfarma.com
- 6. Snob Sport Deo Roll-on for Men. *Pinkar*, www.snob.com.tr
- 7. Gabrini Deodorant Cool for Men, Antiperspirant Roll-on. *Kadioğlu Kozmetik*, www.gabrini.com
- 8. Pielor Masculine Power Touch Men Roll-on Deodorant Relaxing Effect. *BFF*, www.beautyff.com
- 9. Akat 2000 Deo Roll-on Cream. *Akatlar Kozmetik*, www.akatkozmetik.com.tr

1. ECI Shaving Foam with Glycerin for Sensitive Skin, Sora Cosmetics, www.soracosmetics.com 2. Q-xtra Shaving Foam, Menthol. Crea Cosmetic Solutions, www.creakozmetik.com 3. Niva Mono Pure Bristle Shaving Brush, Şenyuva Firça, www.nivabrush.com 4. Hobby Men's Care, Shaving Foam for Men Maximum Effect. Hobi Kozmetik, www.hobikozmetik.com 5. Banat Special Shaving Brush, Banat, www.banat.com 6. Akat 2000 Shaving Foam Sensitive, Extra Moisturizing, Akatlar Kozmetik, www.akatkozmetik.com.tr 7. Espejo Imaj Men Foam Cool, Ukip Kozmetik, www.ukipcosmetic.com 8. Jaguar Shaving Brush, Teknik Firça, www.teknikfirca.com 9. Cosmetiqs Luxury Shaving Gel, Euromis, www.euromis.com 10. Energy for Men Series. Dynamic Shaving Gel & Fresh Cool Shaving Foam. Dalize Kozmetik, www.dalize.net, www.matsangroup.com

1



2



3



4



5



6



7



8



9



10





Men's shaving ceremony

Some men hate that daily routine. But what you choose for shaving, can turn that routine to a divine and desirable ceremony held just for one person in private: YOU!

1. Pielor Masculine Power Marine, After Shave Balm and Cologne. BFF, www.beautyff.com
2. Arzawa After Shave, Rosense, www.gulbirlik.com
3. Hobby Men's Care, After Shave Cologne Hobi Kozmetik, www.hobikozmetik.com,
4. Etruschi in Dark Yellow After Shave Cologne. Atak Cosmetics, www.atakfarma.com
5. Exus 1 Men After Shave Cologne, Sansiro, www.sansiro.com
6. Gummy Silver Protect After Shave Balm. Fonex, www.gummyprofessional.com
7. Energy for Men Series Fresh'Cool After Shave Balm, Dalize Kozmetik, www.dalize.net, www.matsangroup.com
8. Hobby Men's Care, After Shave Balsam Cool. Hobi Kozmetik, www.hobikozmetik.com
9. Energy for Men Series Fresh'Cool After Shave Cologne, Dalize Kozmetik, www.dalize.net, www.matsangroup.com
10. Akat Gardi, Eau De Toilette Balm Sensitive, Akatlar Kozmetik, www.akatkozmetik.com, tr 11.
11. Espejo Imaj Balm Refreshing After Shave Mistral, Ukip Kozmetik, www.ukipcosmetic.com

Flying Colors

DALAN

FROM A SMALL SOAPERY TO A 70,000 SQUARE METER FACTORY IN 70 YEARS.

Success stories vary. Some find success suddenly. Some through doing what they do best, the best way possible. The summary of the success behind Dalan is just that, doing what they do best in the best possible way for 70 years.

The first brand that comes to mind when you hear the words olive oil soap, Dalan, was established in 1941 İzmir by Hamdi Dalan. Founded 70 years ago in Agora, Namazgah, as a small soapery, Dalan now produces in its 70,000 square meter factory in İzmir Pınarbaşı where it is led by CEO Akın Dalan. It is still one of Turkey's leading companies using highest technology in their production of soap, cosmetics and glycerin and exporting to more than 100 countries in five continents.

Bringing together yesterday's purity and today's modern technology Dalan still holds the lead in bagasse soap production. One of the company's products almost summarizes the history of the whole company: Dalan Antique. Dalan Antique, Traditional Bagasse, White and Bay Leaf are among the most well known products of the company producing, "100 % olive oil, 100 % handmade and 100 % natural products".

Besides bagasse Dalan is among the first three producers of mold soap, cosmetics and glycerin with 50,000 tons annual production. What's more Dalan products are exported to 100 countries in 5 continents. Exporting 65 per cent of its production Dalan is known abroad with brand names Diana, Nancy, Cindy, Alara, Adalya and Roxy. The company has five regional directorates in the Aegean, Marmara, South East Anatolia and Central Anatolia as well as in National Chain Stores. Dalan serves customers all over Turkey with its dealers.

In its 70th year the brand reflect its experience and reliability in its cosmetics products under the name "d'Olive" and aims at leadership in the olive oil cosmetics products market with its power that comes from nature. Dalan d'Olive products consist of shampoos, conditioners, liquid soaps, 100 per cent olive oil mold soaps, intense care balms, body creams, shower gels and body oils.

With a range of more than 600 products from mold to liquid soaps, shower gels, body creams, conditioners, shaving creams, personal care products and technical and industrial products such as pharmaceutical glycerin, Dalan aims to leave a cleaner





and more sustainable environment. In order to achieve this goal, Dalan realizes its production according to natural and ecological criteria. This places the company among environmentally friendly producers. Dalan is also certified with the ISO-9001 Quality Management System Certificate. The analysis and controls of the raw material used in its productions are also carried out according to international quality standards.

In its 70th year Dalan continues its growth and services with the power, reliability and experience that it accumulated over the years.



Scope

JOURNEY TO THE CENTER OF THE SKIN THE STORY OF PEELING

Centuries ago, to be able to have a skin like a baby, women discovered peeling and Cleopatra used the sand from the Sedir Island and the Turkish women used scrub mitts. In today's world, cosmetic peeling products purify the skin... By Aydan Sümercan



To tell the story of peeling, we have to talk about the marvelous life cycle of a little cell... This little cell, the protagonist of our story, actually lives in every living thing with different features as a part of the sheath which covers all living organisms. Its task is to protect the vital parts of the organism from the external factors... This sheath may be very thin and fragile in some living creatures, or as a thick shell; it may be elastic in some and furry, spiky, scaly, ragged in some other...

Humans call this sheath as SKIN

Also this sheath keeps renewing itself throughout the lifetime of the organism it covers. Even some change this cover and have another. Between the birth and death, this natural cloth covers the body of the one, constantly renews itself. However it is not always renewed at the same speed; to understand this renewal which happens faster when young and slower when old, let's look at the features of skin and watch the life of the little cell at the substratum.

A marvelous system: Skin

Skin is our biggest organ and the natural cloth which covers and protects us. Also, it works day and night like a factory, protects the organs below, renewing itself and reacts to the external dangers... Strong, elastic and waterproof... It is a smart organ constitutes itself according to the point it is placed. It is pale in cold climate, but it darkens towards the south, to offer sunlight protection. It becomes thinner and more sensitive at some areas of the body (such as eye contour and breasts) and at some other places (such as knees, elbows and heels) it becomes harder and thicker to protect itself. Men have stronger skin and women have it more sensitive.

Let's get to know it a little better: The skin covering a normal human's body is approximately 2 mm thick and 1.5 - 2.5 m² long. The weight of this skin is approximately between 2,5 and 4,5 kilos. 3 million cells, 1 meter of capillary vessels, 80 sweat glands and 35 nerve endings are located in an

Skin is a smart organ constitutes itself according to the point it is placed. Men have stronger skin and women have a sensitive one.



approximately 1 cm² of skin. 200 grams of dead cells are cleared from the top layer of the skin. Of course, this clearing is not felt by the human. In fact, the smoothness, healthy and beautiful look of the skin depends on these dead cells which live only for 21 days. The skin works like a factory. The epidermis works like a shield, and the derma is programmed with various systems to keep the skin warm in winter and cool in summer. And there is a basic layer; we can call it as the production center. This is where the baby cells are born.

The story of a skin cell...

When the older cells cleared, the new ones take their place. That is when the new baby cells are born in the production center. These babies start moving immediately and go up to the upper layers of the skin.

Now let's watch that small cell... It was born in the production center of the skin, which works like a factory... And it immediately started its journey up with its little brothers and



Scope



In today's world people have various solutions for peeling and bath salt is one of them.

sisters. During the journey, it was educated, fed, getting mature and old. He was taught to go up to the surface and to protect the bigger organism he left behind from the harmful effects. He would go to the surface and would undertake the quest of shielding with his brothers and sisters... During its journey, it moves between the other cells which will undertake the quests of being veins, sebaceous and sweat glands, nerves, hair or other stuff. The goal is to reach the top... the surface...

But when it gets close to the goal, the way is blocked with a wall. There, there are old and lazy cells getting even older and lazier and making a motionless layer, piled up on each other. Think about the young cell... Dead cells are standing in front of it like a wall. It is very dark... On top of this, it gets breathless because of this blockage and there is a pale and wrinkly skin at the surface. If anyone hears the "help" screams of this drowning cell, they should unblock the way with "peeling". When the blockage is removed, the production in the base will continue and the skin will shine thanks to these young cells. The cells which finally reach the surface will reign at the end of their lives.

The clearing of the dead cells in the young skin happens in three weeks. It is a part of the daily life with the acts of drying with a towel, shaving, the brushing of the clothes while changing etc. However, with the aging, this natural process slows down and with the piling up of the dead cells, the skin can't breathe, becomes paler and creates wrinkles.

Peeling's history goes back to ancient times; literally to Ancient Egypt and Cleopatra.





In Turkish peeling traditions, first you have to sweat for fifteen minutes and then scrub away the dead cells.



The history of peeling...

One of the most famous women in history, Cleopatra, was a beautician apart from being the Queen of Egypt. It is known that, when she is not busy with state affairs, she spent her free time taking care of her beauty. She applied probably the first peeling of the history on her face, using the silica sand of the Cleopatra Bay in Gökova, Muğla; famous for its sand and known by her name.

In the Ottoman traditions, peeling found another application in the hot Turkish bath. In those baths, the dead cells get softer because of the vapor and the warmth, and with a special scrub, they would be scrubbed away. This application continues in the modern Turkish bath today. Expert bath attendants here apply peeling on the dry skin in order to prevent irritation. However, 15 minutes of sweating is needed before the scrub. People have found various solutions such as mud, clay, different herb mixtures to clean their faces thoroughly. “Peeling”, “Gommage”, “Exfoliant”, “Scrub” etc... Either in the bath or as a part of daily care program, both the name and the pleasure of the thorough cleaning and peeling is different today.

What kind of peeling?

Intense peeling products that peel the skin to solve skin problems and renew it are applied by experts in the clinics. Cosmetics companies bring the peeling to your door with products of different textures. There is a wide variety in peeling products; some of them have micro-granules, some



In today's world cosmetics help people to purify their skin gently. And some cosmetics are for nourishing the scrubbed skin.

are clay based or some are gels. Cosmetic peeling products are not like the scrub, they purify the skin kindly. Some cleaning products have peeling effects or some are applied at regular intervals as they have stronger formulas. The advantages of the cosmetic peelings are; they are designed according to the skin types and needs and they have softer and more pleasant effects. Whichever way, some peeling product should be included in every skin care program for a healthier skin.

These products have formulas that answer the needs of the skin:

Cosmetic peeling: Cosmetic peeling products, formulated for home-use, include low-level peeling fruit acids (AHA: alpha hydroxyl acids). If they are more intense, they include AHA and are applied at clinics by experts.

Moderate peeling: This is a peeling application given by experts using a stronger peeling product (TCA: Acide trichloroacétique). It is especially effective for curing wrinkles.

Deep peeling: This is a medical treatment applied only under doctor control as it contains a high dose of peeling material (Phenol) which peels off the skin deeply (dermabrasion).

Peeling and its benefits...

Why should we use peeling? There are countless benefits of using peeling products regularly. The customer should be informed while peeling product advice is given.

On the skin

- The natural color is given back to the skin and a massage is applied while applying peeling to clear the dead cells and make way to young cells.
- Thanks to peeling, all functions of the skin are renewed and cell formation is supported.
- Even sensitive skins needs to be cleared off from the dead cells. If the sensitive skin isn't purified, it is going to be more fragile. To make it work and renew it, a soft peeling should be added to the daily skin care program.
- The skin needs to be purified off the daily dirt it collects throughout the day, to be able to be and stay healthy.



Important: The thick skin, because of the dead cells, will not react enough to the skin care products, not benefiting them enough.

On the body

- Peeling products used in shower took over the traditional scrubbing. Some peeling products are used either before or after shower.
- Peeling has beneficial effects on the body as well as face. Thanks to peeling, other skin care products such as firming products (raffermissants) pass through the skin better and the skin makes better use of them.
- It also acts like a massage because of the application method. Therefore it speeds the blood circulation, carrying more oxygen to the tissues.
- Peeling helps firming of tissues by enhancing the effect of firming skin care products.
- Thanks to peeling, pores and light scars are moved.
- Peeling products especially help with hip and upper-leg care.

Application

- Cosmetic peeling is a method different and softer than scrubbing. It produces results without harming the skin.
- The peeling product used for face should be kept away from the eye and lip contour.
- While applying peeling, the areas where the skin tends to be thicker (elbows, knees) should be focused on.
- Peeling shouldn't be applied to sensitive areas such as low-neck and breasts.
- While applying peeling on the abdominal region, you should make clock-wise circles (from left to right).
- With peeling all the pores are loosened, therefore it is the ideal time to use other skin care products.



When the pores are loosened by applying peeling, it means that the ideal time to use skin care products has arrived.

BABIES... ONES WHO NEED "REAL" CARE!

When we talk about babies, in fact we talk about their delicate skin, their hygiene and health.



Left: **Fresh'n Soft, Multi Use Baby Care Pads.** Kardeşler Uçan Yağlar, www.freshnsoft.com **Doal & Doal Baby, Prevents from Rash & Redness.** Yaşarlar Kozmetik, www.yasarlar.com.tr **Gabrini Baby Wet Towel Wipes Travel Package.** Kadioğlu Cosmetics, www.gabrini.com **Ela Baby Powder.** Ela Kozmetik, www.elacosmetics.com **Caxa Perfumed Baby Talc Powder.** Bağdatlı, www.bagdatlias.com **Diapex, Diaper Rash Cream.** Alpaya Dermaceuticals, www.diapexbaby.com **Bella Wet Wipes with Cream.** Koruma Hypo, www.korumahypo.com.tr **Pielor Baby Love Baby Powder.** BFF, www.beautyff.com
 Right: **ECİ Baby Powder.** Sora Cosmetics, www.ecibaby.com **Lana Baby Wet Wipes Soft Touch Travel Pack.** Global Horizon, www.globhorizon.com **Otacı Baby Bath Oil.** Kurtsan, www.otaci.com **Farmasi Baby Care Baby Protection Cream, Vitamin E.** Farmasi, www.farmasi.com.tr **Lana Baby Wet Wipes Creamy.** Global Horizon, www.globhorizon.com **Pielor Baby Love Wet Wipes.** BFF Cosmetics, www.beautyff.com



Left: **Cosmetiqs Baby Shampoo with Camomile.** Euromis, www.euromis.com **Otaci Baby Shampoo.** Kurtisan, www.otaci.com **Jaleriz Organic Baby Care Shampoo.** Pekmezler Kimya, www.jaleriz-organics.com **Akita Baby-Bath Soap.** Akita Cosmetics, www.akitacosmetics.com.tr **Aqua Vera Baby, Tear Free Hair & Body Shampoo.** Beyaz Kozmetik, www.beyazcosmetic.com **İmaj, Head & Body Shampoo No More Tears.** Ukip Cosmetic, www.ukipc Cosmetic.com **Pielor Baby Love Cotton Buds.** BFF Cosmetics, www.beautyff.com **Pielor Moisturizing Baby Cream.** BFF Cosmetics, www.beautyff.com

Right: **Vione Baby Shampoo.** Bileşim Kimya, www.bilesimkimya.com **Farmasi Baby Care Baby Oil with Vitamin E.** Farmasi Kozmetik, www.farmasi.com **Lana Baby Shampoo No Tear Formula.** Global Horizon, www.globhorizon.com **Organicare Baby Lotion.** Işık Terapi, www.organicum.com **İmaj Bab, Baby Lotion with Aloe Vera & Camomile Extract.** Ukip Cosmetic, www.ukipc Cosmetic.com **Baby Dex & Baby Mex Baby Soaps.** Tat Kimya, www.tatkimya.com **Lana Baby Oil.** Global Horizon, www.globhorizon.com



*We talk about their growth;
their physical and mental
development.*



Left: **Farmasi Baby Cologne, Soft.** www.farmasi.com.tr **Hops Wet Toilet Paper.** www.sapro.com.tr **Baby Colognes 30 ml.** www.orkidecosmetics.com **Gabrini Baby Cologne Soft.** www.gabrini.com **Bio Balance Back to Nature Stretch Mark Remover.** www.biobalance.com.tr Right: **L'rouge Mother to be Cream.** www.pHkozmetik.com **Hepsipropada Organicum SPF 50+ Baby Sunscreen.** www.ışıkterapi.com **Sen Baby Care Silky Softness Baby Cologne.** www.kozmo.com.tr **Can Bebe Baby Shampoo and Rash Preventive Cream.** www.astel.com.tr **Toyo Baby, Nappy Rash Cream.** www.turklab.com.tr **L'rouge Baby Lotion.** www.pHkozmetik.com



Because babies come a long way... and need a complete care!

Special thanks to Atölye Radika for the cute baby favors. www.atolyeradika.com



ARA GÜLER

“The Unknown Ara Güler” exhibition was in İstanbul and in Gallery G-Art between December 4 2012 - February 3 2013. Ara Güler, was the “guest” of the exhibition but indeed the master of photography!

By Melike Çetinsaraç / Photos by Tuna Yılmaz

The exhibition “The Unknown Ara Güler” offers a chance to see previously unseen photographs by master photo-journalist Ara Güler, known as the “Eye of Istanbul”. Ara Güler has photographed personalities who made their mark on history, such as Winston Churchill, Indira Gandhi, Alfred Hitchcock, Maria Callas, Salvador Dali and Picasso, and while he says that “art is just rhetoric” he also tells us how art has shaped his entire life. On the other hand, the curator of the exhibition, Lora Sariaslan, described the exhibition as; “Important because it is in colour and abstract; because it shows a different side to the image of Ara Güler we have in our minds; and because, in terms of time and content, it is exhibited “right now”. This exhibition shows that there is no end to creativity. He sees a light in the dark room or when walking on the street and catches a moment; the creative mind is working all the time.”

The exhibition “The Unknown Ara Güler” consists of abstract photographs. What does this project mean to you?

Actually I am a realist photographer. I tear a piece from life, add meaning to it and report it. My friend İkna Sariaslan asked me for a photograph in 1998, Lora was obsessed with that photograph and she kept it. I am not known for what Lora calls “abstract photographs”, but this doesn’t mean that I do not do this sort of work.

What does “abstract” mean to you?

Abstract means “good for nothing”.

Okay, then what does art mean to you?

There is no such thing as “art”. It is all just rhetoric.

So music is not an art?

Music is nothing but noise! What would happen if there was no music? Would people live longer or die earlier? Was the world saved because Picasso was born?

How did you shoot the photographs in the exhibition?

Most of the photographs in this exhibition are damaged ones. Maybe this means that art is something fundamental, you just make it “art” by evaluating it. Perhaps you think it is art and keep it that way.

Ara Güler is widely known with his nickname; “The Eye of Istanbul”.



Ara Güler has exhibited in various countries around the world, recently adding “The Eye of Istanbul” exhibition in Croatia to the list, and over 50 books of his works have been published.



“I forgot how I took this but I remember it was in the 70s. This is the photo used on the book cover of Lora’s father. In other words, this is where ‘The Unknown Ara Güler’ exhibition started.”

What sort of photography expresses you?

My classic “Ara Güler” photographs express me. I catch moments of history. For example, I am so pleased that I photographed the Kumkapı Fishermen. If I had not taken those photographs, what then? Now they are gone!

What do you think about the development of documentary photography in Turkey?

There is no eye in this country. You do not become a photographer by taking a camera and pressing the shutter; you need education, you need culture, you need to understand what you see. We are not intellectual enough.

Who are your favourite photographers?

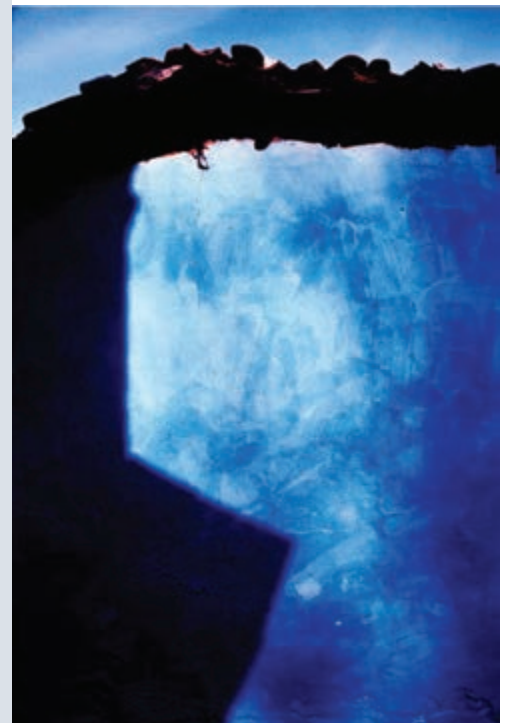
I like Henri Cartier-Bresson and William Eugene Smith.

As a journalist who was born in Istanbul, living and taking photographs here, in which era did you most enjoy photographing the city?

Well, actually I like the İstanbul of my youth the most. For me, İstanbul is a world that I hear of in poems, that comes to me through art, and I see the city through their eyes. I would say that that world is between 1950 and 1970.

Which area of Istanbul do you like most?

As a location, Eyüp has remained a historical part of İstanbul. In fact a city lives in human memories. For example you walk down a street, you turn a corner and at that moment it starts raining; you get wet, the windows get wet and a beautiful girl looks out through the glass. That is what matters. The streets of these memories, lives, thoughts... Why does a person love his country? Because all his memories are there. Otherwise what do I care about İstanbul? One is a romantic wherever he is.



“There is a wall above. The shadows impressed me a lot.”



Which countries have you enjoyed photographing most?

India and Indonesia are the countries that give the best photographs. But I like Burma most. You cannot go to Burma easily; you can only get a one-week visa. But at that time, with a lot of fuss and bother, I managed to get a visa for a month and a half months, and really travelled around Burma.

You travel a lot, don't you?

I am afraid of flying but I have probably been on an aeroplane more than anyone else in the world. There is a certain irony to this. Now I cannot get on a plane and I cannot go anywhere other than three continents by my "donkey", the jeep!

What do you take with you when travelling?

That was always very difficult. For example in India you could only buy Agfa films, but I used to shoot with Etachrome and Kodachrome. I used to take about 800 rolls of film with me on a trip. At customs they would think I was a salesman. Or when I was leaving the country, they would think I was a spy because I had so many rolls of film. I constantly had arguments with customs officers, it was very difficult.



Kumkapi fishermen of İstanbul turn back to harbour - 1950

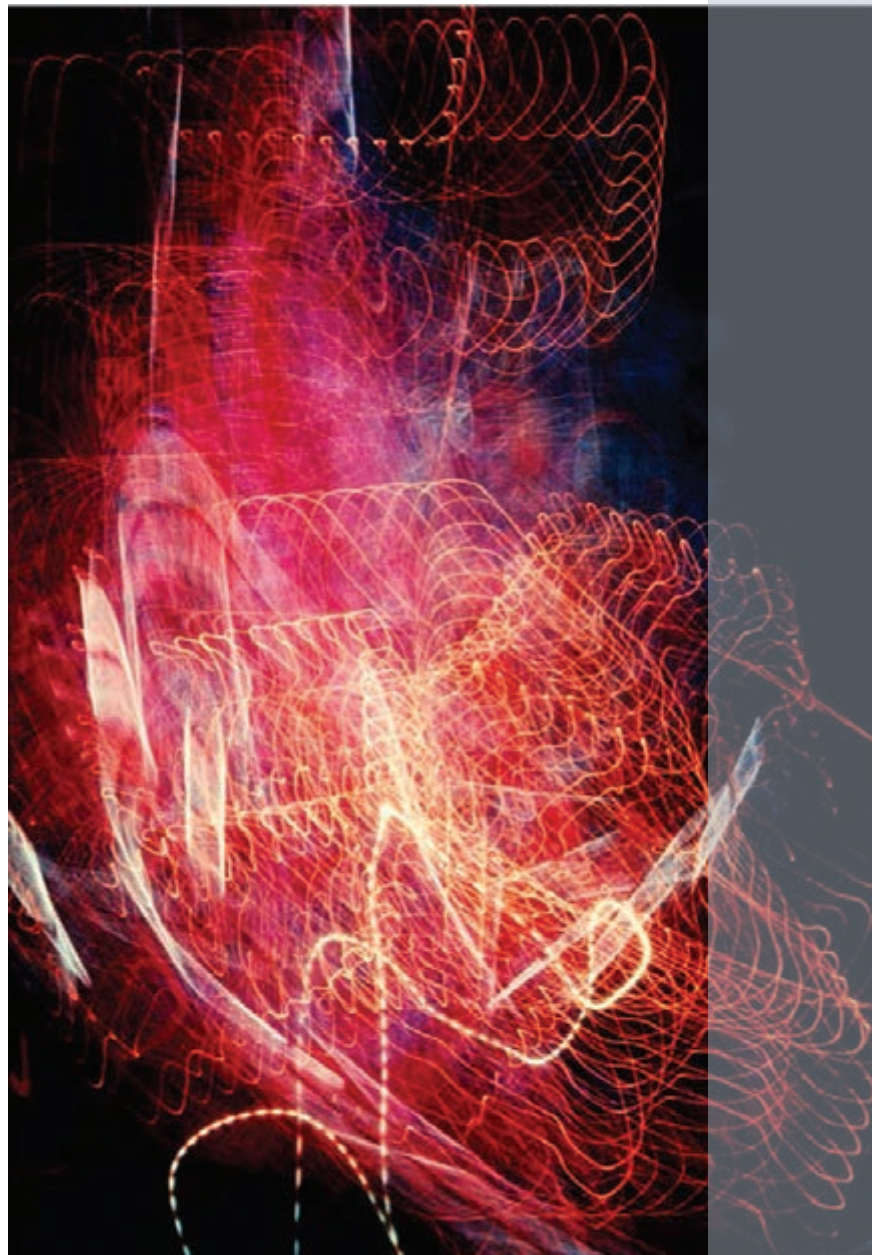
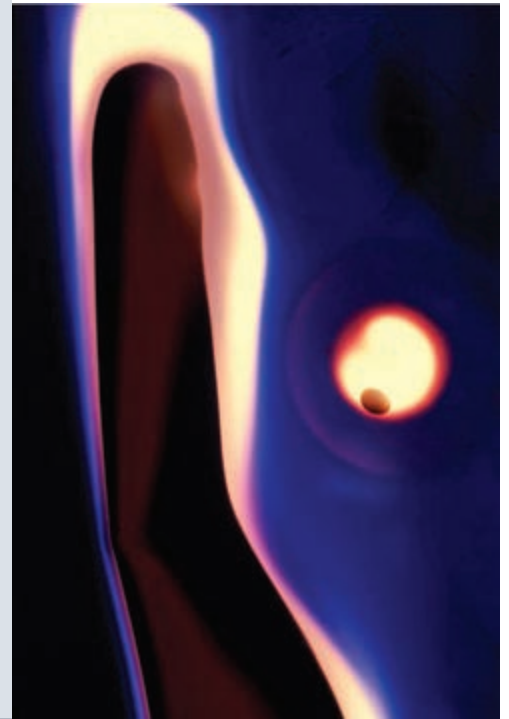
As well as documentary photographs you have also taken portraits of celebrities.

They were famous, that's why. My taking the pictures was not important, they were important! Do you know why I was so interested in those people? They formed our world and we are not even aware of it. Is it the politicians who are important or the artists?

We know that you have used digital cameras since they came out. Do you follow technology closely?

I do. Digital technology is a very good thing. I have been to the Cannes Film Festival for 11 times. That was a great place because I would photograph someone new every day. Before you had developed the film you would not know who was who, was that woman Brigitte Bardot or Sophia Loren? I used to take black paper with me from Turkey and cover my hotel room with it and develop the films. I would stay up all night, naming the dried films and putting them in envelopes. I would go to the airport every day and send the photographs to Turkey by express delivery. Now with digital you can send them by computer. How could I renounce technology?

"The films had stuck to each other, causing a stain during development. This is actually nothing; I mis-loaded the film in the camera!"



“I was travelling by car and I saw a beam of light. I wanted to shoot it clearly but the car shook. I like the shape of this photograph. I cannot say whether it is art or not!”

Design World

Luxury design

with a Turkish
signature



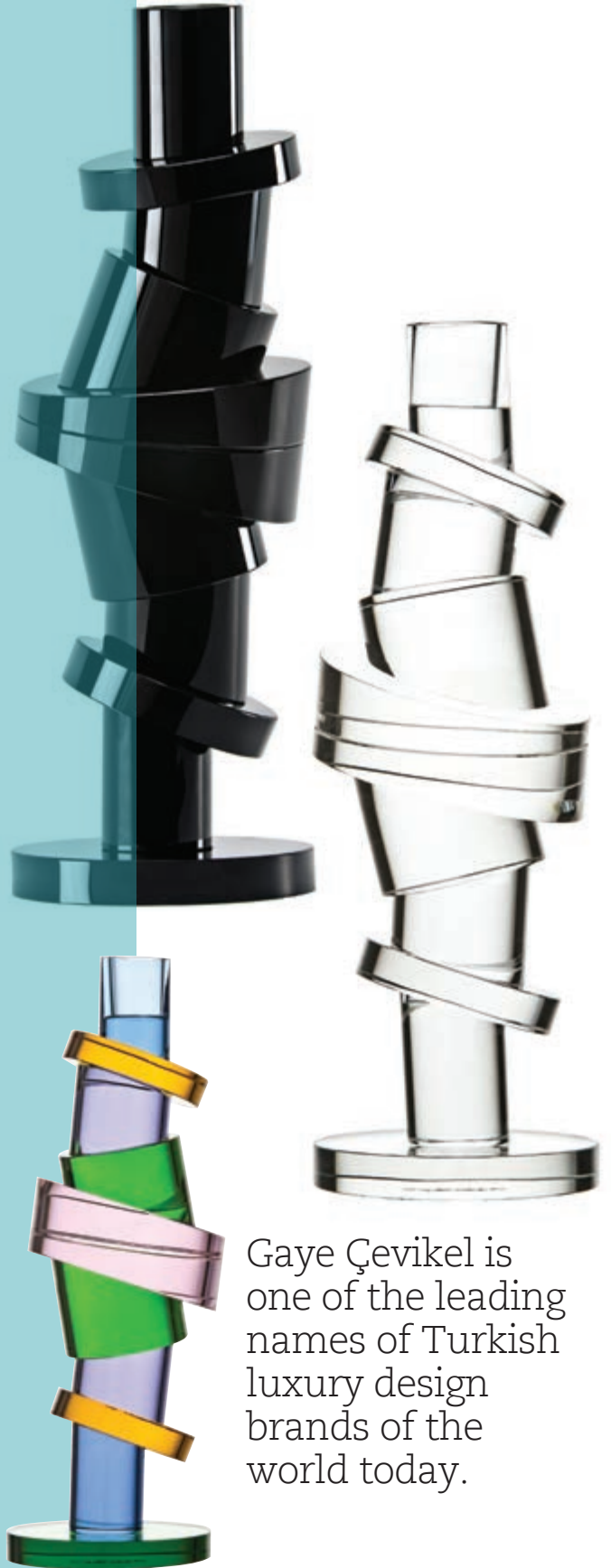
Luxury design brand Gaia&Gino is sold in 350 luxury design stores throughout 40 countries. The brand's creator, Gaye Çevikel, moves on from accessory designs and steps into the new field of lighting **By Gizem Kirca**



The first Turkish luxury accessories brand Gaia&Gino continues its design path after its first collection in 2004. The brand has worked with a range of world famous designers, producing some spectacular creations and leaving an indelible mark on the world luxury market. Gaia&Gino's creator Gaye Çevikel talks to us about the brand's progress through the years and future projects to come. After having graduated from Hacettepe University's English Language and Literature Department, Çevikel continued her education at North Carolina State University and the Middle East Technical University (METU), before starting off her professional career at the World Bank.

After having worked there for two and a half years, Çevikel realized that her passion in life was design, so in 1994 she established a design store in Ankara called "Decorum" which represented important design brands like Alessi, Kosta Boda, Magis and Flou in Turkey.

In time she began to wonder why there were no Turkish luxury design brands, and so, inspired by the idea of creating the first Turkish luxury brand, she established Gaia&Gino in 2004, bringing together her own nickname, Gaia, with the name of her Golden Retriever, Gino.



Gaye Çevikel is one of the leading names of Turkish luxury design brands of the world today.

Cali Vase Family is inspired by the art of calligraphy.



World-famous designers

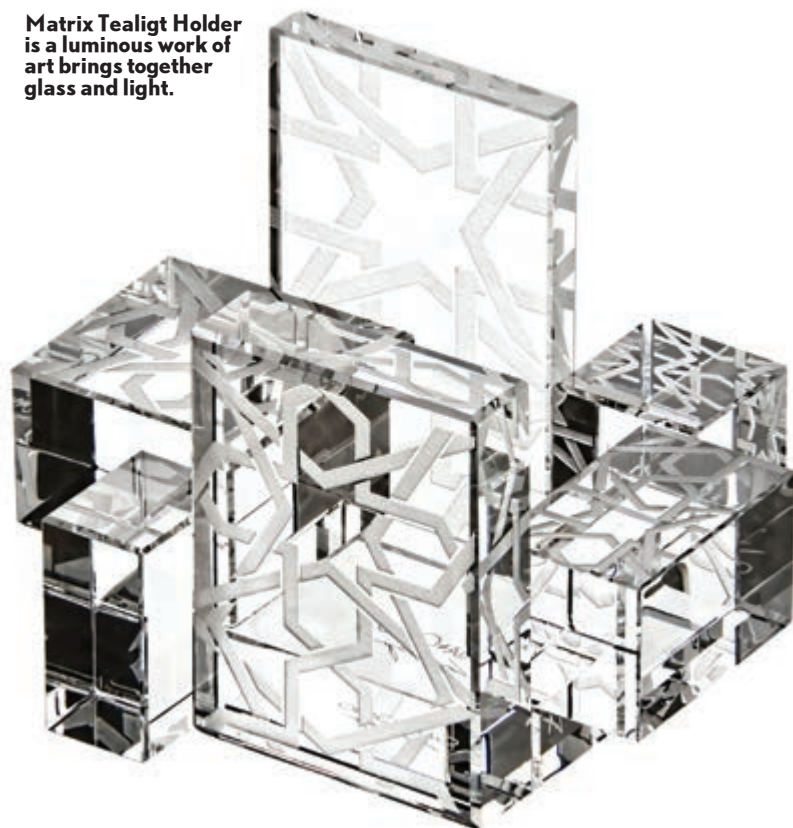
The brand first created a drinking glass collection by Defne Koz, which went on to garner widespread interest overseas. After that they worked with the famous designer Karim Rashid, creating a collection which was launched in the U.S. Gaia&Gino brings modern interpretations to traditional Turkish designs, and has worked with such names as Andrée Putman, Arik Levy, Constantin Boym, Christian Ghion, Defne Koz, Harry Allen, Jaime Hayon, Karim Rashid, Yves Béhar, Nendo and Sebastian Bergne.

Çevikel tries to make sure that the work and style of the designers she works with has an organic and flowing character, and believes that the multicultural upbringing and attitude of the designers reflect very well on the creations they produce.

Wide interest from abroad

The foreign press has followed Gaia&Gino very closely over the years, and the brand has been widely mentioned and praised in such publications as W magazine, Wallpaper, New York Times, Interior Design, Financial Times, Madame Figaro and Wall Street Journal, as well as receiving numerous awards from Interior Design Magazine, Red Dot, Wallpaper, Design Plus and Good Design, with pieces from the brand's collections exhibited in the permanent collections of various museums.

Matrix Tealigt Holder is a luminous work of art brings together glass and light.



Moving on to lighting

In recent years Gaia&Gino created quite a stir with its contribution to Swarovski's "Swarovski Elements at Work" project, and now the brand is working on a lighting collection that will consist of decorative table, floor and wall lighting. This collection will be launched at Milan Design Week on April, 2013.

Turkish handicrafts come to life

Considered among the world's top ten innovative design brands, Gaia&Gino aims to be nothing less than number one. In the words of Gaye Çevikel, "Gaia&Gino has taken up the mission to revive many an art and craft that has faced neglect and even extinction over the years. In our previous designs we used İznik ceramics. Now we want to introduce Gaziantep copper and filigree to the rest of the world."

Çevikel tries to make sure that the work and the style of the designers she works with has an organic and flowing character.



STAR Large and STAR Medium Vases by Çevikel.

Gaia Black Swan Group (Down)



“THERE IS A FRESH’N SOFT FOR EVERYONE!”

We listened the story of Turkey’s first wet wipe producer Kardeşler Uçan Yağlar and its market leader brand Fresh’n Soft and the brand’s diverse product range from the company’s Vice General Manager responsible from Sales and Marketing Seren Zavaro Bardavit.

Interview: Zekiye Yaraş Meriç
Photos: Tunç Yılmaz



Can you tell us about Kardeşler Uçan Yağlar’s history?

Kardeşler Uçan Yağlar is a very old family company established in 1957. At the beginning, the company had the identity of an importer by importing food additives, filtration equipment, and several machinery for food, beverage and pharmaceutical industries, from Europe. In 1990s; brands that Kardeşler Uçan Yağlar imported, begun operating in Turkey and as the term “commercial distributorship” is no longer in great demand; owners of the company decided to enter into fast moving consumer goods industry. First, they imported wet wipes in 1992. At this time, there wasn’t such thing as “wet wipes” in Turkey; people even didn’t know what it exactly was. As foreign currencies jumped sky high with the economic crisis of 1994; it has been noticed that importing for this business was too risky and the owners decided to produce their own products and they began producing in 1996. Thus, the first wet wipes of Turkey, Fresh’n Soft is created and our company becomes the first to produce wet wipes in Turkey. As demands rise, the company decides investing to Gebze Organized Plastics Industries Zone (GEPOSB). We produce in GEPOSB since 2004 and we conduct our operations from this zone.

What’s Fresh’n Soft’s place within this operation?

Fresh’n Soft’s baby wet wipes are the country’s market leader in item by item basis. They’re not consumed only in Turkey; but we also export them.

Which countries do you export to?

We export to Middle East, South America, old Eastern Bloc countries, Africa, Turkic Republics and slightly to the Far East and China. Apart from these, we also produce “private label” products for many other brands. At this point, we are aware these companies are relying on us for their brands’ recognition. We produce according to the standards they require and we supply them with our production. This is an area where we are as powerful as we are with our Fresh’n Soft brand.

Can you inform us about Fresh’n Soft’s product range?

We have three main product categories. These are; baby care and cleaning; personal care, and daily care. In baby care category we have baby cleaning wipes and their sub-categories. We also have complementary products within this range like diaper change cloth, baby q-tips. Personal care category has two sub-categories such as “Classics” and “Premiums”; and we make up cleaning wipes; genital cleaning wipes made

of 100% pure cotton and containing a special formula delicate to genital area. This product, made of 100% pure cotton is the only one in the market designed to be used on the genital area, there are no other product made of pure cotton to be used on the genitals.

In personal care category we also have antiperspirant wipes, which is an innovative product. We knew people needed this product but we thought people would use it only in summer, which wasn't true overall; because we learnt that there were people over sweating due to hormonal diseases.

We also sell our perfumed wet wipe in single sachets. Contrary to the deodorant tube, this product can easily be carried in the bag. We also have breast pads for nursing mothers. Within the daily care category we have antibacterial hand cleaning wipes and they are 99.9% efficient. We have lavender, white soap and rose scented guest towels. In daily care category we have pocket size handkerchiefs, and mini handkerchiefs with packages which are designed by children.

What's the bestseller within all these?

Fresh'n Soft's Classic range... The package contains many wipes, people are used to the package, and the smell is fresh... Thus, this is not a product used only to care for babies but these qualifications enabled the product to take its place also within the daily use of adults.

Do you have a Research&Development department?

Yes, we have; and they are taking action in a very effective way in order to develop our products. Our Research&Development Team is responsible of conducting all control tests, inspecting all test results, preparing our products formulations, and they are also responsible of all related processes alongside with the sales department.

You obviously have a very wide target market...

There is a Fresh'n Soft for all ages and occupational groups, and for all socio-economic classes and in fact; for every single individual, available on the market. For example; Medifresh is mostly used in medical field and it consists of disposable underpads, undersheets and products aiming to ease the life of inpatients. We develop our products by considering people's busy agendas, women's working life, the world's population's getting gradually older, people having an accident and not being able to take a shower, people exposed to temporary diseases; and we even think to the raise in resting or nursing home numbers.

What are your goals and expectations about the future?

We have great expectations. We aim to make a 12% turnover growth within 2013 and we want to increase our current export rate by 10%. Thus, we have lots to do in 2013!
www.freshnsoft.com

TRIED & TESTED

Fresh'n Soft's all products examined by **Nisa Yavuz** and Photographed by **Tunç Yilmaz**



FRESH'N SOFT DIAPER CHANGE CLOTH

Fresh'n Soft's Baby Diaper Change Cloth is designed to be used during nappy change. The cloth's highly absorbent texture is ideal for little babies peeing during diaper change. Changing pads, offering a hygienic changing area for the baby, measure 60x60 cm each and every pack contains 12 pads. You can also use them in your baby's bed during the night by placing them below the sheet and thus keep the bed clean against little accidents.



FRESH'N SOFT ANTI-RASH WIPES

This is one of the most innovative products offered by Fresh'n Soft. This is the result of 2.5 years of research and development and is also a "first" both in Turkey and in the world. We also know that the company applied for utility model certification and German Dermatest rated this product with their three star guarantee logo; which, the company uses on their packages.



FRESH'N SOFT CLASSIC WIPES

Here's Fresh'n Soft's oldest, most widely known and most preferred product: Fresh'n Soft Classic Serie's thick, wet, cleaning wipes. This has been a key product which everybody used while cleaning their babies and adults kept it in their bags since the day it has been released. This is a product Kardeşler Uçan yağlar is highly proud of. It can be used for nearly everything.



FRESH'N SOFT NEWBORN WIPES

New-born babies require lots of care and attention. Fresh'n Soft's New-born Wipes are designed for these little people with highly sensible skin and the product's formula is kept as simple as possible. Wipes are made of pure cotton and contains water and doesn't have any fragrance at all. The product contains nothing harmful to your baby's skin.



FRESH'N SOFT GUEST TOWELS

The company's lavender, rose and white soap scented guest towels are proof of Turkish hospitality. No matter who you have as guest for dinner, offer them with these guest towels to clean their hands. Their scent is magnificent. Besides; these towels offered to the guests help you to maintain an old tradition with a modern twist.



“CONSUMERS TRUST “MADE IN TURKEY” LABELLED PRODUCTS”

We talked about Erte Cosmetics, one of Turkey’s leading perfume and deodorant manufacturers, with their Sales and Exportation Manager Aytekin Akbaş and we investigated their globally exclusive product DeVobis.

Interview: Zekiye Yaraş Meriç
Photos: Tunç Yılmaz



Can you tell us about Erte Cosmetics’ establishment?

Our company started its operation as a subsidiary of Erkul Cosmetics. We are serving our customers with deo roll-ons, deodorants, perfumes, body splashes and deo-sticks since 2003. We also want to make a breakthrough in air freshener and home fragrances field, thus we are making researches and conducting projects. We have a considerable customer portfolio and our products are admired. As Erte Cosmetics we also have GMP and ISO certifications and we are also a member of Fragrance Foundation; which is a foundation with a very limited number of members. Our exportation rate is also growing every day. Considering all these, we may say we have come a long way within a short period of time and the reason behind that success relies on the fact we value our customers. Erte Cosmetics customer base consists of people considering their budget, health and tastes all together and making choices in conjunction with all these factors. Our customers may care about the fragrance of a perfume but if the product isn’t healthy, they don’t prefer to buy and use it. Thus, I might say that as Erte Cosmetics we helped to create a positive perception with our modern, innovative and good quality products.

What would you like to add about your exportation?

We’re annually exporting more than 10 million bottles in total. We transport them to every continent by reaching to 55 countries of the world. We are actively present in European site, most of the Middle Eastern countries and also in Asia. As Erte Cosmetics we export to every point of the world except North America. Our busiest operations take place in old Iron Curtain countries.

What are your most popular products?

Our customers define them because we are a company known for developing products according to our customers’ demands. We have approximately 90 fragrances; 50 of these are designated for women and 40 are designated for men. One of our advantages is that our company doesn’t impose their products on their customers; but we work on our customers’ demands. For example, if our customer requests a certain fragrance in a specific shaped bottle and in a certain colour; our job is to comply with this special request. In that sense, I might say we’re producing haute couture fragrances. However this is just the answer of your question but our Erte special fragrances have also a special place within our hearts.

TRIED & TESTED

Erte Kozmetik's all perfumes tried and tested by **Nisa Yavuz** and photographed by **Tunç Yilmaz**

How many brands does Erte Cosmetics have?

We have three brands. Our latest is "DeVobis" aka "Perfume with a screen". At the beginning we had Xceed and Roxanne. Roxanne was the first brand we introduced to our customers.

Which one is your exclusive product?

DeVobis! DeVobis is the embodiment of a very creative idea articulated by our CEO Turgut Tepret, and it has been carried out by huge research&development studies. The main idea can be summed as "Even your loved ones are far away, they're always beside you." It is a perfume with a screen! This product has a 3.5 inches LED screen; an internal memory of 2 GB and an external memory of 16 GB, supported by SD card. It can also be connected to the computer by a USB cable and it also has a headphone jack. This product is a "first" in the world. This is a design with a screen and containing music, picture and video players. The product's software has been developed by Turkish computer engineers and its patent is owned by Erte Cosmetics. In addition; Erte Cosmetics applied to WIPO, situated in Switzerland. This certification is very important because if a company situated within the 140 countries applies to manufacture the perfume with a screen; this company cannot manufacture the product without Erte Cosmetics' consent.

Erte Cosmetics has a successful subsidiary company. How do you benefit from this?

First of all, we no longer have to reinvent many subjects and we don't have to think from the start. If the international researches have been driven, and the tendencies have been defined; we no longer have to start from the beginning, as the international data has already been summed. It also has its advantages in sales and distributions channels but Erte Cosmetics operates in a totally different field; thus we have to consider international markets within another scale.

Do you attend fairs?

Yes we do and will so go on. Although, we will attend Cosmoprof Italy only but last year we've been to all cosmetics fairs held in Dubai, Hong Kong, Paris and Mexico; including Cosmoprof Italy.

What would you like to say about perfume industry's future?

I think this industry has a brilliant future. When it comes to perfumes, you think of certain countries like France and Italy. China has been an important player within the last 20 years and affected the world. They have provided the industry with affordable products and they have made a huge introduction. However, people quickly realised the facts; as evidence, we might point to Turkey's annually growing exportation rate in perfumes and cosmetics industry. Global customers began to trust products which have a "Made in Turkey" label on them. This is why, when I think as Erte Cosmetics or Turkish cosmetics manufacturers in general; I see brilliant days ahead of us. www.devobis.com , www.roxanne.com.tr , www.xceed.com.tr



DEVOBIS

DeVobis is an interactive product with a perfume bottle and which you can offer as uploading pictures or videos and watch these on its LED screen and use it as a memorabilia. You can notice world's one of the most famous "noses", Mark Buxton's hard work on the first smell. "DeVobis" is a very significant name because it means "About You". It has been introduced last year, for the first time on BeautyWorld Middle East Beauty Fair in Dubai. Black one is designed for men, while the red and white ones are designed for women. This is not only a perfume but also a memorabilia. You can upload whatever you desire into the software and it will make a great gift depending on the content. It can be a Valentine's Day gift, Mother's Day gift, Father's Day gift, or even a graduation gift for your child. You can also upload your favourite soccer team's goals and offer it as a sportive gift.



ROXANNE ROSE & TULIP

These rose and tulip shaped perfume bottles are Erte Cosmetics' most exclusive products and are designed for women. First, the company brought the tulip shaped bottle forward because Istanbul is identified with tulips and when the product has been a hit they also produced and released a rose shaped one.



X-CCEED

It offers everything you expect from a perfume. Its fragrance is exclusive, the bottle design is brilliant and the perfume within is absolutely good quality. Considering its huge dimensions it may not be suitable for handbags but we're sure it will fit on every toilet table. Offered within its fancy box (Ok, not as fancy as DeVobis' magnificent screen), it will sure make a great gift to be remembered.



ROXANNE KIDS FRAGRANCES

Each of these cute and lovely perfume bottles contains a different fragrance for kids. Fragrances are so light and so special that, not only kids but also adults who don't really have a crush on perfumes can use these fragrances. These perfumes designated for the use of children are a result of careful and successful combination of non-allergen ingredients, as allergic asthma has been defined as this century's most common disease. Meantime, we also have to say that egg shaped one seems to be children's favourite fragrance.

“OUR PRINCIPLE IS TO DO EVERYTHING THE BEST WAY”

We listened to the story of Alfar, one of Turkey’s most established cosmetics companies, from the company’s owner Kazım Özen. We also learned that when dreams come together with ambition, success is inevitable.

Interview: Zekiye Yaraş Meriç



Can you tell us a little about Alfar Kozmetik? I worked as an executive in a pharmaceutical company for many years. I always dreamt of becoming a manufacturer myself. It had always been both a dream and an aim for me to produce, serve to the use of the people, create jobs and to do export. When I visited my brother who lives in a small town in Germany my visit coincided with the date of the first export made by a small company in the village. I witnessed the people of this small town, young and old, celebrate this event with flags. That’s when I realized how important production and export was for people. This dream -and this goal- became a part of my soul afterwards and has had great impact on my direction. Back then whenever I visited Europe I would observe what I could produce. Cosmetics production, in particular make-up, did not exist in Turkey then. A country growing fast Turkey had a lot of potential and was becoming modern in a lot of ways. It was evident in many positive details. I saw that the cosmetics sector would grow a lot faster after the 80’s and decided to invest in this sector. First we opened a retail store in Fatih, Istanbul. A few years later, in 1980, we started production as Alfar Cosmetics Incorporated with other partners. Alfar is among the first in colored cosmetics

in Turkey. We have always been proud of this leading role. We started production with blush and eye shadows. The name of our company came from the first syllables of these words in Turkish. After a few years we parted ways with our partners. I have been continuing work since then.

How did you make Alfar Cosmetics “reliable”?

It has been our principle to do everything the best possible way. Without compromising quality, working with the best suppliers and putting user health and satisfaction first. We have been serving to millions of women in and outside of Turkey for 32 years in this sector while serving customer specific products for each of our customers. We have a production space of 10,000 meter squares. We produce almost all types of make up products here and export them to customers here and abroad. We have a successful team of highly educated engineers and technicians.

Which countries do you export to?

Half of our production is exported. We had less variety in the 80’s and we used to buy the content of some products in bulk from Europe. In the 90’s we started producing most of our content. A great potential was available when the Iron Curtain came down and those countries in the

nearby geography opened up to the market. In the 2000's we added special products to our portfolio. While exporting mainly to neighboring countries we also started exportation to far countries. Today we export to Italy, Russia, Iran, Romania, Bulgaria, Kazakhstan, United Arab Emirates, Macedonia, Azerbaijan, Turkmenistan, Georgia, Libya, Jordan and Yemen among others. Products that are exported to these countries are shaped according to the construction, culture and customer demand in each of them.

Can you name some of your brands and some of your products that are special for Alfar?

We started with buying the patent, production and sales rights of the French brand Catherine Arley. Today this brand is very well known to women of all ages and income groups. In 1992 besides Catherine Arley we added "Elite" for a higher income group and "Charme" in 1996 to our brands. I should also stress that our brands and products have official registration both in Turkey and in foreign countries. All our products are special but the Catherine Arley powder is a product that has come to be known for its high quality. There are almost no cities in Turkey, where you cannot find this powder. Our concealer and blush group has a perpetual repeat customer. Our nail polishes have won recognition in Russia and Italy. We are reaching a large audience. The most important features of our products is that most of our products are protective, caring and provide oil and vitamins.

Can you tell us about the product range of Alfar Cosmetics?

Powders, cremes, pata cremes, eye shadows, blushes, terracotta products, concealers, make up sets, mascaras, eyelash care products, eyeliners, dipliners, lipsticks, lipglosses, coversticks, EDT, perfumes, nail polish and nail care products, make up fixers...

Do you carry a research and development department?

We develop our products in our own research and development labs. We can also carry out all controls and tests in our quality control labs. Our products are produced according to the conditions set by the Ministry of Health.

Do you participate in international fairs?

We participate in many fairs including Cosmoprof, Beauty Eurasia and Intercharm.

What are your plans and expectations for the future?

Our main goal is to reach more people with the quality of our brand and products as well as increasing the number of exportation countries. We aim to add newer and special products to our product range and open to new customers in America, Africa, Asia and Australia reaching 40 countries in medium term and 50 in long term.

www.alfar.com.tr

TRIED & TESTED

Alfar Cosmeteics products tested by **Nisa Yavuz** and photographed by **Çağdaş Uyanık**



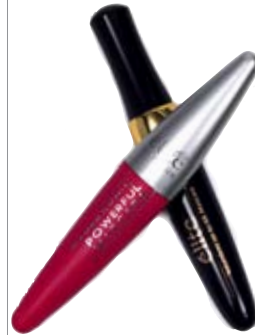
TUÇE EAU DE TOILETTE

Each and every product of Alfar Cosmetics gains a loyal audience in a short time. I believe this will be the case for eau de toilette Tuçe too. With a hint of flowers but mostly powdery and mystic, Tuçe is a fit for not only young girls but mature women too.



ELITE MASCARAS

Elite's Hyperaphic Powerful Mascara and Elite Volumize have one thing in common: both can "volumize" eyelashes up to six times. Hyperaphic, with its flat design, can fit in the smallest make up bags. Elite Volumize is as majestic as the job it does. They both make eyelashes look six times longer. It has been tried and it has been proven!



CATHERINE ARLEY SILKY TOUCH

Silky Touch foundation creme, Terracotta Eye Shadow and Compact Powder... All three have one thing in common: they are all products that won't bring out your lines and they will look completely natural on your skin fitting with its natural color. Of course we should add that Compact Powder is a legend and it is the most used foundation creme in Turkey being the most loved product in price and performance comparisons.



ELITE -SERIE SELECTION

Terra Cotta Eye Shadow and Revital Foundation, among Alfar Cosmetics' Elite products, can be thought of as a unique series. Especially Revital Foundation has the ability to cover all flaws on the skin. Whereas Terra Cotta Eye Shadow can not only be used both wet and dry, its impact on the skin is both natural and vitalizing.



CATHERINE ARLEY NAIL LACQUER

Nail polishes are the heart of fashion. And richly formulated Catherine Arley does not contain formaldehyde, toluene or DBP. Its ability to cover with only one layer is unbelievable! And there is always a Catherine Arley for every taste and every different obsession for color. From luminous to tinselled from gloss to pitch black, there is a Catherine Arley in every color.



**“IT IS EVERYONE’S
RIGHT TO
USE QUALITY
PRODUCTS
WITH
REASONABLE
PRICES!”**

Bileşim Kimya has increased its export rate in parallel with its rise in the Turkish market, and we listened to Enver Sedat Çelik, the owner and the founder of Bileşim Kimya.

Interview: Zekiye Yaraş Meriç



Can you introduce Bileşim Kimya to us? Bileşim Kimya is a company established in 2004. Since the day it was found, it has been manufacturing mainly cleaning and cosmetics products. After working in our factory in Avcılar for approximately five years, in 2009 we moved to our current factory in Kiraç, located in Esenyurt Municipality in Istanbul. As a company, we have just started to manufacture based mainly for export, for private brands in the cleaning and personal care product industry. We also manufacture for our own brands. The export rate we have reached in this short time can be defined as pleasing, because today we have the identity of a company which exports to approximately 40 countries. Bileşim Kimya also manufactures the private branded products of many companies and chain markets in the Turkish market. Our company already produces as an establishment with 8500 m2 indoor space and a capacity of 8000 tons of monthly production, within the standards of ISO and GMP.

As Bileşim Kimya, which product lines are you producing in?

As Bileşim Kimya, we produce almost all the liquid cleaning products. Apart from colored cosmetics, we also produce all personal care products.

How many brands do you have?

We have three brands named Vione, Sio and Mumex. All of them belong to Bileşim Kimya.

Can we learn your thoughts about the industry you are working in?

Turkey has advanced especially in the cosmetics industry recently, we have all witnessed this. Many moderate-sized and growing companies released quality products on the market and prevented the industry from monopolization. However it is not possible to say the same for the cleaning industry. This area of the industry is known with the larger players. Therefore export is even more important for companies that are still growing. It is obvious that we are successful in this industry. Especially in the last years, African and Middle Eastern countries have been more and more interested in Turkish producers and Turkish products. Well, there is a mutual satisfaction...

What would you like to say about customer awareness?

We can easily say that with the new generation the customer profile has changed and the customer awareness has grown. The global fluctuation in the economic conjuncture made quality products with

TRIED & TESTED

Bileşim Kimya's all personal care products examined by **Nisa Yavuz** and Photographed by **Çağdaş Uyanık**

reasonable prices stand out. Unlike in the past, an inclination towards alternatives which offer the same quality of hygiene for a more economical price instead of the rooted brands has started. If this continues as it is in the coming years – looks like it is going to – it can be said that soon the world will create new hygiene and cosmetics giants.

Which of your products do you export most?

Although primarily personal care products such as shampoo, shower gel, hair conditioner and hair gel, we export all of our liquid cleaning products produced under the roof of Bileşim Kimya.

Which countries do you mainly export to?

We export to many different countries located in every corner of the world. So giving country names one by one would be unfair. I can describe it as; there is almost no country we don't export to in the area from the Maldives to South America...

What is your opinion about R&D? How much of your budget is spared for R&D?

R&D is a very critical point for our industry. However, as you see, we cannot really spare great budgets for R&D like some international companies. For example, last year we spared only %5 of our budget for R&D projects.

Is there a point where you especially focus on about your products and manufacturing? Why?

For us the most important factor is to produce quality and healthy products for a reasonable cost and offer them to the customer. Because it is everyone's right to use quality products with reasonable prices!

Do you attend industrial fairs? What kind of positive effects have you experienced?

We attend fairs and we will continue to do so. We have attended Private Label Fair in Istanbul in 2012, Cosmoprof Bologna in Italy, Beautyworld Middle East in Dubai, Amsterdam Private Label and Beauty Eurasia in Istanbul. We have quite a positive overview of fairs. Attending these fairs is not enough, introducing ourselves to the foreign markets to make ourselves known, to take a place in the mind of the foreign exporter and, of course, to enhance our business volume is important too.

Could we learn your future goals and expectations as Bileşim Kimya?

As a company, we aim to reach the furthest point possible within the industry. Furthermore, having a voice in the cosmetic and cleaning industry is one of our most important goals. We are working hard for with all our energy. Our greatest wish is to gather the fruits of this hard work in the shortest possible time.

www.bilesimkimya.com



VIONE SHAMPOO

Bileşim Kimya has many products under the brand name of Vione. Of these, shampoos are designed to match specific hair types. Although it is hard to choose one from various types of Viones, you get the best result from the one suitable to your hair type. I used the one for dry hair, and the healing and moisturizing effect proved this. And it smells great!



SIO SHAMPOO & SHOWER GEL

Sio is one of the brands of Bileşim Kimya. The most significant point in its formula is that it contains herbal essences and essential oils. Sios gives the primary care your hair needs and like Viones, they have different formulas according to different hair types. Sio shower gels are the reason to leave the shower "renewed"; they are refreshing and fragrant.



MUMEX HERBAL SERIES

Another brand of Bileşim Kimya is Mumex. Especially Herbal Series of Mumex has a serious consumer mass. Mumex cleans and renews your hair thoroughly, and they are produced with different herbal and natural components, suitable to different hair types. Some contain herbal essences, some contain protein or essential oils, but all of them are ideal for daily use.



VIONE BABY SHAMPOOS

A baby shampoo without a cute bottle? All Vione baby and children's shampoos do have them. Some come in the shape of a teddy bear, some are happy, square strawberries, and some have figures that would attract children's attention. They all have sensitive formulas, designed specifically for the skin of children and especially babies.



VIONE LIQUID HAND SOAPS

Vione liquid hand soaps have three variations: with milk, berries and olive oil. Each of them has different functions. In short, the difference is not just the fragrance. All of them have a unique fragrance, the function to moisturize and clean the skin thoroughly and pH balanced formulas. If hand hygiene is the question, Vione Liquid Hand Soap is the needed answer.



Inspire Me

NEW LINES AND COLORS FOR FACE

There are two different product lines Makyaj Cosmetics offer for women under the brand name New Well. The first of these is Infinity Eye Liner and Infinity Mascara. These products offer easy application and more meaningful eyes with more depth in the looks. Camouflage Mascara and New Well Skin Naturals Camouflage Lip Gloss are in the Cosmetic Laboratory Skin Natural line of New Well, and they address the customers who put great importance on their lips as well as eye lashes. *Makyaj Cosmetics, www.makyajkozmetik.com.tr*



SHOWER IS NOW A BETTER PLEASURE

Fe Exclusive Shower Gel, the brand new but always healthy product of Atas Group, nurtures, moisturizes and renews your skin. With its beautiful fragrance, it relaxes you and offers maximum shower pleasure. Another Fe branded product of Atas Group is Fe Exclusive Shampoo with olive oil. While it cleanses the hair, it protects the moisture balance, repairs and moisturizes the hair strands and helps the renewing of the hair with the vitamin E ingredient. *Atas, www.atasgroup.com*



HAIR SPA FOR HAIR!

HairSpa product of Doğatek, advantageous both for the hair dressers and consumers, is a revolutionary product which replaces hooded dryers and klimazon etc. used for coloring or color bleaching in saloon hair care. This product can be used in every hair dressing styles that requires thermal energy and all favorite hair care, and it offers convenience for keratin applications, hair masks, other hair care products, organic hair dyes, permanent, temporary waves, folio highlighting, root bleaching, color erasing and scalp care.

Doğatek Limited, www.dogatek.com.tr



COLOGNE FOR BABIES

The new product of Orkide Perfume and Cosmetics is for babies. The baby colognes with six different fragrances are ideal both for babies and for the adults with sensitive skin. The colognes names Soft, Flower, Aloha, Melody and Fresha are sold in 30 ml bottles and were first introduced in 2012 by Orkide experts working with great care. One of the most significant characteristics of the products is that they do not include any of 26 allergens. *Orkide Cosmetics, www.orkidecosmetics.com*

A PERFECT PRODUCT FOR CURLY KIDS

Iroise is APS's first private label for Leclerc Hypermarket Chains. Iroise Hair Detangling and Care Spray is a light and gentle liquid with a fruity scent that detangles delicate hair of children for an easy comb. It is great for detangling messy locks by also eliminating frizz. It is an easy to use spray onto wet or dry hair and makes hair manageable, keeps curls looking healthy. It is ultra-gentle for kids' sensitive hair with its dermatologically tested hypoallergenic formula. It is also tested with no tears formula. *APS Ambalaj, www.apsambalaj.com*



TWO BRANDS, FOUR NEW PRODUCTS

Zümrüt Cosmetics added three new products to its colored cosmetics range running under three brands. First of all, Clavis Stay-on Foundation was added to Clavis products, and then the Waterproof Dipliner, a blusher and Two-Color Moisturizing Lipstick were added to Judi line. All three products were produced with Zümrüt Cosmetics' hygiene and care, and are distributed to Zümrüt's trusting customers. *Zümrüt Cosmetics, www.zumrutkozmetik.com.tr*



NEW PERFUMES AND NEW SPIRIT

BFF, known for its personal care and hygiene products, will soon be renowned with its perfumes as well. The new man fragrances, Juego Azul, Juego Negro, In Marie, Cubica Platinum and Cubica Gold, already gained a fan base with their scents. Delicia, Bona Dea and Lady Cocosh are designed for women, and they offer a magical breeze of flowers, spices, amber and fresh notes. *BFF Cosmetics, www.pielor.com*



FONEX FRUITY WITH NEW PACKAGING

Fonex Fruity Body Butter moisturizing cream line offers a special care to the skin with its rich formula including Shea butter and natural fruit essences. They soften worn out skin and give it a healthy and bright look. The innovation is that they will be offered in 150 ml jar bottles. Fonex Fruity Body butters, Apricot & Mango, Grape & Blueberry, Kiwi & Lemon, Grapefruit & Pomegranate, Strawberry & Raspberry, are now ready to serve "the whole family"! *Fonex, www.fonex.com.tr*

RELAXING SHOWER GELS

New product line of Akdeniz Company is Body Solutions. All of them are shower gels and all of them were produced with a different approach. Thermal Spa offers hydrating, Aroma Therapy has anti-stress. Olive, the shower gel with olive oil, is almost an herbal care product. As a result, all the shower gels produced by Akdeniz Company share the same goal: skin care and health. All of them have natural oils to soften the skin, vitamins to renew and minerals to moisturize. *Akdeniz Company, www.akdenizcompany.com*



NEW COLORS FOR COSMETICS BY KOMET

Colleen, the colored cosmetic brand of Komet Cosmetics, added new products: Colleen Perfect Color line. This line, just like other Colleen products, includes products with high quality and colors in fashion. It seems like these new nail enamels, compact powders, blush-ons, lipsticks, eye shadows, lip glosses and lip pulps will change women's perception of make-up, colors and glitters. *Komet Cosmetics, www.kometkozmetik.com.tr*

A BRAND NEW DEODORANT LINE FOR MEN

Perspective is the brand new deodorant line of Akat Cosmetic. Six different deodorants of the line stand out with their different scents. The deodorants, Fresh, Energy, Power, Extra, Stars and Ego, are friendly to skin and effective against sweat. *Akat Cosmetics, www.akatkozmetik.com.tr*



FOR THOSE WHO LIKE TO SMELL GOOD

Fon Cosmetic added new ones to its long established perfume line. Clarine's Summer and Summer Evening for women, with their flowery scents, are already candidates of being the favorites of women. Ekol for men looks like it is going to allure women with its scent beaming from men's skin... We have to add that Creation Candy Apple Purple and Green have been sold "like crazy" after the launch. The company plans to put their new perfumes on sale with the Beauty World Middle East fair. *Fon Cosmetic, www.fonkozmetik.com*



Window



Hobby Cherry Blossom Body Wash.
Hobi Kozmetik,
www.hobikozmetik.com



Kajal, Shimmer Eye Powder.
Atomizer Cosmetics,
www.atomizer.com.tr



Catherine Arley Terracotta Powder.
Alfar Kozmetik,
www.alfar.com.tr



Otacı Argan Hair Care Mask for dry
and normal hair. Kurtsan,
www.otaci.com



Bella Professional Series Shampoo.
Koruma Temizlik AŞ,
www.korumahypo.com.tr



Lana Facial for Men. Global Horizon,
www.globhorizon.com



New Well Foundation Magic Touch.
Makyaj Kozmetik,
www.makyajkozmetik.com.tr



Pastel Nail Lacquer. Pinkar,
www.pastelcosmetics.com



Viki Shampoo For Oily&Fine Hair. Viking,
www.vikingtemizlik.com.tr



Gummy Hair Spray. Fonex,
www.fonex.com.tr



Pineapple Star 116 & Pineapple
Star 92 Lipsticks. Monna,
www.monna.com.tr



Ariane Naturals
Hand & Body Lotion. Akatlar,
www.akatkozmetik.com.tr



Fe Wooden Corn File&Pumice
Stone. Atas,
www.atasgroup.com



Sea Color Hair Dye. Sea Color,
www.seacolor.com.tr



















Pastel Star Shine. Pinkar,
www.pastelcosmetics.com



Flormar, Eye Shadow.
www.flormar.com

shopping

 <p>Caxa Whitening Toothpowder & Toothpaste. Bağdatlı AŞ., www.peripoll.com</p>	 <p>Freedom Nourishing Hair Care Oil Almond, Sesame, Olive. Akatlar, www.akatkozmetik.com.tr</p>	 <p>Majesty Shampoo, Coconut. Uzman Kozmetik, www.uzmancosmetic.com</p>	 <p>Akat Gardi Hair Mask, Color Protection. Akatlar, www.akatkozmetik.com.tr</p>
 <p>Pastel Silver Glitter Eyeliner. Pinkar, www.pastelcosmetics.com</p>	 <p>Simply Therapy Air Freshener Bouquet. Crea Cosmetics, www.creacosmetic.com</p>	 <p>Flormar Color Palette Eye Shadow. Kosan Kozmetik, www.flormar.com</p>	 <p>Vivet Sir Ağda Bant Seti Azulen. Vi-Vet Kozmetik, www.vivetkozmetik.com</p>
 <p>Air Magic Natural - Jasmin. Uzman Kozmetik, www.uzmancosmetic.com</p>	 <p>New Well Röfle Seti. Makyaj Kozmetik, www.makyajkozmetik.com.tr</p>	 <p>Bonamour Hypnos Shower Gel. Uzman Kozmetik, www.uzmancosmetic.com</p>	 <p>Pastel Blusher. Pinkar, www.pastelcosmetics.com</p>
 <p>Hobby Spa Hammam Body Wash. Hobi Kozmetik, www.hobikozmetik.com</p>	 <p>Katre, Cologne "Cimen" for Hand and Room. www.katrenatural.com</p>	 <p>Pineapple The Stars Eye Shadow. Monna, www.monna.com.tr</p>	 <p>Dalize - Vigessimo Comfort Shower Gel. Matsan, www.matsangroup.com</p>

Window shopping



Booty Dip Liner. Vivet Kozmetik,
www.vivetkozmetik.com.tr



Flormar French Manicure Set. Kosan,
www.flormar.com



Julian Eye Shadow. Aysan Kozmetik,
www.aysankozmetik.com.tr



Doğacı Apricot Cream. Doğacı,
www.dogaci.com.tr



Organicum Active Conditioner. Işık Terapi,
www.organicum.com



Mummex Herbal Shampoo Apple.
Bileşim Kimya,
www.bilesimkimya.com



Hobby Men's Care Body Wash
Fresh.Hobi Kozmetik,
www.hobikozmetik.com



Kiss Body Mist. Akatlar,
www.akatkozmetik.com.tr



Colleen Lip Stick. Komet Kozmetik,
www.kometkozmetik.com.tr



Otacı Nettle Extract Shampoo. Kurtsan,
www.otaci.com



Pineapple Extrasils Waterproof. Monna,
www.monna.com.tr



Survival Power Cream-Outdoor
Protection. Mert Koz,
www.mert-koz.com



Kreasyon Crazy Man & Kreasyon Amazing
Eau de Toilette. Fon Kozmetik,
www.fonkozmetik.com



Pastel Silky Dream Foundation. Pinkar,
www.pastelcosmetics.com



Carla Cosmetics, Liquid Eyeliner.
www.atomizer.com.tr



Sansiro Body Splash Weekend & Marine.
www.sansiro.com.tr

TURKISH COSMETICS EXPORTERS'

CONTACT FILE

FOR MORE INFORMATION
ABOUT TURKISH COSMETICS,
PLEASE CONTACT US:

mehmet.karacoban@immib.org.tr
canan.ersoy@immib.org.tr



PERSONAL CARE PRODUCTS

Soaps And Cleaning Products
Hair Care And Coloring Products
Mouth Care Products
Depilatories
Hygienic Peds
Baby Care Products
Men's Grooming Products



MAKE-UP PRODUCTS AND COLOUR COSMETICS

Make-Up And Make-Up Remover Products
Eye Care And Make-Up Products
Nail Products



SKIN CARE PRODUCTS

Skin Care Products
Sun Care Products



FRAGRANCES

Fragrance And Antiperspirant
Industrial Oils
Air Freshener Products



SPAS

turkish
cosmetics
www.turkishcosmetics.org

Istanbul Chemicals and Chemical Products Exporters' Association



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS



ADA ÇİFTLİK GIDA ÜRÜNLERİ A.Ş. - ÇANAĞKALE

T: +90 286 752 13 03, www.adatepe.com
adatepe@adatepe.com **Brands:** Adatepe



ADNAN AKAT KOZMETİK - İSTANBUL

T: +90 212 782 70 10, www.aakozmetik.com
Contact: Şirin Molla, sirin@aakozmetik.com
Brands: Morfose, Natura Therapy, Emblaze, Ossion



AGROSOL ORGANİK GIDA VE MAKİNA LTD. ŞTİ. - İZMİR

T: +90 232 339 14 34, www.agrosol.eu
info@agrosol.eu
Brands: Agrosol



AHENK KOZMETİK LTD. ŞTİ -BURSA

T: +90 224 244 93 58, www.sansiro.com.tr
export@sansiro.com.tr
Contact: Nuran Şen nuran.sen@sansiro.com.tr
Brands: Sansiro, Deline Desavie, Ecure, Insinia, Exsus



AİSHA AROMATERAPİ ÜRÜNLERİ - İSTANBUL

T: +90 212 265 32 27, www.aisha.com.tr
Contact: Ayşe Tolga Eskinazi, ayse@aisha.com.tr



AKATLAR KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 886 63 44, www.akatkozmetik.com.tr
serhat@akatkozmetik.com.tr
Contact: Serhat Dicle
Brands: Akat2000, Fiery, Freedom, Akat Gardi, Akat Kiss



AKDENİZ GIDA LTD. ŞTİ. - İSTANBUL

T: +90 216 306 36 01 M: +90 532 766 95 63
www.akdenizcompany.com
Contact: Ferdi Bayraktar export@akdenizcompany.com
Brands: Body Solutions, Medirina, Fresche, Caress, Amazon Essences



AKOS KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 653 36 16, www.akos.com.tr
akos@akos.com.tr **Contact:** İsmet Arslan
Brands: Akos, Chimera



AKSAKAL GÜLYAĞI UÇUCU YAĞLAR LTD. ŞTİ. - İSPARTA

T: +90 246 553 23 33, www.aksakal32.com
aksakal32@superonline.com
Contact: Mehmet Ali Aksakal



AKSAN KOZMETİK SANAYİ LTD. ŞTİ. - İSTANBUL

T: +90 212 407 04 24, www.aksankozmetik.com.tr
info@aksankozmetik.com.tr
Contact: Harun Kutlu harun@aksankozmetik.com.tr
Brands: Deep Fresh, Happy Kinder, Temizlio, Ultra Fresh



AKSU VİTAL DOĞAL ÜRÜNLER A.Ş. - İSTANBUL

T: +90 212 670 28 16, www.aksuvital.com.tr
ihracat@aksuvital.com.tr
Contact: Mahmut Gülgönül
Brands: Aksuvital, Shiffa Home, Avicenna, Softem



ALAEDDİN SUNUCU SABUN VE KİM. MAD. LTD. ŞTİ. - İZMİR

T: +90 232 877 05 37, www.sunucusoap.com
Contact: Alaeddin Sunucu, sunucu@sunucusoap.com
Brands: Aqua, Pirlanta



ALCOR DIŞ TİC. LTD. ŞTİ -İZMİR

T: +90 216 449 70 72-73, www.alcor.com.tr
Contact: Asım Karsçakar asim@alcor.com.tr
Brands: Smooth Scent, Myline



ALFAR KOZMETİK SAN. A.Ş. - İSTANBUL

T: +90 212 690 76 76, www.alfar.com.tr
Contact: Züleyha Alışkan zaliskan@alfar.com.tr
Brands: Catherine Arley



ALPEDA LTD. ŞTİ. -BURSA

T: +90 224 411 10 20, www.alpeda.com.tr
Contact: Reyhan Hocaoğlu rhocaoglu@filizcelik.com



ALTERNATİF KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 589 27 34, www.rapunzel-hair.com
www.rapunzelstore.com, www.gercekkozmetik.com.tr
Contact: Victoria Ishkhanov Victoria@rapunzel-hair.com
Brands: Rapunzel, Dreamline



ANA GIDA OTOMOTİV A.Ş.

T: +90 262 528 70 00, www.kirlangic.com
mail@kirlangic.com, export@kirlangic.com



APS AMBALAJ PAKETLEME A.Ş. - TUZLA

T: +90 216 593 05 75, www.apsambalaj.com,
marketing@apsambalaj.com
Contact: Ebru Yüksel e.yuksel@apsambalaj.com
Brands: Private Label



ARBA KİMYASAL LTD. ŞTİ. - MANİSA

T: +90 236 314 22 55, www.arbatrade.com
Contact: Adem Doğan adem@arbatrade.com
Brands: Joyce Plus, Eagina, Joyce



ARGEMEN DANIŞMANLIK A.Ş. - ANKARA

T: + 90 312 397 75 08, www.argemen.com
Contact: Cemil Antalya argemen2000@gmail.com



ARI KİMYA LTD. ŞTİ - İSTANBUL

T: +90 212 486 09 80, www.arikimyasani.com
arikimyasani@arikimyasani.com
Contact: Kemal Ölçer
Brands: Freeon, Seoxin, İlayda, Klivya, Secure



SKIN CARE PRODUCTS
MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES
PERSONAL CARE PRODUCTS



ARICILAR OYUNCAK HIRDAVAT LTD.ŞTİ.- İSTANBUL

T: +90 212 245 60 38, www.aricilar.com.tr
Contact: Nuh Eryilmaz nuhery@gmail.com



ARIKAN PLASTİK LTD. ŞTİ.-İSTANBUL

T: +90 212 446 23 23, www.sweetbaby.com.tr
info@sweetbaby.com.tr Contact: Selahattin Arıkan
Brands: Sweetbaby



ARM GLOBAL LTD. ŞTİ.-İSTANBUL

T: +90 216 593 09 09, www.fixegoiste.com
Contact: Yağız Arnavutoğlu yagiz@armideas.com
Brands: Fixegoiste



ARON KOZMETİK LTD. ŞTİ. İSTANBUL

T: +90 212 295 67 00, www.aronkozmetik.com.tr
Contact: Gökhan Topaloğlu, aron@aronkozmetik.com.tr
Brands: Aron, Esse, Altinyaprak, Starex, Seby, Deed



ARSAN KİMYA A.Ş.- İSTANBUL

T: +90 212 623 05 00, www.arsankimya.com
Contact: Kerim Beyaz, arsan@arsankimya.com
Brands: Ultra Compact



AS İLAÇ LTD. ŞTİ. - AMASYA

T: +90 358 242 04 44, www.asilac.com
Contact: Mehmet Hatipoğlu, celikhatipoglu@asilac.com
asilac@asilac.com Brands: Astox



ASLANBABA LTD.ŞTİ. - İSTANBUL

T: +90 212 886 99 26, www.aslanbaba.com.tr,
info@aslanbaba.com.tr, export@aslanbaba.com.tr
Contact: Nuri Ertemel, aslanbaba@aslanbaba.com.tr
Brands: Else, Baby Still, Proactive, Puffix, Dag



ASM SANAYİ LTD. ŞTİ - İSTANBUL

T: +90 216 441 90 94, www.asmproduct.com
Contact: Alican Kocaman exim@asmproduct.com
Brands: Ducere



ASTEL KAĞITÇILIK SANAYİ A.Ş. - İSTANBUL

T: +90 212 411 09 00, www.canbebe.com.tr,
astel@ontexglobal.com
Contact: Ertuğrul Özder, ertugrul.ozder@ontexglobal.com
Contact: Canbebe



ASYA PAMUK LTD. ŞTİ.-İSTANBUL

T: +90 212 506 62 62-63, www.luxpamuk.com.tr
info@luxpamuk.com.tr
Contact: Murat Uğur murat@eralimited.com
Brands: Lux Güzelliği



ATAÇ KOZMETİK A.Ş. - İSTANBUL

T: +90 212 612 67 00, www.ataccosmetics.com
Contact: Doğan Beşcan dogan@ataccosmetics.com



ATAK FARMA A.Ş. - İSTANBUL

T: +90 212 221 94 03, www.atakfarma.com
onderguler@atakfarma.com Contact: Önder Kemal Güler
Brands: Blue Black, Etruschi, Just Secret, Career, Sence



ATAK KOZMETİK SANAYİ LTD. ŞTİ. - İSTANBUL

T: +90 212 441 56 31
Contact: M.Sami Tosun, samitosun@hotmail.com



ATAMAN İLAÇ KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 866 87 00, www.uni.com.tr
Contact: Hakan Gündüz hakangunduz@uni.com.tr
Brands: Uni, Premax, Unimed, Hydromax, Pia



ATAŞ TÜKETİM MALLARI LTD. ŞTİ. - İSTANBUL

T: +90 216 425 89 55, www.atasgroup.com
Contact: Nihan Ataş, Ceynur Demirbaş
export@atasgroup.com Brands: Fe, Stop



ATOMİZER KOZMETİK A.Ş. - İSTANBUL

T: +90 216 316 71 27, www.atomizer.com.tr
kajal@kajal.com.tr
Contact: Özlem Leyla Karabağ ozlem@kajal.com.tr
Brands: Kajal, Miss Claire, Carla



AYCAN KOZMETİK KUAFÖR ÜRÜNLERİ - İSTANBUL

T: +90 212 876 09 73, www.sectorwax.com
Contact: Yusuf Aycan aycankozmetik@gmail.com
Brands: Sector, Hairmate



AYKIM TEMİZLİK LTD. ŞTİ. - İSTANBUL

T: +90 212 475 08 34, www.tex.com.tr
Contact: Turan Aydoğdu, aykimtex@superonline.com
Brands: tex



AYTAS TARIM ÜRÜNLERİ A.Ş. - İZMİR

T: +90 232 251 16 92, www.aytash.com
Contact: Gökten Mert Aydoğdu, aytash@aytash.com



AZMUSEBAT A.Ş. - İSTANBUL

T: +90 212 512 54 40, www.azmusebat.com
aobbecetek@azmusebat.com
Contact: Ali Konyar akonyar@azmusebat.com



SKIN CARE PRODUCTS
MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES
PERSONAL CARE PRODUCTS



BANAT FIRÇA VE PLASTİK SANAYİ A.Ş. - İSTANBUL

T: +90 212 289 01 50, www.banat.com
Contact: Erdem Abaloğlu eabalioglu@banat.com
Brands: banat



BESMA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 438 13 55, www.besma.com.tr
smileair@hotmail.com
Contact: Rabia Kellec & Döndü Yolcu
dyolcu@hotmail.com
Brands: Air Smile, Auto Smile, Ex-Tox, Jet Adore, Dear Baby



BEŞYILDIZ KOZMETİK LTD. ŞTİ. - ANKARA

T: +90 312 257 21 30, www.depistar.com
info@depistar.com
Contact: Rabia Kellec, Bülent Yıldız bulent.besyildiz@hotmail.com
Brands: Depistar, Nature-D, Dessima, DepiRose



BEYAZ KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 854 37 32-33, www.beyazcosmetic.com
Contact: Özlay Yılmaz, info@beyazcosmetic.com
Brands: Aqua Vera



BFF KOZMETİK A.Ş. - İSTANBUL

T: +90 216 593 13 13, www.beautyff.com
www.pielor.com, info@beautyff.com
Contact: Melisa Özge Özgen melisa@beautyff.com Brands: Pielor



BIOCURA KOZMETİK KİMYA LTD. ŞTİ. - MANİSA

T: +90 236 266 42 66, www.biocura.eu
Contact: Recep Emra r.emra@biocura.eu
Brands: Bodylux, Seratin, Starlife, Airlux, Maximus



BIOLANDES GÜL SANAYİ AŞ - İSPARTA

T: +90 246 247 90 89, www.biolandes.com
Contact: Erdem Dündar, erdem.dundar@biolandes.com



BİLAL SABUNCU LTD. ŞTİ. - AYDIN

T: +90 256 231 01 05, www.bilalsoaps.com.tr
Contact: Ali Sabuncu, bilal@bilalsoaps.com.tr
Brands: Bilal, Bix, Damla, Rubix, Rubino



BİLEŞİM KİMYA LTD. ŞTİ.

T: +90 212 886 64 64, www.bilesimkimya.com
Contact: Tolga Ataş, tolga@bilesimkimya.com
Brands: Vione, Sio, Mumex



BİŞAR COSMETIC - İSTANBUL

T: +90 212 798 27 70, www.bisarcosmetic.com
Contact: Khakid Alyakubi halit@bisarcosmetic.com



BURDA BEBEK ANNE A.Ş. - İSTANBUL

T: +90 212 637 66 50, www.materials.com
info@burdaticaret.com
Brands: Multisoft Clean's, Softline Fresher



BUR-IŞ PAZ. TEM. MLZ. LTD. ŞTİ. - İSTANBUL

T: +90 212 623 00 70, www.bur-is.com
Contact: Erkan Saral, erkan@bur-is.com



CMC CONSUMER MEDICAL CARE LTD. ŞTİ. - MERSİN

T: +90 324 239 38 70, www.cmc-group.de
Contact: Ayyüce Yalın ayyuce.yalin@cmc-group.com.tr
Brands: Bel



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

T: +90 232 877 08 88, www.creakozmetik.com
crea@creakozmetik.com
Contact: Tuğba Eker Adıgüzel tugba.eker@creakozmetik.com
Brands: Simply Therapy, Qbic, Hair Kozz, Shayna, Q-xtra



ÇAĞ KOZMETİK - ANKARA

T: +90 312 395 23 90
Contact: Çağkan Özvan, info@kuafprofessional.com



ÇİMEN KOZMETİK SAN. TİC. A.Ş. - İSTANBUL

T: +90 212 429 00 01 www.cimenkozmetik.com
Contact: Fatih Çimen, fatih@cimenkozmetik.com
Brands: Icolive, Bebishon, Me Myself, Touga



DALAN KİMYA EDS. A.Ş. - İZMİR

T: +90 232 479 09 51, www.dalan.com.tr
Contact: Selda Teker, Banu Doğanca
selda.teker@dalan.com.tr, banu.doganca@dalan.com.tr
Brands: Dalan, Alara, Roxy, Nancy, Diana



DELTA DIŞ TİC. A.Ş. - İSTANBUL

T: +90 212 235 20 45, www.deltatradetr.com
Contact: Gülten Erdemir gerdemir@deltatradetr.com,
info@deltatradetr.com



DEPAR KOZMETİK LTD. ŞTİ. - ANKARA

T: +90 312 395 23 90, www.deparkozmetik.com
Contact: Çağkan Özkan ozbel@hotmail.com



DİFAŞ FIRÇA VE PLASTİK SAN. VE TİC. A.Ş. - İSTANBUL

T: +90 212 550 17 55, www.difas.com.tr
Contact: Ceylin Ekinci difas@difas.com.tr
export@difas.com.tr Brands: Difaş



SKIN CARE PRODUCTS
MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES
PERSONAL CARE PRODUCTS



DOĞACI DOĞAL KOZMETİK LTD. ŞTİ.- MALATYA

T: +90 422 244 00 24, www.dogaci.com.tr
Contact: Zeki Gülnar sales@dogaci.com.tr
Brands: Doğacı, Pakdefne, Tandircips



DOĞATEK LTD. ŞTİ. - İSTANBUL

T: +90 212 279 25 45, www.dogatek.com.tr
Contact: Cengiz Kaya, ckaya@dogatek.com.tr
Brands: Natural Colors, Organic Color System



DUAL KİMYA LTD. ŞTİ - İSTANBUL

T: +90 212 567 88 68, www.dualkimya.com
Contact: Umut Işık umut@dualkimya.com Brands: Brezza



DÜNYA GIDA A.Ş. - İSTANBUL

T: +90 212 425 00 30, www.belindagroup.com
ihracat@belindagida.com.tr
Contact: Ramazan Göksu,
Saniye Kobak, saniye@belindacosmetics.com



ECZACIBAŞI A.Ş. - İSTANBUL

T: +90 212 370 30 00, www.girisimpazarlama.com.tr
Contact: Maksut Gizbili
maksut.gizbili@eczacibasi.com.tr



EFE KOZMETİK LTD. ŞTİ. - DENİZLİ

T: +90 258 371 31 29, www.efekozmetik.com
Contact: Ali Gökpinar ali@efekozmetik.com
Brands: Efe



EKSİMET LTD. ŞTİ. - İSTANBUL

T: +90 212 576 12 00, www.eximet.biz
Contact: Dayanat Rzayev drzayev@eximet.biz



ELA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 378 87 07, www.elacosmetics.com
Contact: Deniz Yakar, info@elacosmetics.com
Brands: Aqua Soft, Ela, Soft Touch



ELMADAĞ KİMYA OTOMOTİV SANAYİ LTD. ŞTİ.-İSTANBUL

T: +90 212 672 10 40, www.elmadagkimya.com.tr
Contact: Mirza Tetikoğlu, mirza-tetik@elmadagkimya.com.tr



ELOPAR A.Ş. - İSTANBUL

T: +90 212 875 19 40, www.elopar.com.tr
Contact: Gazi Tekdemir gazitekdemir@elopar.com.tr



ELSO KİMYA A.Ş. - İSTANBUL

T: +90 212 653 64 68, www.elsokimya.com
Contact: Ali Bello, elsokimya@elsokimya.com
Brands: Elso Fragrances



ERÇETİN GÜLYAĞI AŞ - İZMİR

T: +90 232 425 52 57-58, www.ercetin.com
Contact: Nuri Erçetin nercetin@ercetin.com



ERDOĞMUŞ PARFÜM SANAYİ - İSTANBUL

T: +90 212 360 30 30, www.erdogmusparfum.com,
Contact: Sonay Güner, eps@erdogmusparfum.com



ERKUL KOZMETİK A.Ş. - İSTANBUL

T: +90 212 456 53 00, www.goldenrose.com.tr
info@goldenrose.com.tr, Contact: Uğur Adıyaman
uguradiyaman@goldenrose.com.tr Brands: Golden Rose



ERTE KOZMETİK SAN. VE TİC. A.Ş.-İSTANBUL

T: +90 212 875 81 82, www.roxanne.com.tr
Contact: Ali Cerid info@roxanne.com.tr
Brands: Roxanne, Xceed



ER-MAN KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 480 00 75, www.ermankozmetik.com.tr
Contact: Sinan Ersoy erman@er-man.com Brands: First Time



ESPAS KOZMETİK A.Ş. - ANKARA

T: +90 312 473 39 44, www.ixora.com.tr,
Contact: Ömer Dağlar omerfdaglar@hotmail.com
Brands: Ixora



E.S.T.EYÜP SABRİ TUNCER KOZMETİK A.Ş. - İSTANBUL

T: +90 212 469 80 80, www.eyupsabrituncer.com
Contact: Ayşe Demir ayse@eyupsabrituncer.com
Brands: Eyüp Sabri Tuncer



EUROMIS KİMYA LTD. ŞTİ. - İSTANBUL

T: +90 212 422 94 96, www.euromis.com
Contact: Murat Temeltaş murat@euromis.com
Brands: Euromis, Euroshine, Gumption, Knights Castile



EVYAP INTERNATIONAL A.Ş. - İSTANBUL

T: +90 212 289 23 00, www.evyap.com.tr
evyap@evyap.com.tr
Contact: Mehtap Öner moner@evyap.com.tr
Brands: Duru, Arko, Fax, Evy Baby, Aromel



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS



EZMİRA KİMYA LTD. ŞTİ. - İSTANBUL

T: +90 212 886 33 83-84 , www.ezmirakimya.com
Contact: Bilal Karakuş bilal_kkus@hotmail.com



FERİDE PUDRA LTD ŞTİ. - İSTANBUL

T: +90 212 610 66 81 , www.feridepudra.com
Brands: Feride, Fenodo, Mix Vix



FİLİZ ÇELİK SANAYİ LTD. ŞTİ. - BURSA

T: +90 224 411 10 20, www.filizcelik.com
filiz@filizcelik.com
Contact: Reyhan Hocaoğlu rhocaoglu@filizcelik.com



FLORA UÇAN YAĞLAR - İSTANBUL

T: +90 212 278 99 56, www.floraucanyaglar.com
Contact: Selin Almazlıno, Ali Tezel
info@floraucanyaglar.com



FON KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 651 19 86, www.fonkozmetik.com
Contact: Yakup Atıcı yakupfon@gmail.com
Brands: Kreasyon, Ekol Silver, For Life, Klity



FROMA KİMYA LTD. ŞTİ. - İSTANBUL

T: +90 212 623 02 90, www.fromakimya.com,
info@fromakimya.com
Contact: Aslı Yaşarlar ayavuzer@fromakimya.com



FUL-SER ECZA SAN VE TİC. LTD. ŞTİ. - BURSA

T: +90 224 211 69 00, www.fulser.com.tr
Contact: Erdiñç Mutaf, info@fulser.com.tr ,
info@tresan.com
Brands: Tresan-Krauterhof-M.Asam



FULYA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 689 28 28 www.fulyakozmetik.com.tr
Brands: Freshmaker, Nemdil, Fresruny



GATA KİMYA KOZMETİK LTD. ŞTİ.- İZMİR

T: +90 232 437 05 00, www.gatakimya.com,
info@gatakimya.com Contact: Ayşen Ors ayors@gatakimya.com
Brands: Maxor, Nesse, Lumberjack, Ofea, Gatox



GELİŞİM KOZMETİK AŞ.- İSTANBUL

T: +90 212 855 96 34, www.gelisimkozmetik.com
Contact: Fikret Yıldırım fikret@gelisimkozmetik.com
Brands: Donna Bella, Mis Catherine, Mythos, Hypnos, Depth



GİZ KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 786 60 60, www.gizcosmetics.com.tr
info@gizcosmetics.com.tr
Contact: İbrahim Zengin, izengin@gizcosmetics.com.tr
Brands: Isabelle Dupont, Sebume, Xdhose



GLOBAL HORIZON LTD ŞTİ. - İSTANBUL

T: +90 212 786 63 62, www.globhorizon.com
Contact: Mualla Kortikoğlu mualla@globhorizon.com
Brands: Lana



GULF TEMİZLİK KOZMETİK A.Ş. - KONYA

T: +90 332 345 23 50, www.newcity.com.tr
Contact: Zafer Kapar, bilgi@newcity.com.tr
Brands: Newcity



GÜL KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 624 27 52, www.gul.com.tr
Contact: M.Levent Gül, C info@gul.com.tr Brands: Global



GÜLÇİÇEK KİMYA VE UÇANYAĞLAR A.Ş. - İSTANBUL

T: +90 212 289 06 10, www.gulcicek.com
Contact: Sabi Polikar, export@gulcicek.com
Brands: Mg Gulcicek



GÜLEÇ KİMYA LTD. ŞTİ. - KÜTAHYA

T: +90 274 612 30 80, www.guleckimya.com.tr
Contact: İsmail Güleç guleç@guleckimya.com.tr
Brands: Güleç, Detax, Pendency, Ancal, Formül



GÜLER KİMYA LTD. ŞTİ. - İSTANBUL

T: +90 212 659 76 66, www.gulerchemical.com,
Contact: Ayşenur Bulut aysenur@gulerchemical.com
gulerchemical@superonline.com



GÜLİZ DEFNE SABUNLARI - ANTAKYA

T: +90 326 234 44 11, www.gulizsabunlari.com.tr
Contact: Gülüze Bozdoğan, gulizsabunlari@hotmail.com
Brands: Guliz



GÜLSAN GÜLYAĞI KMD. ŞTİL - ISPARTA

T: +90 246 218 13 57
Contact: Adil Esenkaya gulsanaa@mynet.com



GÜLŞAH ÜRETİM PAZARLAMA TİC. İSTANBUL

T: +90 212 771 52 22, www.gulsah.com.tr
Contact: Ali Kaya akaya@gulsah.com.tr
Brands: Pozzy, Gülşah



GÜLTEKS DİŞ TİCARET LTD. ŞTİ. - HATAY

T: +90 326 216 62 77/78, www.gulteks.com.tr
www.verdaa.com, info@verdaa.com
Contact: Murat Gül murat@verdaa.com
Brands: Antioch's Verdaa



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS



GÜRKAN ROSEOIL INC. - ISPARTA

T: +90 212 324 58 59, www.gulsha.com.tr
Contact: Gülşah Gürkan, gulsha@gulsha.com.tr,
gulsha@gulsha.com.tr **Brands:** Gülsha



HASAN GÜLER GÜLER ELEKTRONİK KOZMETİK KİMYA SAN.VE TİC. - İSTANBUL

T: +90 212 631 69 37, www.gulerelektronik.com
Contact: Elçin Han, elcin@gulerelektronik.com,
info@gulerelektronik.com



HAYAT KİMYA SAN A.Ş. - İSTANBUL

T: +90 216 554 40 00, www.hayat.com.tr
Contact: Mustafa Tuncay, mtuncay@hayat.com.tr
Brands: Joly, Papia, Familia, Molfix, Bingo



HERBADERM LABORATORIES - İSTANBUL

T: +90 212 405 03 10, www.herbaderm.com
Contact: Şule Alpay sule@herbaderm.com
Brands: Herbaderm



HOBİ KOZMETİK İMALAT A.Ş. - İSTANBUL

T: +90 216 630 00 30, www.hobikozmetik.com,
Contact: Mete Buyurgan mete.buyurgan@hobikozmetik.com,
export@hobikozmetik.com, info@hobikozmetik.com
Brands: Hobby



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

T: +90 216 627 03 14, www.hskozmetik.com
Contact: Hülya Alemdar hulyaalemdar@hskozmetik.com
Brands: Hands



HUNCA KOZMETİK SANAYİ A.Ş. - İSTANBUL

T: +90 212 226 10 83, www.hunca.com.tr
Contact: Mustafa Kurfeyz mustafa.kurfeyz@hunca.com.tr,
info@hunca.com.tr
Brands: She, Caldion, Jagler, Equal, Carmina



HÜMA KOZMETİK LTD. ŞTİ. - KOCAELİ

T: +90 262 751 39 83-84, www.humakozmetik.com
Contact: Cengiz Tuncel cengiztuncel@gmail.com,
info@humakozmetik.com



IFFCO KİŞİSEL BAKIM ÜRÜNLERİ - İZMİR

T: +90 232 877 05 40, www.iffco.com
Contact: Kadriye Sevinç asevinc@iffco.com



INNOVA KOZMETİK A.Ş. - İSTANBUL

T: +90 212 246 47 17, www.innovacosmetics.com
Contact: Gülçin Morello gulcin@innovacosmetics.com
Brands: Innova, Dermocare Innova



İŞİK TERAPİ - İSTANBUL

T: +90 216 360 13 11, www.isikterapi.com,
www.organicum.com
Contact: Engin Ayhan, engin@medicalorganics.com,
engin@organicum.com
Brands: Organicum, Organicare, Organicum Sun,
Organicum Professional, Maire



İDA KİMYEVİ TİC. LTD. ŞTİ. - İSTANBUL

T: +90 0212 422 88 88, www.idaltd.com
Contact: Hüseyin İpek, Merve Öztürk, info@idaltd.com
Brands: Bambola, Fiori



İTİMAT LÜKS HIRDAVAT A.Ş. - İSTANBUL

T: +90 212 618 41 42, www.fonex.com.tr
Contact: Dilek Çalışkan dilek@fonex.com.tr,
itimatl@fonex.com.tr
Brands: Fonex, Gummy, Vanelly



JUVENTA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 348 91 81, www.juventa.com.tr
Contact: Funda Nurışık fnurtatar@hotmail.com,
juventa2000@hotmail.com



KADIOĞLU KOZMETİK A.Ş. - İSTANBUL

T: +90 212 501 17 21, www.gabrini.com
Contact: Gürol Yiğar, gurol@gabrini.com,
export@gabrini.com
Brands: Gabrini



KAİZER AMBALAJ GIDA LTD. ŞTİ. - GAZİANTEP

T: +90 342 232 01 30, www.kaizer.com.tr
Contact: Zekai Özer, export@kaizer.com.tr
Brands: Viva



KALE KİMYA KİMYEVİ MADD. A.Ş. - KOCAELİ

T: +90 262 658 07 70, www.kalekimya.com.tr
Contact: Barış Kaleağası, baris.kaleagasi@kalekimya.com,
info@kalekimya.com



KALİ KİMYA SANAYİ VE TİCARET A.Ş. - İSTANBUL

T: +90 212 234 06 45, www.kali.com.tr
Contact: Fred Franco, fred@kali.com.tr
Brands: Kali



KAMELYA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 674 47 84, www.kamelyacosmetics.com
Contact: Muhammed Sami Torun, samitorun@hotmail.com,
info@gnmgrup.com
Brands: Iris, Nirvana, Nicole



SKIN CARE PRODUCTS
MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES
PERSONAL CARE PRODUCTS



KARDEŞLER GIDA A.Ş. - İSTANBUL

T: +90 212 625 01 09, www.javel.com.tr
Contact: Murat Güney Esen, info@javel.com.tr
Brands: Javel



KARDEŞLER UÇAN YAĞLAR SANAYİ A.Ş. - KOCAELİ

T: +90 262 751 29 30, www.freshnsoft.com
Contact: Çağlar Yılmaz, caglar.yilmaz@freshnsoft.com
Sinem Eser sinem.eser@freshnsoft.com
Brands: Fresh'n Soft, Medix, Minix



KAYLA KOZMETİK - İSTANBUL

T: +90 216 378 99 11, www.kayla.com.tr
Contact: Elvan Akbulut, elvan.akbulut@kayla.com.tr
Brands: Kayla



KAZANCI ÇEVRE TEKİNİĞİ BİYOTEK MUH. LTD. ŞTİ. - İSTANBUL

T: +90 216 337 22 37, www.kazancionline.com
info@kazancionline.com,
Contact: Artun Kazancı artun@kazancionline.com



KESENER KOZMETİK PAZ. A.Ş. - KONYA

T: +90 332 239 02 16, www.kesenlerkozmetik.net
Contact: Burak Kesen, info@kesenlerkozmetik.net
Brands: Totex



KIRMIZIGÜL KOZMETİK VE TURİZM LTD. ŞTİ. - İSTANBUL

T: +90 212 486 30 98-99, www.kgkozmetik.com
Contact: Ali Fuat Ustahaliloğlu, info@redrosecosmetic.com



KOMET KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 313 90 15, www.kometkozmetik.com.tr
Contact: Eray Altun ealtun@kometkozmetik.com.tr,
info@kometkozmetik.com.tr Brands: Colleen, Lollis, Glen, Jemie



KONT KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 465 35 90, www.kontcosmetic.com
Contact: Hüseyin Değer sales@kontcosmetic.com



KOPAŞ KOZMETİK PAZARLAMA A.Ş. - İSTANBUL

T: +90 212 285 22 90, www.kopas.com.tr
Contact: Serkan Acar, info@kopas.com
Brands: Dalin, Alix Avien, Sesu, Alix, Xo



KORUMA TEMİZLİK A.Ş. - KOCAELİ

T: +90 262 239 22 70, www.koruma.com
temizlik@koruma.com
Contact: Selma G. Murat smurat@koruma.com Brands: Hypo, Eko



KOSAN KOZMETİK PAZARLAMA VE TİCARET A.Ş. - KOCAELİ

T: +90 262 751 03 33, www.flormar.com
info@flormar.com
Contact: M. Aykut Tas aykutt@flormar.com Brands: Flormar



KOZ-AK KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 861 00 04, www.kozakkozmetik.com
info@kozakkozmetik.com
Contact: Hüseyin Sarerler huseyin@kozakkozmetik.com
Brands: Lisse, Noon, Rainbow, Marjinal Sos



KOZMO KİMYA LTD. ŞTİ. - İSTANBUL

T: +90 212 771 22 11, www.kozmokimya.com,
Contact: Kerem Suna kerem@kozmokimya.com
kozmo@kozmokimya.com Brands: Fruity, Tango, Wood's



KOZMOARTI KİMYA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 622 76 70, www.kosmoarti.com
Contact: Şükran Uz suz@kosmoarti.com
Brands: Sen, Maxxel, Sabril, Alanis



KÖKSU MADEN SULARI LTD. ŞTİ.

T: +90 216 447 11 47, www.pelomin.com.tr
Contact: Nebil Öcal nebilocal@hotmail.com



KURTSAN İLAÇLARI A.Ş. - İSTANBUL

T: +90 212 481 30 50, www.kurtsanexport.com,
bilgi@kurtsan.com
Contact: Börççe Alpay, borcealpay@kurtsan.com,
Alpaslan Yıldız alpaslanyildiz@kurtsan.com
Brands: Otacı, Naturway



LACİVERT LOJİSTİK - İSTANBUL

T: +90 212 481 30 50 T: +90 216 456 55 63
www.lacivertlojistik.com
Contact: Mehmet Uluhan Bolen,
mehmetbolen@lacivertlojistik.com,



LALİNEDA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 236 22 93, www.katrenatural.com
Contact: Dürrin Göktan, katresabun@gmail.com
Brands: Katre Sabun



LEVANTEN EV TEKSTİLİ VE MOB. LTD ŞTİ. - ANKARA

T: +90 312 473 06 56, www.machrique.com
www.levanten.com.tr
Contact: Ela Arslan machrique@machrique.com



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS



LEVENT KİMYA A.Ş.

T: +90 242 258 10 60, www.leventkimya.com.tr
info@leventkimya.com.tr

Contact: Hatice Maina hatice@leventkimya.com.tr
Brands: Nixi Baby, Nixi Lady, Nix Liquid, Detergents



LİDER KOZMETİK LTD.ŞTİ. - KOCAELİ

T: +90 262 754 78 54, www.liderkozmetik.com
Contact: Polat Mevlütoğlu, info@liderkozmetik.com

Brands: Repute, Aleda, Majix, Glitter, Lady Bella



LİLA KOZMETİK LTD.ŞTİ. - DİYARBAKIR

T: +90 412 345 01 15, www.lilafix.com

Contact: Zülfükar Cansız zcansiz@lilafix.com
Brands: Sea Color, Viored, Lilafix



LM KOZMETİK SAN TİC LTD STİ

T: +90 212 771 51 61-62, www.lmcosmetics.com

Contact: Mustafa Karataş, info@lmcosmetics.com
Brands: Nedens, Rankar



LTS LOTUS KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 245 49 54, www.ltscosmetics.com

Contact: Özge Özcan ozge@ltscosmetics.com
Brands: Venue, Lotus Beauty, Chamonix, Florella, Cleanol



LUX GROUP KOZ. LTD. ŞTİ. - İSTANBUL

T: +90 212 597 67 92, www.luxgroup.com.tr.

Contact: Güven Öngel luxpamuk@luxgroup.com.tr
Brands: Önsa Lux



MAKYAJ KOZMETİK SAN. TİC. LTD ŞTİ. - İSTANBUL

T: +90 212 486 03 55, www.makyajkozmetik.com.tr

Contact: Muhammed Hacıabdullahoğlu,
info@makyajkozmetik.com.tr
Brands: New well, Epilady, Nitro Canada



MARKA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 394 35 10, www.purixima.com

Contact: Murat Terkoğlu, murat@purixima.com,
info@purixima.com Brands: Purixima



MAR-KOZ SAN KOZM.DEG.MAD. LTD. ŞTİ. - İSTANBUL

T: +90 216 317 52 96-97 fume@fumekozmetik.com
www.fumekozmetik.com

Contact: Fatma Ateş Brands: Füme



MATSAN GROUP (PHARMACEL AEROSOL LTD. ŞTİ.) (DALİZE SAN. VE LTD. ŞTİ.) - KOCAELİ

T: +90 262 751 25 30, www.matsangroup.com, www.dalize.net

Contact: Oktay Orday oktay@matsangroup.com,
matsan@matsangroup.com



MAYAN DIŞ TİC. LTD. ŞTİ. - İSTANBUL

T: +90 212 670 50 37, www.mayan.com.tr
mayan@mayan.com.tr

Contact: Kenan Savaş, kenansavas@mayan.com.tr



MELİSSA KOZMETİK LTD. ŞTİ. - ANKARA

T: +90 312 395 27 58-59, www.melissakozmetik.com

Contact: Burak Bozdağ, info@melissakozmetik.com
Brands: Melissa



MERT-KOZ KOZMETİK LTD. ŞTİ - İZMİR

T: +90 232 472 24 00, www.mert-koz.com

Contact: İtri Atış itri@mert-koz.com
Brands: Good& Health ,Cosmozone,Newlife,Herman's,Sidra



MEY KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 486 33 79 mey@me kozmetik.com
www.meykozmetik.com

Contact: Hatice Marey
Brands: Tocca,Laquila,Primo Bambino,J.Genova



MHC MARMARA LTD. ŞTİ. - İSTANBUL

T: +90 216 394 86 11, www.marmaratemizlik.com

Contact: Uğur Aksoy uguraksoy@marmaratemizlik.com
Brands: Hüner,Nova, Sally



MİRAY KOZMETİK - İZMİR

T: +90 232 444 01 69, www.miray.com.tr

Contact: Adem Doğan export@miray.com.tr



MOHEN KİMYEVİ MADDELER A.Ş - İSTANBUL

T: +90 212 470 03 10, www.mohen.com.tr

Contact: M.Alper Aydın alper.aydin@mohen.com.tr



MONNA KİMYA VE KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 876 64 35, www.monna.com.tr

Contact: Burak Tangülü, burak@monna.com.tr
Brands: Pineapple, Monna



MORS KOZMETİK - İSTANBUL

T: +90 212 280 37 07, www.morscosmetics.com

Contact: Sait Efendi Kartop sait@morscosmetics.com



MOTIVA LTD. ŞTİ. - İSTANBUL

T: +90 216 348 10 33 motiva@mail.koc.net

Contact: Hakan Türkcan



NATUREL KOZMETİK LTD. STI. - İSTANBUL

T: +90 212 472 00 25, www.pronwer.com

Contact: Zeynep Yüçetürk, zyuceturk@naturelgrup.com,
info@naturelgrup.com Brands: Pronwer



SKIN CARE PRODUCTS
MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES
PERSONAL CARE PRODUCTS



NETPAK ELEKTRONİK PLASTİK KOZMETİK LTD. ŞTİ. - İZMİR

T: +90 232 461 41 17, www.net-pak.net
Contact: Senem Kösele senemosun@net-pak.net, info@net-pak.net



NEVA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 507 81 17, www.nevakozmetik.com.tr
Contact: Yavuz Adalı, Armağan Okay, info@nevakozmetik.com.tr
Brands: Nevacolor, Nevacare, Nevaflex, Nevaform



NUCOS KOZMETİK KİMYA LTD. ŞTİ. - İSTANBUL

T: +90 212 886 30 66, www.nucoscosmetics.com
Contact: Tarhan Selek tarhan@nucoscosmetics.com



NURAL DIŞ TİCARET LTD. ŞTİ. - İSTANBUL

T: +90 216 422 60 71, www.nural.biz, www.sheida.com.tr
Contact: Nurettin Ustaoglu, info@nural.biz, info@sheida.com.tr
Brands: Sheida



NURLIFE KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 485 37 92, www.nurlife.com
Contact: Şennur Dede, info@nurlife.com Brands: Biocharm



ODAK KOZMETİK A.Ş. - İSTANBUL

T: +90 216 445 84 00-01, www.odakcosmetics.com
info@odakcosmetics.com
Contact: Dalya Ervaron dalya@odakcosmetics.com



OKYANUS KİMYA LTD. ŞTİ. - İSTANBUL

T: +90 212 771 15 52, www.okyanuskimya.com.tr
okyanuskimya@superonline.com
Contact: M. Fevzi Elitez felitez@okyanuskimya.com.tr



ORJİN HİJYEN VE SAĞLIK ÜRÜNLERİ LTD. ŞTİ. - İSTANBUL

T: +90 212 552 37 37, www.orjinhijyen.com.tr
Contact: İlhan Öztürk, sales@orjinhijyen.com.tr



ORKİDE KOZMETİK SAN A.Ş. - İSTANBUL

T: +90 212 253 30 44, www.orkidecosmetics.com
export@orkidecosmetics.com
Contact: Majd Judy Abacı



OZAK KİMYA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 623 02 03 www.everycar.com.tr
Contact: Ebru Nalbant Akyüz ebru@everycar.com.tr, info@everycar.com
Brands: Everycar, Everyday Fashion, Everyhome



ÖZDEN KİMYA VE PLASTİK LTD. ŞTİ. ANKARA

T: +90 312 815 50 10, www.ozdengroup.com
Contact: Dmitry Shagdyr dmitry@ozdengroup.com
info@ozgurkozmetik.com



ÖZTÜRK İLAÇ A.Ş. - İSTANBUL

T: +90 212 771 26 58 www.ozturk.com.tr
Contact: Gökçe Önceken, gokce@ozturk.com.tr
ozturk@ozturk.com.tr Brands: Ozturk Max



ÖZÜN KOZMETİK LTD. ŞTİ. - ANKARA

T: +90 312 395 26 55 www.ozunkozmetik.com
Contact: Ömer Özçelik, ozun@ozunkozmetik.com
Brands: Golden Cire, Depigold



PAMİR KOZMETİK LTD. ŞTİ. - ANKARA

T: +90 312 213 29 99, www.mysticalparfum.com
Contact: Nuri Pamir nuripamir@mysticalparfum.com
info@mysticalparfum.com



PEKMEZLER KİMYA A.Ş. - GAZİANTEP

T: +90 342 513 06 00, www.jaleriz-organics.com
Contact: Elif Can export@jaleriz-organics.com
Brands: Jaleriz Organics



PE-RE-JA İLERİ KİMYA A.Ş. - İSTANBUL

T: +90 212 855 79 79, www.pereja.com.tr
Contact: Altan Eplek aleplek@pereja.com.tr
Brands: Pereja, Prize Cosmetics Gourmand / Olive / Herbal / Fruit / Flower, Sandy, Jou Jou, Wilson, Sunower



PİNKAR KİMYA A.Ş. - İSTANBUL

T: +90 212 219 01 28, www.pinkar.com,
Contact: Ruhi Uluhan export@pinkar.com, info@pinkar.com
Brands: Pastel, Snob, Dolce



PİNKİM PAZARLAMA LTD. ŞTİ. - İSTANBUL

T: +90 212 798 27 64, www.pinkim.com
Contact: İlhan Pinto, pinkim.cosmetics@gmail.com
info@pinkim.com



PRİMO AMBALAJ VE KİMYA A.Ş. - İSTANBUL

T: +90 216 394 07 44, www.primo.com.tr
Contact: Vidal Bahar vidal.bahar@primo.com.tr
Brands: Dely



PROMAKS KİMYA LTD. ŞTİ. - İSTANBUL

T: +90 216 378 87 78, www.promaks.net
Contact: Kemal Burak Kabacan
burak@promaks.net, export2@promaks.net
Brands: Promaks, Hygienix



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS



PROMART PROMASYON LTD. ŞTİ. - İSTANBUL

T: +90 216 658 70 80 www.prom-art.com,
Contact: Cem İpekler, cem@prom-art.com,
promart@prom-art.com



PROPA TÜKETİM ÜRÜNLERİ LTD. ŞTİ. - İSTANBUL

T: +90 216 327 86 01, www.hepsipropada.com
Contact: Hakan Gülgün hgulgun@hepsipropada.com



REBUL KOZMETİK A.Ş. - İSTANBUL

T: +90 212 229 97 90-99, www.rebul.com
Contact: Cihan Bayraktar cihan@rebul.com
Brands: Rebul, Colors, Angie, Angle Hot



ROSENSE KOZMETİK A.Ş. - ISPARTA

T: +90 246 218 12 80, www.rosense.com
Contact: Mehmet Pehlivan,
mehmetpehlivan@rosense.com
info@gulbirlik.com,
Brands: Rosense, Sweet Rose



SCK ZETA LTD. ŞTİ. - İSTANBUL

T: +90 212 274 71 44, www.zetacompany.com
Contact: Jamal Mustafa jamal@zetacompany.com
Brands: Z. Valentina, Air Natura, Estera, Flora, Gian



S.P.A. KOZMETİK A.Ş. - İSTANBUL

T: +90 212 358 40 00, www.spakozmetik.com
Contact: Çetin Akat akacetin@spakozmetik.com,
info@spakozmetik.com



SAPRO TEMİZLİK ÜRÜNLERİ A.Ş. - İSTANBUL

T: +90 212 734 38 08, www.sapro.com.tr
Contact: Niyazi Hocaoglu, niyazihocaoglu@sapro.com.tr
info@sapro.com.tr **Brands:** Hops



SARUHAN A.Ş. - İSTANBUL

T: +90 212 249 70 69, www.saruhan.com.tr
Contact: Oktay Gözüdok oktay@saruhan.com.tr,
info@saruhan.com.tr



SEBA KİMYA SAN. A.Ş. - İSTANBUL

T: +90 216 593 23 33, www.sebakimya.com.tr
Contact: Ufuk Çakır export@sebakimya.com
info@sebakimya.com **Brands:** Elenor, Paxi, Nino



SEBAT KİMYA SANAYİ A.Ş. İSTANBUL

T: +90 212 855 51 00, www.fomy.com.tr
Contact: Yasemin Akbudak yasemin@fomy.com.tr,
info@fomy.com.tr



SELUZ KİMYA KOZMETİK A.Ş. - İSTANBUL

T: +90 212 734 36 36, www.seluz.com
Contact: Murat Öztürk seluz@seluz.com



SENTEZ KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 486 33 79, www.sentezgrup.com.tr
Contact: Sezgin Ayata, info@sentezgrup.com.tr



SEVİMLER GIDA KOZ. LTD. ŞTİ. - İSTANBUL

T: +90 212 659 86 68, +90 212 590 11 63
www.sevimlerkozmetik.com
Contact: Serdar Sevim serdar@sevimlerkozmetik.com,
info@sevimlerkozmetik.com



ŞHADIA KİMYA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 859 12 71-72, www.shadiacosmetics.com
Contact: Svetlana Darwish, info@shadiacosmetics.com
Brands: Jane Ashley, Morley, Shivajy



SOLARES İTHALAT İHRACAT LTD. ŞTİ. - İSTANBUL

T: +90 216 519 75 76, www.solares.com.tr
Contact: Serdar Serhatlı export@solares.com.tr,
solares@solares.com.tr



SORA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 738 84 64, www.soracosmetics.com
Contact: Zeynep Kesme zeynep@soracosmetics.com
Brands: Sora, Secret of Lady, Bebak, Eci, Gardeon



SPC KOZMETİK LTD ŞTİ. - İSTANBUL

T: +90 216 319 52 70, www.spckozmetik.com
Contact: Hakan Çelebi hakan@spckozmetik.com



SUDESAN TEMİZLİK ÜRÜNLERİ A.Ş. - İSTANBUL

T: +90 212 422 18 70, www.sudesan.com
Contact: Anı Kırtışan asen@sudesan.com,
sudesan@sudesan.com
Brands: Reanima Cosmetic Collection,



ŞENYUYA FIRÇA LTD. ŞTİ. - İSTANBUL

T: +90 212 321 39 40-41, www.nivabrush.com,
Contact: Okan Şenyuva, info@nivabrush.com **Brands:** Niva



TALİANİ TARIM GIDA LTD. ŞTİ - ANKARA

T: +90 312 387 13 50, www.taliani.com.tr
Contact: Fulya Gürbüz fulya@taliani.com.tr,
info@taliani.com.tr



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS



TAN-ALİZE KOZMETİK A.Ş.- İSTANBUL

T: +90 216 435 70 33, www.farmasi.com.tr

Contact: Ammar Jabas ammar@farmasi.com.tr, farmasi@farmasi.com.tr



TANAÇAN KOZMETİK A.Ş.- İSTANBUL

T: +90 212 221 73 05 www.tanacan.com, www.tanacanmarket.com

Contact: Ersin Demiröz edemiroz@tanacan.com



TANAY TURİZM OTELCİLİK EKİPMANLARI LTD. ŞTİ - İSTANBUL

T: +90 216 394 82 86, www.tanay.net

Contact: Armağan Payan export@tanay.net, tanay@tanay.net



TARİŞ ZEYTİN ZEYTİNYAĞI A.Ş.- İZMİR

T: +90 232 394 00 94, www.ta-ze.com.tr

Contact: Evre Davran edavran@tariszeytin.com.tr, info@tariszeytin.com.tr



TARKO İTRİYAT LTD. ŞTİ. - İSTANBUL

T: +90 212 232 63 98, www.tarkokozmetik.com

Contact: Erman Orak, tarko@tarkokozmetik.net



TARSAN GIDA TURZ. A.Ş. - İSTANBUL

T: +90 212 796 23 34-35, www.tarsan.com.tr

Contact: Berkan Tar export@tarsan.com.tr, info@tarsan.com.tr Brands: Bani, White Kugu, Smart Line



TAT KİMYA A.Ş.- GAZİANTEP

T: +90 342 337 39 00, www.tatkimya.com

Contact: Fuat Özhayta, tatkimya@tatkimya.com Brands: Lavinya



TEMKO TEMİZLİK VE KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 428 19 64, www.temko.net

Contact: Burak Besezili, burak@temko.net, Murat Yücel, murat@temko.net, temko@temko.net Brands: Private Label



TİBET İTHALAT İHRACAT VE KOZMETİK A.Ş. - İSTANBUL

T: +90 216 595 05 00, www.tibet.com.tr

Contact: Cumhuri Sönmez, Ekrem Ak, Nurhan Gençtürk, export@tibet.com.tr, tibet@tibet.com.tr



TİM KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 364 32 32, www.timkozmetik.com info@timkozmetik.com

Contact: Tabita Özden tabita@timkozmetik.com



TİMPA LTD. ŞTİ- İSTANBUL

T: +90 262 724 96 70, timpaltd@timpaltd.com.tr

Contact: Seçil Özbek secilozbek@timpaltd.com.tr



TİTİZ TEMİZLİK LTD.ŞTİ. - İSTANBUL

T: +90 216 491 94 45, www.titiz.com.tr

Contact: Atilla Erkmene, titiz@titiz.com.tr



TOPAZ DIŞ TİCARET A.Ş.- İSTANBUL

T: +90 216 324 89 20, www.topaztr.com

Contact: Vehbi Burçak vehbiburcak@tnn.net, topaz@topaztr.com



TREDA LTD. ŞTİ. - İSTANBUL

T: +90 216 484 01 56, www.blenior.com

Contact: H. Ali Arvas h.aliarvas@tredafmcg.com Brands: Blenior



TURKUAZ LTD. ŞTİ. - ANKARA

T: +90 312 230 56 00

Contact: Zeki Temel turkuaz@tr.net



TURKUAZ MEDİKAL KOZMETİK LTD. ŞTİ.- İSTANBUL

T: +90 212 428 68 48, www.turkuazsaglik.com.tr

Contact: Elif Şengül elif@turkuazsaglik.com, info@turkuazsaglik.com Brands: 4Wet



TUTKU LTD. ŞTİ. - İSTANBUL

T: +90 212 659 73 26, www.lapitak.com

Contact: Görkem Sivri gorkem@lapitak.com, info@lapitak.com Brands: Lapitak



TÜRK HENKEL KİMYA A.Ş. - İSTANBUL

T: +90 216 579 40 00, www.henkel.com.tr

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



TÜRKLAB TIBBİ MALZEMELER A.Ş. - İZMİR

T: +90 232 376 80 81, www.turklab.com.tr

Contact: Hilda Çil hilda@turklab.com.tr, info@turklab.com.tr



UFT TEKSTİL GIDA LTD.ŞTİ. - DENİZLİ

T: +90 258 274 65 16/274 65 31,

www.ufttekstil.com.tr

Contact: Ümit Can, info@ufttekstil.com.tr



UKİP KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 886 75 75 www.ukipcosmetic.com

Contact: Ümit Fişek, umit@ukipcosmetic.com

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



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS



ULUSOY İLAÇ VE KOZM. A.Ş. - KONYA

T: +90 332 239 05 98, www.banhair.com.tr
Contact: İsmail Mağden, ismail_magden@hotmail.com,
info@ulusoykozmetik.com



UNICARE (ROZA) LTD. ŞTİ. - İSTANBUL

T: +90 216 413 96 87, www.unicare.com.tr
Contact: Robert Mesut Çiftçi rmc@unicare.com.tr,
foreigntrade@temsü.com.tr



UPI-UĞUR PLASTİK LTD. ŞTİ - İZMİR

T: +90 232 257 68 90, www.vivol.com.tr
Contact: Hakan Mercan vivol@vivol.com.tr,
upi@upi.com.tr



ÜNVER HIRDAVAT LTD. ŞTİ. - İSTANBUL

T: +90 212 659 80 75, www.unver.com.tr
Contact: İsmail Kemal Kalaycı, unver@unver.com.tr
Brands: Golf, Specta



UZMAN KOZMETİK TİC. LTD. ŞTİ. - İSTANBUL

T: +90 216 346 25 91-92, www.uzmancosmetic.com
Contact: İlyas Çirak info@uzmancosmetic.com
Brands: Air Magic, Bonamour, Chastity, Majesty,
Cremmy Baby Wipes



VENTEKS LTD. ŞTİ. - İSTANBUL

T: +90 212 659 26 05, www.venteks.com.tr
Contact: Emil Saul, emilsaul@superonline.com,
venteks@superonline.com



VENÜS FIRÇA ÜRÜNLERİ LTD. ŞTİ. - İZMİR

T: +90 232 833 24 45, www.venusline.com.tr
Contact: Berat Salik berat@venusline.com.tr



VEPA FIRÇA A.Ş. İSTANBUL

T: +90 212 549 17 41, www.vepafirca.com.tr
Contact: Salih Özcan salih@vepafirca.com.tr



VERA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 637 41 40, www.verakozmetik.com
Contact: Mehmet Güden mehmetguden@verakozmetik.com



**VİKİNG CLEANİNG AND COSMETIC
FACTORY-İZMİR**

T: +90 232 878 54 54, www.vikingtemizlik.com.tr
Contact: Hüzeyin Hız, export@vikingtemizlik.com.tr
Brands: Salkor Viking



VİVET KOZMETİK A.Ş. - İSTANBUL

T: +90 212 671 22 27, www.vivetkozmetik.com
Contact: Beril Turhan, berilturhan@vivetkozmetik.com



**YK KİMYA KOZMETİK AMBALAJ LTD. ŞTİ. -
İSTANBUL**

T: +90 216 469 16 16, www.vk-cosmetics.com
www.bravocolor.com
Contact: Rita Gür, Melis Şengün
export_import@pigar.com.tr, info@vk-cosmetics.com



YAĞMUR KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 671 44 72-73, www.alamokozmetik.com
Contact: Zeynel Abidin Şahbaz, zeynelsahbaz@hotmail.com,
alamo@hotmail.com Brands: Alamo, Enrico



**YALINKAYA KUAFÖR MALZEMELERİ LTD.
ŞTİ. - İSTANBUL**

T: +90 212 549 50 22
Contact: Recep Yalinkaya, recepyalinkaya@hotmail.com



YAŞARLAR KOZ. A.Ş. - İSTANBUL

T: +90 216 465 56 86, www.yasarlar.com.tr
Contact: Resul Yıldız, yasarlar@yasarlar.com.tr
Brands: Favori Fresh White, Doal&Doal, Tüyo



YEŞİLGÜN KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 294 58 31, www.yesilgun.com.tr
Contact: Arda Yeşil ardayesil@yesilgun.com.tr



YEŞİL ILGAZ KOLONYALTD. ŞTİ. - İSTANBUL

T: +90 667 449 62 12, www.yesililgazgroup.com
Contact: Erol Uğurlu info@yesililgazgroup.com
Brands: Ilgaz, ABC, Dr Erol, Vefalı, Kanki



YEZAL KİMYA LTD. ŞTİ.

T: +90 212 875 90 45, www.pomiks.com.tr
Contact: Kani Özay export@pomiks.com.tr



YILDIZ KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 856 20 30, www.siorecosmetics.com
Contact: Yıldız Akçiçek, info@siorecosmetics.com
Brands: Siore



YORULMAZ REKLAM - İSTANBUL

T: +90 212 580 10 24, www.yorulmaz.com.tr
Contact: Alptekin Yorulmaz, alptekin@yorulmaz.com.tr



ZEYTİNDALI GIDA LTD. ŞTİ. - İSTANBUL

T: +90 216 463 75 20, www.midaszeytinyagi.com
Contact: Ergun Ganer, ergunganer@midaszeytinyagi.com



ZÜMRÜT KOZMETİK KOLL. ŞTİ. - İSTANBUL

T: +90 212 325 52 00-01, www.zumrutkozmetik.com.tr
Contact: Hülya Ekmen hulya@zumrutkozmetik.com.tr,
info@zumrutcosmetics.com Brands: Judi, Clavis

Spas

ADAM&EVE HOTEL – EDEN SPA

BELEK-ANTALYA Tel: +90 242 710 14 00 www.adamevehotels.com

ANANTARA

ISTANBUL Tel: +90 212 215 23 23 www.anantara.com.tr

AQUA FANTASY HOTEL&AQUAPARK – SERENITY SPA&BEAUTY CENTRE

IZMIR Tel: +90 232 893 11 10 www.aquafantasy.com

ASYA KIZILCAHAMAM THERMAL HOLIDAY VILLAGE

ANKARA Tel: +90 312 736 40 00 www.asyatermal.com.tr

BODRIUM BOUTIQUE RESORT&YOU SPA

BODRUM Tel: +90 252 311 03 60 www.bodrium.com.tr

BURCCLUB HOTEL SPA&THALASSO

IZMIR Tel: +90 232 8931084 www.burcclub.com.tr

CESME PIRIL HOTEL THERMAL&BEAUTY SPA

IZMIR Tel: +90 232 444 0 232 www.pirilhotel.com

CIRAGAN HOTEL KEMPINSKI – SANITAS SPA

ISTANBUL Tel: +90 212 326 46 46 www.kempinski.com

CROWNE PLAZA – AGAMEMNON THERMAL SPA&WELLNESS CENTER

IZMIR Tel: +90 232 2921332 www.cpizmir.com

DEDEMAN BUYUKCEMECE

ISTANBUL Tel: 0212-8677000 www.dedeman.com

DELPHIN DE LUXE RESORT HIGH CLASS

ANTALYA Tel: +90 242 527 51 94 www.delphindeluxehotel.com

ELA QUALITY RESORT HOTEL

ANTALYA Tel: +90 242 710 22 00 www.elaesort.com

ELEGANCE HOTEL LIFE SPA

BODRUM Tel: +90 252 417 882 30 www.elegancehotel.com

ESPACE SPA CENTER

ISTANBUL Tel: +90 216 517 98 11 www.espacespa.com

FOUR SEASONS HOTEL BOSPHORUS

ISTANBUL Tel: +90 212 381 40 00 www.fourseasons.com

FUGA SPA

ISTANBUL Tel: +90 212 351 56 20 www.fugaspa.com.tr

GLORIA VERDE RESORT – ASKLEPION SPA&THALASSO

BELEK-ANTALYA Tel: +90 242 710 05 00 www.gloria.com.tr

GONEN THERMAL SPRING

BALIKESIR Tel: +90 266 762 18 40 www.gonenkaplicalari.com

GURAL HARLEK HOTEL&SPA

KUTAHYA Tel: +90 274 245 22 24 www.guralharlek.com

HILLSIDE SU – SANDA SPA

ANTALYA Tel: +90 242 249 00 70 www.hillsidesu.com

HILTON SPA

ISTANBUL Tel: +90 212 315 60 00 www.hilton.com.tr

HOLIDAY INN - ISTANBUL CITY

ISTANBUL Tel: +90 212 530 99 00 www.hiistanbulcity.com

HOTEL DELFI SPA&WELLNESS

BODRUM Tel: +90 252 316 40 85 www.delfihotel.com

HOTEL LES OTTOMANS

ISTANBUL Tel: +90 216 456 98 78 www.lesottomans.com

ILICA HOTEL SPA&WELLNESS THERMAL RESORT

IZMIR Tel: +90 232 723 31 31 www.ilicahotel.com

IZMIR PRINCESS HOTEL THERMAL&SPA

IZMIR Tel: +90 232 239 12 22 www.izmirprincess.com.tr

KEMER RESORT HOTEL – CARMENE SPA&WELLNESS

ANTALYA Tel: +90 242 814 31 00 www.kemerresort.com

KERVANSARAY LARA HOTEL&SPA

ANTALYA Tel: +90 242 352 20 00 www.kervansarayhotels.com

KUM DAY SPA

ISTANBUL Tel: +90 212 202 96 99 www.kumdayspa.com

LA CHATEAU DE PRESTIGE SPA&THALASSO

ANTALYA Tel: +90 242 815 25 00 www.prestigehotel.com.tr

LARA RESORT SPA&SUITES

ANTALYA Tel: +90 242 352 22 00 www.baruthotels.com.tr

LAESPARK

ISTANBUL Tel: +90 212 313 51 00 www.laesparkhotel.com.tr

LYKIA WORLD

MUGLA Tel: +90 384 213 99 45 www.lykiaworldantalya.com

MARDAN PALACE – MARDAN SPA

ANTALYA Tel: +90 242 310 41 00 www.mardanpalace.com

MARMARA TAKSIM

ISTANBUL Tel: +90 212 251 46 96 www.themarmarahotels.com

MARRIOTT HOTEL ASIA PALESTRA SPA

ISTANBUL Tel: +90 216 570 00 00 www.marriott.com

MIRACLE RESORT HOTEL – MIRACLE SPA CENTER

ANTALYA Tel: +90 242 352 21 21 www.miracleotel.com

POINT HOTEL TAKSIM SPA & WELLNESS

ISTANBUL Tel: +90 212 313 5000 www.pointhotel.com

RENEWA CLUB SPA

ANKARA Tel: +90 312 441 02 02 www.renewaclub.com

RICHMOND NUA WELLNESS&SPA

SAPANCA-IZMIT Tel: +90 212 458 13 14 www.richmondnuawellness.com

RIXOS PREMIUM BELEK – RIXOS ROYAL SPA

ANTALYA Tel: +90 242 710 20 00 www.rixos.com

SALMAKIS RESORT&SPA

BODRUM Tel: +90 252 316 65 06 www.salmakis.com.tr

SANDA SPA ETILER

ISTANBUL Tel: +90 352 25 00 www.sandaspa.com

SHARATON CESME RESORT & SPA

IZMIR Tel: +90 232 723 12 40 www.sheratoncesme.com

SHERATON VOYAGER ANTALYA HOTEL, RESORT&SPA

ANTALYA Tel: +90 242 2494 9 49 www.sheratontanantalya.com

SILENCE BEACH RESORT – THALASSO&SPA

ANTALYA Tel: +90 242 444 02 49 www.silencebeachresort.com

SUSESI DE LUXE RESORT SPA&GOLF HOTEL

ANTALYA Tel: +90 242 710 24 00 www.susesihotel.com

SWISSOTEL – AMRITA SPA&WELLNESS

ISTANBUL Tel: +90 212 326 11 00 www.swissotel.com.tr

THE LIFECO

BODRUM Tel: +90 212 252 377 63 10 www.thelifeco.com.tr

THE MARMARA BODRUM

BODRUM Tel: +90 252 313 81 30 www.themarmarahotels.com

THE RITZ-CARLTON ISTANBUL – LAVEDA SPA

ISTANBUL Tel: +90 212 334 44 44 www.ritzcarlton.com

THE SOFA HOTEL – WELLNESS CENTER

ISTANBUL Tel: +90 212 368 18 18 www.thesofahotel.com

TITANIC OTEL OCEAN SPA

ISTANBUL Tel: +90 216 453 50 50 www.titanic.com.tr

W HOTEL DAY SPA BY ESTÉE LAUDER

ISTANBUL Tel: +90 212 381 21 21 www.wistanbul.com.tr

XANADU RESORT HOTEL SHANG-DU

ANTALYA Tel: +90 242 710 00 00 www.xanaduresort.com.tr

PASTEL

C O S M E T I C S



make
your
sense up

TURKISH PAVILION

Cosmoprof Worldwide

Bologna 2013

Hall30

everlasting beauty

Turkish Pavilion
Beautyworld ME Dubai/UAE
28-30 May 2013

Turkish Pavilion
Cosmoprof Asia Hong Kong/China
13-15 November 2013