guide for the first-timers

antu

All you need to know about ESSENTIAL OILS HAIR CARE TIPS FOR THE BLONDES

TOTAL Y GORGEOUS

Leading designers of *Turkish* Jewelry

OC <mark>-2013</mark> ISSUE 19. A COMPLIMENTARY COPY FROM IKMIB. ISSN 1309-0445 Beautyland Turkey / Magazine of Turkish Cosmetics Exporters





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We focus on the must-have products such as powders, blushes, lipsticks and nail polishes of the upcoming autumn/ winter season in our Beauty Spy pages and feature products for blonde hair, which requires special care. Also, we present the popular olive oil products for those who want to have it all natural.

We believe you will enjoy our article on essential skincare oils that have been on the rise lately. Plus, if you want to avoid skin problems during change of season, we recommend you to read "Beauty All Year-Around". As Istanbul is one of the most riveting cities in the world, we have prepared a wonderful guide for you if you are a first-timer here or have not had the chance for much exploring in your prior visit. Our guide, by the distinguished writer Saffet Emre Tonguç, emphasizes on history, arts, gourmet food and shopping. Enjoy your reading

MURAT AKYÜZ

IKMIB Executive Board Chairman

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BEAUTYLAND **3**





HEALTHY AND ANTIOXIDANT-RICH OLIVE OIL HAS BEEN USED FOR BEAUTIFYING PURPOSES SINCE THE ANCIENT TIMES. WOMEN WOULD MOISTURIZE THEIR BODIES AND HAIR WITH OLIVE OIL. AFTER ALL, IT WAS BELIEVED TO BE THE SECRET TO ETERNAL YOUTH.

Wondersof

ine

AN OIL THAT IS GOOD FOR YOU IN EVERY WAY

We all know that olive oil is the healthiest of all oils, but it is also beneficial to your health.

Olive oil soothes dry, chapped skin and lips, hydrates dull, damaged hair. It is safe to use on every part of your body, from skin to nails and hair.

2 Heart healthy. Olive oil helps keep your good cholesterol levels up and lowers bad cholesterol levels.

Helps you lose weight. It is hard to believe that oil can help you shed off pounds instead of put some on. While all oils have the same amount of calories—give or take—olive oil is extremely flavorful, making you less likely to add on extra sauces and dressings.

4 Eases headaches. Olive oil contains oleocanthal, a natural compound that blocks pain and inflammation, similar to how ibuprofen works.

Olive oil contains polyphenols, highly potent plant antioxidants that protect against the cell mutations that can cause cancer.

PROTECT YOUR HAIR WITH NATURE

When it comes to hair products, olive oil is a core ingredient because of its natural way to moisturize, condition and fix the dry ends. After using olive oil products, strength, shine and elasticity of your hair will come naturally.

You can prevent dandruff with a simple mixture of extra virgin olive oil and a few drops of tea tree oil. Rub the oil blend into your hair and rinse thoroughly.

FONEX Hair Essentails Olive Therapy Hair Mask, İtimat

Itimat

Fonex

DALAN d'Olive Olive Oil Body Butter Hand&Body, Dalan Kimya

DALAN d'Olive Olive Oil soap, Dalan Kimya

VIONE Olivia Olive Oil Liquid Soap Bileşim Kimya DALAN d'Olive Olive Oil Conditioner Nutrition

NDITIONER

Conditioner Nutrition Repairing Care Dalan Kimya

Vione

OLIMA



5 GOLDEN ROSE Graffiti Nail Art Erkul Cosmetics

6 CATHERINE ARLEY Silky Touch Nail Lacquer Alfar Cosmetics

FIND YOUR PERFECT COLOR WITH THE SEASON'S NEW LIPSTICK TRENDS.

2

Colleen

Q

C Solder

Tube



Kate Moss

1 CATHERINE ARLEY Silky Touch Gloss Shine No: 153, Alfar Cosmetics

2 ALFAR Elite Lipstick No: 203 Alfar Cosmetics 3 CLASSICS Shimmer Shine Lipgloss-206 Erkul Cosmetics

4 GOLDEN ROSE Ultra Brilliant Tube Lipgloss No:27 Erkul Cosmetics

5 GOLDEN ROSE Waterproof Lipliner No: 52 / No:

204 Erkul Cosmetics 6 GOLDEN ROSE Ultra Brilliant Tube Lipgloss No:25 Erkul Cosmetics 7 CATHERINE ARLEY Silky Touch Lipstick No: 101 Alfar Cosmetics 8 GOLDEN ROSE Lipstick Vitamin E- 64 Erkul Cosmetics

Classics

9 COLLEEN Lipstick No: 210 Komet Cosmetics



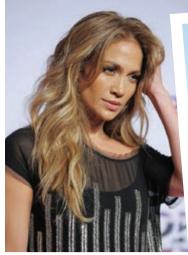
For great-looking



KEEP YOUR HAIR BLOND AND BEAUTIFUL WITH THE RIGHT TECHNIQUES, COLOR-MAINTAINING TIPS AND PRODUCTS.

air

8 BEAUTYLAND



Finite Aniston



Jennifer Lopez

GETTING THE MOST NATURAL LOOK

The goal of highlights is to brighten the hair with shades that are lighter than your natural or colored base. Highlights can give a more voluminous look to your hair, and they are usually easier to manage than all-over coloring. However, when applied in strips that are too thick or too light in color, they can look too obvious and unflattering. A successful colorist can avoid this striped look by dispersing the highlights well throughout your hair.

RIGHT COMBINATIONS THE ANTI-AGING EFFECT

As we age, our skin loses pigments, leaving us with dark spots on our skin. Adding natural, golden highlights to your hair will create a softer contrast between your skin and your hair and give your face a youthful glow.

CARING FOR HIGHLIGHTED HAIR

After adding blonde shades, remember to moisturize your hair as much as possible with hydrating and nourishing masks, oils and serums.



Scarlett Johansson





Hair Serum Sora Cosmetics



ORGANIC Argan Oil Doğatek

SECRET OF LADY Extra Strength

ROSENSE Hair Shampoo, Rosense Gülbirlik



Skin care

R SHA

27.22

by sansing

EVERY SECOND YOU DEDICATE TO BASIC SKIN MAINTENANCE IS TIME WELL SPENT. BUILD THESE SKIN-CARE ROUTINES INTO YOUR DAY TO LOOK YOUNGER FOR LONGER.

BEAUTY SPY

ENCLUER CICL PARFURLUTUY DOCUCU RARM DEPUTATORY CREAM FOR MEN





MEN

2 IN 1 SAC & VÜCUT Head & Body Shampoo NERALLE

1-İMAJ Espejo Head & Body Shampoo, Ukip Cosmetics
2-EXSUS Men After Shave Cologne by

Sansiro, Ahenk Cosmetics 3-NIVA Brush For Men,

Niva Accessories 4-VITAMEN Tüyo Men Hair Remove/

Depilatory For Men, Yaşarlar 5-DENTISH Moutwash, Yaşarlar 6-BANAT Acrobat Plus Toothbrush,

Banat 7-CHRONIC Men Gentle EDT, Lider Cosmetics

8-KINEBA Edition For Men Deodorant Body Spray, Gelişim Cosmetics 9-BANAT Special Shaving Brush, Banat

10-ENERGY For Men Series Gel Shaving Gel, Matsan Group



Banat Special 8

10

Edition

DEODORANT BODY SPRAY



Autumn



AS AUTUMN APPROACHES, YOU CHANGE YOUR CHOICE OF CLOTHING AND COLORS. IT IS ALSO TIME FOR YOU TO FIND A NEW FRAGRANCE FOR FALL AS YOUR SUMMER PERFUME MAY BE TOO SWEET OR FRESH SMELLING FOR COLDER DAYS.

> 1 EXSUS Brown By Sansiro Ahenk sansiro.com.tr 2 EC 1 Heroes EDT Sora Cosmetics 3 CHRONIC EDP Men Strong Lider Cosmetics 4 IXORA EDP For Men Espaş ixoraparfum.com 5 SANSIRO M600 Eau De Parfum Ahenk sansiro.com.tr



How to find the perfect

BEAUTY SPY

THE RIGHT BLUSH COLOR HELPS YOUR SKIN LOOK YOUNGER AND FRESHER. THOUGH IT MAY SOMETIMES BE OVERLOOKED, THE BLUSH IS ONE OF THE MOST IMPORTANT COMPONENTS OF A PERFECT MAKEUP.

You can easily change your look by finding the perfect blush color that will complement your skin. However, with so many shades to choose from, choosing the right color may seem tricky. Here are some quick tips to guide you.



COLOR TESTING

To find the shade that flatters your skin tone, gently pinch your cheeks and match the color you get with the blush. If you want a natural look instead of a tanned one, you can also try one that is half a shade darker than your favorite neutral lipstick. If you have an acne problem, make sure to choose a matte shade so that the blush does not accentuate the redness on your skin. Also, keep in mind that shimmery blush tones never create a natural look.

GOLDEN ROSE Powder Blush No: 05 Shimmer Rose Erkul Cosmetics

ELITE Compact Powder No: 27 Alfar Cosmetics

> GOLDEN ROSE Mousse Foundation Matte-01 Erkul Cosmetics

elite

THE PERFECT BLUSH COLOR IS THE ONE THAT CREATES THE MOST NATURAL LOOK.

Just follow these simple tips to find the best blush color for your skin tone:

PORCELAIN-APRICOT: Fair skin with warm tones works well with peachy and yellow shades.

IVORY-PALE PINK: Fair skin with frosty tones works best with the color pink.

BEIGE-AMBER: Medium skin with vellow or olive tones looks fresh with amber shades.

TAWNY-ROSE: Medium to dark skin with frosty tones works well with the cool shade of a rosy cream blush.

ALMOND-FUCHSIA: Dark skin with warm tones radiates more with cool and bright shades of pink than with warm shades.

EBONY-TANGERINE: Dark skin with cool tones glows best with the warm shade of tangerine instead of a cool shade of pink.

FARMASİ Tender Blush On No: 05 Tan-Alize Cosmetics

> **GOLDEN ROSE** Silky Touch Compact Powder 02 Erkul Cosmetics

Sarah Jessica Parke

Kim Kardashian

GOLDEN ROSE Silky Touch Blush

Golden Rose

on No: 208 Erkul Cosmetics

GOLDEN ROSE Mineral Terracotta Powder No: 05 Erkul Cosmetics

Jessica Biel

Eva Longoria

The best

BLUSH COLOR FOR YOUR CHEEKS IS USUALLY

THE ONE CLOSEST TO YOUR SKIN TONE.

ATURAL

ESSENTIAL OILS HAVE OPENED UP A WHOLE RANGE OF NEW POSSIBILITIES IN SKIN CARE. HERBAL AND 100% NATURAL, THEY HAVE HEALING, SOFTENING AND NOURISHING PROPERTIES FOR YOUR FACE OR BODY. HERE YOU WILL FIND THE RESULTS OF OUR RESEARCH ON THE USES OF DIFFERENT ESSENTIAL OILS AND THEIR HEALING EFFECTS. FEVZA DUZYOL

We can almost hear you cringe at the thought of applying oils to your face. After powdering the T zone all day long and trying to get rid of the sebum at night, dabbing yourself with oil seems rather contradictory. However, dermatologists and cosmetic brands have a different point of view. Whatsmore, they believe the essential oils, when mixed with specially picked ingredients to suit your skin type, have positive effects on everybody. They even advise using these oils to the oily skin types. This, of course, doesn't mean that you can smear your face with whatever vegetable based oil you happen to find. The essential oils, whose discover marked a new era in skin care, have such tiny molecules that they are very easily absorbed by the skin cells. This makes them unique and perfect used as ingredients for healing, softening and nourishing dermatological products. Another perfect characteristic of these oils is that they do not cumulate in the body but leave your system as soon as their job is done. In short, essential oils only offer positive effects.

Dermatologists advise that we should look for patented products that contain essential oils that were produced through distillation. The oils that can be purchased from herbalist stores mostly aren't absorbed as well, therefore the pores might get clogged causing more problems for oily skins.

HOW ARE ESSENTIAL OILS PRODUCED?

Molecules of some plants produce a certain type of oil using minerals from sunlight and earth. These oils divide into two groups, fundamental and botanical oils. Oils produced by aromatic plants like lavender, rosemary and rose are fundamental oils, they are dense and volatile. They can be absorbed very fast by the skin and don't leave an oily feeling. Botanical oils are derived from the roots, flowers, stems, seeds or fruits of plants. Their viscosity is lower however they contain high levels of vitamins and minerals. When mixed with proper ingredients, they have healing properties for different types of skin problems.

HOW TO APPLY

It is advised that essential oils should also be inhaled as well as applied on skin. They are immediately absorbed into the lymphatic system. When you smell them, these essential oils reach the brain through scent receptors in your nose. That triggers all the senses and makes you feel good. One of the most important properties of these oils is that they enhance the defense mechanism of the skin. Proactively, they provide a balance in the skin that prevents future problems.

Clean your skin and apply two drops of essential oil thoroughly.

2 If you are applying to your face, take a moment to smell the fragrance.

³ With slow, circular movements, massage the oil to your face.

4 Do not forget to apply a conditioner after that.

Help your brain

Research has shown that smelling rosemary oil enhances brain performance and memory. Another research carried out by the U.S. National Library of Medicine has proven through an experiment, that subjects who were made to smell rosemary or lavender oils were a lot more relaxed than the ones who weren't.



Editor's note

It is advised that essential oils should be used at nighttime when the skin is open to regeneration.Most of the essential oils have antibacterial, antiviral and antifungal properties.

WHAT IS BEST FOR YOU?

Just to make things easier, here are the essential oils grouped by skin type and

Dry skin Chamomile, Frankincense,

Lavender, Palmarosa, Rosewood.

Oily Skin Bergamot, Carrot seed, Cedarwood, Clary sage, Cypress, Fennel (sweet), Geranium, Grapefruit, Juniper, Lemon, Mandarin, Tea tree, Ylang-ylang.

Dull and/or

congested skin Fennel, Geranium, Grapefruit, Mandarin, Peppermint, Rosemary, Rosewood.



Anti-aging Carrot seed, Clary sage, Fennel, Frankincense, Lavender, Mandarin, Myrrh, Palmarosa, Rosewood, Ylang-ylang.

Acne Bergamot, Chamomile, Clary sage, Clove bud, Geranium, Grapefruit, Juniper, Lavender, Lemon, Lime, Mandarin, Palmarosa, Peppermint, Rosemary, Rosewood, Tea tree, Ylang-ylang.

Reducing inflammation

Chamomile, Clary sage, Fennel, Frankincense, Geranium, Myrrh, Peppermint, Orange, Tea tree.

Cellulite Cellulites are composed of fat, cellular wastes and water, the oils used for this condition improve circulation; encourage the elimination of wastes and fluid. Basil, Clary sage, Fennel, Geranium, Ginger, Grapefruit, Juniper, Lemon, Rosemary.

Did you know? A single kilogram of rose oil is derived from approximately 3.5 tons of rose petals. Depending on the quality of the flowers and the method of distillation this number can

A single kilogram of rose oil is derived from approximately 3.5 tons of rose petals. Depending on the quality of the flowers and the method of distillation, this number can rise up to 5 tons and that means more than a million roses. On the other hand, lavender oil is extracted from a fairly less amount of lavender flowers, 500 gr of essential oil can be derived from 50 kg of lavender.

WHICH ESSENTIAL OIL SHOULD BE USED FOR DIFFERENT TYPES OF REMEDIES

Essential oils are perfect elixirs to have a healthy and bright skin. You can either buy them for specific needs or mix them according to your own preference.



Bergamot Bergamot oil is antiseptic and anti inflammatory therefore they help heling wounds and scars. They can be used on oily skin types. Acne, eczema, cold sores, pimples, spots and scars can be healed by bergamot oil.

Clary sage Also antiseptic, clary sage aids in the regeneration of skin cells, wrinkles, is anti-inflammatory, and also helps with acne, boils, inflammation, psoriasis and eczema. Clary sage helps cuts, wounds and burns to heal. Useful for hair care, it controls the production of sebum, oily hair, dandruff and discourages hair growth.

Cypress Cypress oil regulates oil production and is best for oily and over-hydrated skin. It is also used to treat excessive perspiration, wounds, frostbite, acne and cellulites. **Eucalyptus** An analgesic, eucalyptus is antiseptic and helps wounds to heal. It aids in the forming of scar tissue, used for burns, cuts, blisters, ulcers and wounds.

Fennel An anti-inflammatory, fennel is also an antiseptic, stimulates circulation, is used for dull and oily skin, as well as in the prevention of bruises, cellulites, wrinkles.

Frankincense An anti-

inflammatory, frankincense is an antiseptic astringent, helping wounds and scars to heal. It is especially good for dry and mature skin, and can also be used for healing deep wrinkles.

Geranium Especially good for oily and dull skin, geranium is antiseptic, fungicidal, has cleansing properties and also reduces inflammation. It is known to stop bleeding, promote the forming of scar tissue, while helping wounds to heal. It is used to help with acne, bruises, burns, cuts, broken capillaries, dermatitis, cellulites, eczema and wounds.

Ginger Ginger is used to treat varicose veins and cellulite.

Lavender Lavender is an antiseptic, controls the production of sebum, stimulates circulation in the skin and assists in the healing of wounds and helps to rejuvenate the skin. It is also used to treat acne, cuts, burns, sunburn, inflammation and wrinkles.

Lemon Lemon assists in the formation of scar tissue. An antiseptic astringent, it controls the production of sebum, and is used for oily skin and acne. Lemon revitalizes the skin by improving circulation and encouraging the elimination of wastes (used to treat cellulite); and gently exfoliates the complexion. With continued use, lemon reduces broken capillaries and varicose veins, softens scar tissue on scars and corns. It is also said to strengthen brittle nails.

Myrrh An antiseptic astringent, myrrh reduces inflammation, improves circulation, stimulates the regeneration of skin cells and assists in the healing of wounds. It is used to treat eczema, wounds and wrinkles, and is also good for mature complexions or chapped and cracked skin.

Peppermint Peppermint is an antiinflammatory, pain-relieving antiseptic, an astringent that relieves itching, is used to treat acne and dermatitis. (For itching it should be used in very small concentration - less than 1%). It also stimulates circulation and can enliven dull, congested skin. Peppermint is also used in the treatment of broken capillaries.

Chamomile It reduces inflammation, promotes the forming of scar tissue and aids in the healing of wounds. Used for acne, boils, cuts, dermatitis, eczema, rashes, burns and sunburn, chamomile is very good for dry skin, especially when it is inflamed and sensitive; and can help reduce the redness associated with dry skin.

Rosemary An antiseptic, rosemary is gently pain-relieving and assists in the healing of wounds and scars. It also regulates oil secretions, stimulates circulation, encourages the elimination of cellular wastes, assists in the drainage of lymphatic fluid, improves dull-looking skin, and is used to treat acne, dermatitis, varicose veins and cellulitis. Rosemary is known to stimulate the scalp, promote hair growth and is used for dandruff and seborrhea.

Tea Tree An antiseptic and antiinflammatory, tea tree oil assists in the healing of wounds and scars. Used to treat acne, blisters, burns, sunburn, cold sores, rashes, warts, fungal infections and wounds, tree tree oil is one of the few oils that can be used directly on the skin. Useful in oral hygiene, it relieves gingivitis, mouth ulcers, periodontal disease and toothaches. Caution: it can irritate the skin.

Thyme Thyme is an antiseptic astringent. It assists in the healing of wounds and scars and is used to treat acne, bruises, burns, cuts, dermatitis, cellulites, eczema and insect bites.

Ylang-ylang Ylang-ylang is antiseptic. It soothes skin and helps to control the production of sebum, while smoothing the skin and stimulating new cell growth. It is used to treat oily and irritated skin, acne, dandruff, eczema, wrinkles, and stimulates hair growth.



OTACI Aromatherapy Warming Massage Oil Kurtsan ilaçları-otaci.com OTACI Aromatherapy Refreshing Massage Oil Kurtsan ilaçları-otaci.com OTACI Aromatherapy Relaxing Massage Oil Kurtsan ilaçları-otaci.com



OTACI Aromatherapy Exotic Massage Oil Kurtsan ilaçları- otaci.com OTACI Aromatherapy Anti Cellulite Massage OilKurtsan ilaçları- otaci.com AISHA Relaxing Massage Oil Aisha Aromatherapy, aisha.com.tr



IF YOUR SKIN REACTS TO SEASONAL AND CLIMATE CHANGES, THIS GUIDE WILL HELP YOU MAINTAIN PERFECT SKIN YEAR-ROUND, WITHOUT HAVING TO REPLACE ALL YOUR SKIN CARE PRODUCTS EVERY TIME THE COLD BLOWS IN. WITH MINOR ADJUSTMENTS, YOU CAN HAVE BEAUTIFUL SKIN ANYTIME.

🔆 WINTER CARE

Your skin may feel dry, flaky or itchy during cold months. In addition to cold weather, traveling and being exposed to air pollution can be factors to blame. If this is the case, you should consider using a rich lotion-type toner for your skin. After cleansing your face, you can apply a soothing and moisturizing toner which can immediately calm your skin and remove the last traces of makeup.

During winter, you can also use a cream or lotion containing salicylic acid (beta hydroxy acid) to exfoliate built-up skin cells that lead to dull skin, clogged pores, and breakouts. Do not forget to wear sunscreen. Even if you do not see much sun where you live and the hours of daylight are reduced, sun protection is essential all year long.

Flaky and chapped lips are more common at this time of year and may require some extra attention. Remove dry, dead skin cells with a gentle lip exfoliation and follow up with a rich lip balm or a chap stick.

You have to pay attention to what your skin is telling you, no matter what time of year it is. If going from summer to fall, and then winter changes your skin, you do need to tweak your skincare routine. Ultimately, you should always protect your skin and supply it with beneficial ingredients to keep it healthy yearround.

SUMMER CARE

When moving to a warmer climate or going from spring to summer, the increased heat can make oil (sebum) melt inside pores of the skin. This causes liquefied oil to flood the skin's surface, resulting in an oily and shiny appearance. In addition, the increase in sweat mixed with oil feels uncomfortable and leaves your skin looking extra oily.

During warmer months you may need to use a gel or foaming cleanser to clean oil off your skin without adding more.

Be careful not to use moisturizers that are too creamy and rich. If you do not have dry skin, you should not apply these types of lotions and creams to your face. Instead, you must apply light lotions or serums to give your skin the essential substances it needs to stay hydrated without producing excess sebum.

When your skin is already feeling oily, it can be difficult to follow up with sun protection, but it is the most important part of your skin care routine, especially in the summer.

COMMON SKIN PROBLEMS

Dry Skin

Dry and cracked skin will show enlarged and visible pores during seasonal changes. That will leave you with a dull appearance due to the over production of oil in the skin which gives it a shiny and greasy sheen.

Quick Tips:

- Maintain a healthy diet including vegetables and fruits and avoid junk food. - Keep your skin clean to prevent excess oil and acne. - Dry skin usually has a fine and dull texture with flaky areas particularly around the corners of the mouth and eyes and on the forehead. If neglected, this will cause premature wrinkling. So, you always need to use an appropriate moisturizer. - Do not use hot water when washing your face. - Dry your face using a soft towel.

Combination Skin

Combination skin has a mix of problems that come separately with oily and dry skin such as enlarged pores, constant shine and breakouts especially in the T-zone along with itching, flakiness, redness on the cheeks.

Quick Tips:

- Always keep your face clean to prevent excess oil and clogged pores. - Use the appropriate moisturizer depending on your skin's reaction to the changing temperature throughout the year. Too much moisture will cause problems in the oily zone and too little of it will cause problems in the dry zone. - Follow these steps: Cleanse Exfoliate Tone Moisturize

BEBAK Moisturizing Hand and Body Cream with Almond Sora Cosmetics

BEBAK

ALTIN YAPRAK Tea Cream Aron Cosmetics

ALTIN YADRAK YADRAK

DOAL&DOAL Hand &skin intensive care cream antibacterial Yaşarlar Cosmetics & Medical



íxora

IXORA Clay Mask Espaş Cosmetics

SORA Intensive Care Anti Aging Cream Sora Cosmetics SORA Intensive Care Day Cream Sora Cosmetics

TRENDSETTER

Pickingup your travel lag

TRAVELING FOR BUSINESS OR PLEASURE? THE SKINCARE PRODUCTS IN YOUR BAG WILL CHANGE WITH THE PURPOSE OF YOUR TRAVEL AND THE PLACE YOU ARE GOING TO. HERE ARE THREE TRAVEL SCENARIOS

FOR YOU. Photos DINÇER DINÇ Styling FEYZA DÜZYOL

EC1 Shaving Foam Sora Cosmetics

EXSUS Black Natural Spray, Ahenk Cosmetics

BEBAK Almond Hand & Body Moisturizer, Sora Cosmetics

ment in the

Shaving Vith Extra M For Rough

BANAT Travel Pocket Mouth Care, Banat

Business trips

FUJI Hand Sanitizer,

(eşil Ilgaz

itish Mou

BUSINESS TRIPS ARE ALL ABOUT BEING WELL-PREPARED. FOR THAT EFFORTLESS PROFESSIONAL LOOK, YOU WILL NEED QUICK AND EASY-TO-USE SKINCARE PRODUCTS.

ENERGY Chocolat Roll On, Matsan Group

> Anti Bakteriyel el temizleme jeli hand sanitizer

FUJI

TANAY Body Lotion, Tanay

BODY LOTION

KREASYON Natural Spray, Fon Cosmetics





ENERGY Deep Deodorant For Men, Matsan Group



24

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colleen Upsick, Konet Cosnetics

ENERGY

STUNE DEODORANT SP

ANSIRO

for women

SANSIRO For Women K 79 Perfume Deodorant Spray, Ahenk Cosmetics



1991 Purity in Life Shampoo, Tanay Cosmetics

KREASYON Sportmen Natural Spray, Fon Cosmetics



26 BEAUTYLAND

COLLEEN Extra High Curling Mascara, Komet Cosmetics



KREASYON Candy Apple Purple EDT For Women, Fon Cosmetics

SANSIRO Peach

NEW WELL Me Magic Touch Line Minimizing & Tone-enhancing Foundation, Makyaj Kozmetik

NEW WELL

DALAN D'Olive Intensive Cream Olive Oil, De

INTENSIVE CREAM

YOGUN BAKIM KREMI

OTACI Travel Kit with Herbal Shampoo-Shower Gel and Soap Kurtsan

TRAVELING TO BIG CITIES? PACK YOUR COSMETICS BAG WITH THESE EASY SKINCARE SOLUTIONS.

SANSIRO Peach Face and Body Cream For Daily Use, Ahenk Cosmetics

Pratik El Temizleme

15 Islak Havlu Mendil / Wet Towel Wipes

aron

ANTIBACTERIAL

n BS







IN THIS ARTICLE, YOU WILL READ ABOUT THREE JEWELRY DESIGNERS WHO HAVE LAUNCHED THEIR BUSINESSES FROM THE GROUND UP AND WHOSE WELL KNOWN BRANDS HAVE REACHED MASSES. THOUGH THEIR STYLES ARE TOTALLY DIFFERENT, THEIR COMMON DENOMINATOR IS THE WELL EARNED SIGNIFICANCE OF THEIR SIGNATURES. AYŞIM ÖZGÜR PORTRAITS UĞUR UÇAN







WEARABLE SCULPTURES Aida Bergsen

Aida Bergsen is designing sculptural forms in her jewelry therefore it would not be a far fetched description to call them "wearable sculptures." She was really young when her fascination in jewelry began but it was sculpture that had an important part in her life. Bergsen's showroom is a perfect proof of that. Her gallery has as many sculptures as her ornaments and she is using the room at the back as her studio. It would be best to define her work as "wearable and unwearable statues." She applies the same spirit and techniques to her creations. In fact, it was through sculpture that she took to designing jewelry. "You have to use wax to make the final touches when working with a bronze cast statue. I had to train my hand to perfection so I started sculpting jewelry," she says. She tries not to miss enrolling in international workshops and she is proud to have worked together with jewelry designer Mehmet Kabaş. She says that the techniques she learnt from him reinforced her dialogue with the materials. "You should listen well to what the material is trying to say, you can't force it to take on a shape it doesn't want." Aida Bergsen uses bronze, gold, silver, valuable or ordinary gems for her creations. Her latest collection is called Cryptofauna and she's delving deep into mythology and creatures that had become extinct. Naturally her adventure doesn't end here. She simply explains it. "What I am trying to create is the bond between the designer of the jewelry and the one who wears it. If whomever is using my designs becomes part of that mutual bond then she can recreate my designs in a unique way. That means creativity lives on even after the pieces leave my studio."



ENERGETIC COLORFUL JEWELRY Bilgün Dereli



Dereli's designs merge East and West, lust and compassion, mystery and fascination, reality and imagination, future and tradition. Her inspirations are the styles of her daughters. "My fascination in jewelry started at an early age during our shopping trips to the Grand Bazaar with my mother. Those sparkling windows dazzled me. This fascination turned into a real passion in the years to come," says Bilgün Dereli. She started designing little ornaments for friends and relatives then decided to create her own brand, B-Point, ten years ago. Her first collection was exhibited in Papermoon then she opened up a showroom in Fındıklı and later a store in Nişantaşı. Now the fans of her brand go to her store in Akmerkez. It is hard to classify the brand's customers. According to Dereli, these women are the ones who can own the characteristics that is reflected in her designs. "She is an ageless woman. A powerful individual of high self esteem." Dereli's success lies in her combination of modern and classic. She prefers working with 18 carat gold and uses diamonds, emeralds, rubies and saphires quite often. Black and amber diamonds are also her favorites. In her new collection, the brand's well known colorful gem stone tradition continues. She has used sapphire, rose quartz, aquamarine and pearl to create a vivid and joyful collection. Bilgün Dereli's latest favorite is a set of earrings, necklace and bracelets made of corals named "angel skin". Naturally she has some permanent ornaments, her luck charms, like a little necklace with a traditional evil eye bead. Sometimes she gets hooked on a neclace or a bracelet and wears them for a long time. What about her inspirations? They are quite close to her, her daughters Elif and Ayşe Boyner. "What they like to wear, their accessories, styles and their emotions inspire me. I value their criticism and ideas," the designer says.



DESIGNS THAT TOUCH YOUR SOUL **Zeynep Erol**

Erol, believes in the energy emitted by the jewelry and she turns to esoteric wisdom for inspiration. Zeynep Erol is the creator one of the most popular and important brands in Turkey. During her chilhood, Erol made earrings from the stones of the living room chandelier or rings from sea shells. In 1989 she learned the art of jewelry sketching and her professional life began. When you enter her showroom in Nişantaşı, Atiye Sokak, you feel the energy in the atmosphere. Everywhere you notice candles, incense and the gems but the real source of energy in that store is Zeynep Erol herself. "I apply some esoteric wisdom to my designs. Therefore you can find angels, Buddhas, Ghaneshes and crystals among my jewelry. They all reflect spritual symbols. I never take off my necklace for instance, it is an angel carved from sandalwood and sandalwood is the tree where Buddha reached his enlightenment. This necklace raises my energy, I can feel that." On the day of our interview she was getting ready for a trip to India (for the third time) to get Pancharma treatment and ayurvedic detox. As can be seen, spiritual voyages, energies and meditation is her life. Her latest collection is named "The Layers of the Soul". It consists of 100 designs that are made with colorful enamels, 18 carat gold, 950 carat silver and tiny diamonds. I can't help but ask her, can we not choose a necklace just because we liked the look of it, without delving into soul layers? She replies with her wisdom. "Of course you can wear jewelry because you just think they are beautiful but actually their appeal reflects the condition of your soul at that moment you decide you like them."



ISTANBUL GUIDE FOR BEGINNERS

WITH ITS MULTICULTURAL BACKGROUND, HISTORY OF THOUSANDS OF YEARS AND DAZZLING BEAUTY THAT REFLECTS BOTH EAST AND WEST, ISTANBUL IS A CITY THAT NEVER LETS YOU FORGET IT ONCE YOU SEE IT. SAFFET EMRE TONGUÇ, WHO HAS WRITTEN FIVE BOOKS ON ISTANBUL (FOUR OF WHICH HAVE BEEN CHOSEN THE BEST TOURISM PUBLICATIONS OF THE YEAR) HAS PREPARED A LITTLE GUIDE FOR THOSE WHO WANT TO TOUR THIS BEAUTIFUL CITY.

CULTURE





BUILT WITHIN YEDİKULE RAMPARTS PORTO AUREA IS EMBELLISHED AND DECORATED WITH GOLD.

MAGICAL TRAVEL IN TIME

PORTA AUREA

Built within Yedikule ramparts, Altınkapı (Golden Gate), -Porta Aurea in Byzantian-was a door to Via Egnatia, a road to the Balkan countries. Emperor Theodosios II, ordered this door to be connected to the ramparts that surrounded the city. The door was embellished with sculptures and inscriptions and it was indeed decorated in gold as reflected in its name. It was always kept closed except for post victory parades of the emperor and his generals. The last time it was opened was in 1261 for jubilation when Emperor Michael Palaeologos VIII gained back the power that had been lost during the 4th crusade.

YEREBATAN SARNICI

You can't find another building on earth as romantic as this one. It is right across the Hagia Sophia and during the summer, there is an Ottoman Army band performing concerts on the platform placed above the water. It is a place hard to forget.

This cistern built by Emperor Justinian I in 532 AD, to supply water to the city, looks like a seraglio with its architectural magnificence. That is why the locals call it Yerebatan Sarayı (Yerebatan Palace). It is believed that this cistern was built on the grounds that used to be Stao Basilica in Roman times therefore, it is named as Basilica Cistern in foreign publications. 1500 years old construction consists of 12 columns in 28 rows, that is 336 in total in an area of 140 meters by 170 meters. Most of the columns are 12 meters high and they have Corinthian head pieces on their tops. The last column of the cistern has two base stones with Gorgonian head reliefs. Observing that one is standing upright and the other upside down, we derive that most probably they were just used as platforms with no hidden symbolism. The cistern can store 80 million cubic meters of water brought from Belgrade Forest with a series of vaults and tunnels.

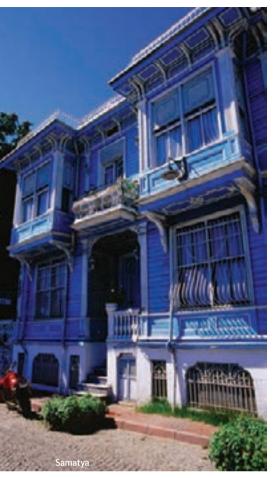
PERA PALAS

You can end your day with a five o'clock tea or a nice dinner at Pera Palas Jumeirah Hotel. This hotel was built in 1892 for accommodation of passengers of the famous Orient Express and it was the most luxurious hotel in its time. Amongst its well-known guests were writer Agatha Christie (the author of Murder In The Orient Express),





CULTURE WATCH



Hollywood star Greta Garbo, spy Mata Hari, Former Yugoslavian president Tito and British King Edward VIII and of course, in room 101 Atatürk, the founder of the Turkish Republic. The Agatha restaurant within the hotel has a French and Turkish combination of a menu.

ARCHEOLOGY MUSEUMS OF ISTANBUL

Considering the width of the lands under Ottoman Empire's dominion, you will realize the wealth in these museums, there are more than a million artifacts brought from Balkans to Africa, from Anatolia to Afghanistan. This museum complex was founded by the artist and archeologist Osman Hamdi Bey in the late 19th century as the imperial museum. (Müze-i Hümayun) One of the world's topnotch museums, İstanbul Arkeoloji Müzeleri was chosen the "Museum of the year" in 1992. Even the three buildings that contain different sections of the museum are considered masterworks





of art and architecture. Especially Çinili Köşk, which has a very important historical significance as it is one of the few standing buildings from Fatih Sultan Mehmet's era. Built on a ground that used to be part of the Topkapı Palace, the museum consists of three individual buildings. The biggest building is the one that was constructed in 1881 on orders from Osman Hamdi Bey and it is called The Archeological Museum. In the building on its left, is the Museum of Eastern artifacts where artifacts from all around the empire are exhibited. The third building, Çinili Köşk was constructed in 1472 to reflect all the glamour of Fatih

Sultan Mehmet, there is a magnificent collection of ceramics inside but the internal decoration of the building is as dazzling as this collection.

SAMATYA

Altough it was named as Kocamustafapaşa in the later years, people still call this place with its original name Samatya. There are a few districts in İstanbul that are still known by their Byzantian names and Samatya is one of them. The other well-known ones are Tarabya, Pendik and Langa. Samatya district square is still a very beautiful place. On the back streets stand the churches Ayios Analipsis and Ayios Nikolaos. Panayia Pribleptos Church (Mary, who sees everything) was built in the 19th century and today is serving as the Armenian Surp Kevork church (Sulu Manastır). After the conquest of İstanbul, Fatih Sultan Mehmet brought Armenian community from Bursa and placed them here, giving them the rights to use this church as their patriarchate. The Ayios Menas Church on the main street was built in 1833. Beneath it lie the mausoleums of St Karpos and Papylos who were killed during the cruelties





THE TIMBER HOUSES THAT SURROUND THE CHURCH HAVE BEEN RESTORED BEAUTIFULLY TO REFLECT THEIR GOLDEN DAYS.

toward the christians in the 3rd century by Emperor Decian. One of the other important historical sites in Samatya is The Studios Monastery or better known as Ayios Ioannis Prodromos (John the Baptist) church. It would also be a good idea to see the churches Ayios Konstantinos and Ayia Eleni just a few blocks away from the monastery.

MUSEUM OF KARİYE

In Edirnekapı, hidden behind the ramparts is Chora St Savior Byzantium Church with its magnificent frescos and mosaics. This place is a must see. The timber houses that surround the church have been restored beautifully to reflect their golden days. If you feel dizzy from all the history surrounding you, you can drop in to the Asitane Restaurant in Kariye Hotel and taste marvelous dishes of Ottoman cuisine.

The mosaics that depict Virgin Mary and Jesus caused this place to be known as the "house of the owner of earth and skies." Those who know their Bible by heart would easily recognize the stories of the mosaics in the two narthexes. The Greek inscriptions also give detailed information on the stories. The first set of mosaics that depict the birth of Virgin Mary and her parents Anne and Joachim. What is most interesting about this church is there are no images of Jesus being crucified, dead or resurrected. Resurrection is only pictured in the frescos in Parakklesion. In the internal arch the Family tree of Jesus, with roots that go back to Adam and Jacob, and the family tree of Virgin Mary that goes back to the 15 kings and David are pictured.

LEARN ABOUT TURKISH MODERN ARTS **istanbul modern museum AND PERIPHERY**

If you're into arts, you should visit İstanbul Modern, a museum that



opened in 2005 in a renovated storage facility to host 19th and 20th century works of art. The museum has a nice view of Sarayburnu and Topkapı Palace and its spacious, well illuminated interiors are worthy of mentioning. Together with its permanent exhibit, there are temporary exhibitions of photography and art. The very chic restaurant inside allows its guests to rest with a wonderful view and delicious dishes. There is a souvenir shop and also a gallery for children's art. İstanbul Modern is filling a very important gap in these days when the modern Turkish art still has not gained its well-deserved attention. The permanent exhibition can be seen any time, other pieces of art might be rotated from time to time. A gallery is dedicated to artists' self-portraits, you can find a wide selection of artists from Seker Ahmet Paşa (1814-1907) to Ergin İnal (1943-...)

Museum of Kariye

Even the stairs that descend to the lower floor is a work of art, it belongs to Monica Bonvicini and it was exhibited in the 8th İstanbul Biennial with the name "Stairs to Hell". Guests reach lower floor through this work of art that was defined as a piece of "radical feminist





vandalism". Before you leave the museum make sure you visit the small clock tower in the garden that was built in the 19th century. The museum is open until 8 pm every day and on Thursdays entrance is free. If you want a guided tour you should prefer Thursdays and Sundays at 3 pm and 5 p.m. After the museum tour, you can browse art galleries in Karaköy then walk towards Galata or visit galleries in Boğazkesen and go to İstiklal Street. Mısır Apartman, SALT Beyoğlu and ARTER are the places where you will see and breathe art. Especially do not forget to have a coffee at Ca' d'Oro in SALT Gallery.

EXPLORE THE TASTES OF ISTANBUL

I frequently take my guests out to places like Vogue, Mikla, Ulus 29, Bebek Balıkçısı, Aqua and Balıkçı Sabahattin, these are my favorite places in İstanbul. I also like Nar, which was selected one







of the 100 best Ottoman &Turkish Cuisine restaurants by Food & Wine Magazine. Along with Nar, I can definitely recommend Tarihi Karaköy Lokantası, Flamingo, Dai İstanbul, Eleos, Meze, Sıdıka, Maya, Özkilis Kebapçısı, Fatih Karadeniz Pidecisi, Asitane, Çiya and Akın Balık. Also, here I will detail some restaurants with historic values and I believe those who consider themselves gourmets will like to know these places.

BAYLAN

The very popular patisserie was founded in 1961 in one of the most authentic districts in İstanbul, Kadıköy Çarşısı. Originally it belonged to a Turko-Greek family but in 2010 it was sold. My only wish is that it keeps its originality and doesn't lose its characteristic





İSTANBUL MODERN IS FILLING A GAP IN THESE DAYS WHEN THE MODERN TURKISH ART HAS NOT GAINED ITS WELL-DESERVED ATTENTION.

like Markiz. Try Cup Griye and the vanilla ice cream topped with hazelnuts and whipped cream. A short walk ahead is the Beyaz Fırın, one of the best bakeries in İstanbul. Baylan has a new branch in Bebek now.

Address: Muvakkithane Cad. No: 19 Kadıköv Tel: +90 216 336 2881 www.baylanpastanesi.com

HÜNKAR

If you want to have a taste of the real Turkish & Ottoman cuisine, this 70 year old restaurant is a must go. You can try traditional foods like lamb cooked with quince and cinnamon. Stuffed onions and fish soup with vegetables are worth sampling. Don't forget to save a little space for the tasty desserts farina halva and ashurah. Address: Mim Kemal Öke Cad. No: 21 Nişantaşı Tel: +90 212 225 4665

PANDELİ

This restaurant was founded in 1901 on the upper floor of Mısır Çarşısı. It has a magnificent interior decorated with ceramic tiles. If you're lucky enough to get a table by the window, you will bask in the glorious view of the Golden Horn. I have taken Robert Redford and Madeleine Albright to this place for dinner and it never failed us. There's also a branch in Athens. Address : Mısır Çarşısı Tel : +90 212 522 5534 www.pandeli.com

DON'T FORGET TO GO SHOPPING IN ISTANBUL

Armaggan, which has branches in Nişantaşı and Nuruosmaniye is one of the most elegant stores in Istanbul. In Galata area I prefer Plusone, Ironi and Hiç. For jewelry I would recommend Sevan Bıçakçı, Gilan, Kamer Kıraç, Janset Bilgin, Dikara Karabay, Herbert Cendereci, Kafkas and the legendary Mavi Köşe in Grand Bazaar. If you're in Grand Bazaar don't forget



to take a look at the tapestries at Agora, Ethnicon, Dhoku and Punto, leather wear at Koç, pashmina and shatush at Ottomano and Cashmere House. For my friends from abroad I will advise some

wonderful routes of shopping.







<image><text>

BAĞDAT CADDESİ

The 9 km long street is one of the most popular shopping and strolling areas in Istanbul. It passes through elegant districts like Kızıltoprak, Feneryolu, Selamiçeşme, Çiftehavuzlar, Göztepe, Caddebostan, Erenköy, Şaşkınbakkal, Suadiye and Catalcesme and reaches Bostancı. It may be considered as a modern and more elegant version of İstiklal Caddesi. You can shop in big brand stores, dine in very nice restaurants or just walk around watching the endless traffic of people. The street is parallel to the sea therefore it enables people to stroll in parks with wonderful sea views. Although following a different route, it is known that there had been a road that ran between Üsküdar and Anatolian districts in the Byzantine era. In 1638, when Sultan Murad IV conquered Baghdad, the name of the street was changed to celebrate this event. (The Baghdad Kisok within Topkapı Palace is also named after this victory). Sultan Murad IV and his successors ordered many fountains (çeşme, in Turkish) to be constructed on this road so that travellers would satisfy their thirst. Only a few of

the fountains remained the rest are only remembered through district names like Selamiçeşme, Çatalçeşme and Söğütlüçeşme. The neighborhoods surrounding the street became popular residential areas in 19th century and glamorous kiosks were built. We can still see some of the remaining kiosks in Caddebostan. Lots of timber beachside kiosks were unfortunately suffocated between the ever growing modern buildings around them.

KAPALI ÇARŞI (GRAND BAZAAR)

Grand Bazaar was built in 15th century and from then on stayed as one of the most colorful and vivid places in İstanbul. You can find almost every kind of souvenirs here in every price level but this is not an ordinary bazaar, it is a magical place which rips you off today and takes you to a tour in time. Main streets are covered with tourist attractions but if you wander to the back alleys, you will see historical lodges where still traditional craftsmen are at work. You will be enchanted.

Grand Bazaar is located near Beyazıt Square and with its 60

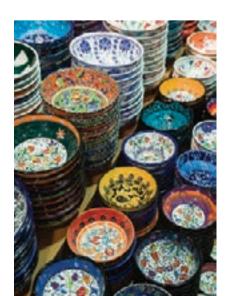


alleys and over 4000 shops, is one of the world's largest and oldest bazaars. Every alley is specialized in one type of product. Therefore they are named after the trade carried out in the shops lining them. Majority of the buildings were two story high lodges or Bedestens, a vaulted traditional Turkish type of bazaar shops, in time they were connected via single roof that formed the current closed area. The alleys are lined with small, timber "cabinets", that is, small shops that were favored by Turkish artists in the 19th century. When you leave the bazaar, make sure you visit Nuruosmaniye Mosque and Mahmutpaşa Mosque which are both close by.

MISIR ÇARŞISI (SPICE MARKET)

When you gaze towards inland from the Galata Bridge, you will see a small but wondrously interesting multi domed building. Mısır çarşısı, built in 1660, was the marketing place of the goods from Far East, India and Egypt. In the original layout there was a Turkish bath along with the mosque and the L shaped bazaar was a source of income for these. The legs of the "L" are made up of two alleys, one 150 meter long and one 120 meter long. This is the second big closed bazaar of İstanbul and it has six entrances. The vaults above the two main entrances have restaurants built in them and the bazaar has a total of approximately 100 shops.

MISIF Çarşısı is famous for the trade of spices therefore it is also called Baharat Çarşısı (Spice Market). There used to be more herbalists and spice shops here but now only a few remained, most shops took up the tourist attraction business and started selling souvenirs. In the alleys surrounding the bazaar building, you can find a vast variety of shops, grocery stores, flower and seed stores, pet food stores and pet shops. In some of the shops even the Turkish tourists flinch at the sight of leeches sold for old wives remedies.



NİŞANTAŞI

How do you define Dolce Vita? If you want to see it, you have to go to Nisantası. This district is a heaven of brand stores, luxury goods and designer boutiques. It is quite difficult to believe that it used to be a little forest where the sultan used to practice his archery skills. In the 19th century, the officials decided that this place had a great potential because of its proximity to Pera and they have included the neighboring Teşvikiye and Maçka in the development plan of the area. Most people today visit Nişantaşı just for the designer brands and they overlook the historical buildings squeezed in all this glamour.

Nişantaşı (Aim stone) got its name from the stone posts that used to mark the furthest point the sultan's arrows reach. Most of these stones are still present, one of which lies in the garden of Teşvikiye Mosque, at the intersection of Valikonağı Street and Teşvikiye Street.

Another stone can be found further ahead in front of the police headquarters, another historical building, constructed in 1866 with the name of Aziziye Karakolu but because of its embellished facade people preferred to refer to this place as Süslü (embellished) headquarters.

A LOOK INTO TURKISH BATH RITUALS

THE HAMMAM RITUAL IS RATHER SIMPLE, BUT IT INVOLVES SEVERAL STEPS ALL OF WHICH ARE AIMED AT CLEANSING AND RELAXING. ALTHOUGH A TYPICAL TREATMENT TAKES A SPECIFIC PERIOD OF TIME, VISITORS ARE ALLOWED TO RELAX IN THE COMMON COOLING AREAS FOR AS LONG AS THEY LIKE.

History of the Turkish Bath CULTUBAL

Turkish baths have been used as social gathering centers for special celebrations. Even wealthy people with private Turkish baths in their own homes would frequent public ones for social and business purposes.

SPIRITUAL

Most Turkish baths have spiritual components, and according to some religions, cleansing oneself with water is an essential part of worship. It is this purification factor that makes Turkish baths a part of everyday life.

Follow The Steps

RELAX AND PREPARE

As you enter the camekân, or entrance room, there are areas for changing and a place to have a cup of tea or a cold drink before or after the bath.

ADJUST TO THE HEAT

Before you encounter water, the tellak (staff member) will bring you to a transition area, the ılıklık, or intermediate room, where you receive your towels and adjust to the heat.

FULL-BODY SCRUB AND SOAPING

From there you enter the hararet, or hot room which houses the large marble belly or navel stone. Visitors, sitting on marble slabs around the fountains, are scrubbed by a tellak if they like. Following the scrubbing, there is the



washing session, including shampooing, if requested.

RINSE AND MASSAGE

Afterwards, there is a head-to-toe wash to rinse away the soap, followed by a relaxing massage.

RELAX

The soğukluk, meaning the cool room, is the relaxation room that is also used for having refreshments.

Historical Hammams

Cağaloğlu Hammam Prof. Kazım İsmail Gürkan Cad. Alemdar Mah. No: 34 Cağaloğlu Fatih, İstanbul *Phone: 0212 522 2424* **Çemberlitaş Hammam** Vezirhan Cad. No: 8 34440 Çemberlitaş, İstanbul *Phone: 0212 522 7974*



Galatasaray Hammam Turnacıbaşı Sok. No: 24, Galatasaray Beyoğlu, İstanbul *Phone: Men: 0212 252 4242, Women: 0212 249 4342* Çinili Hammam Murat Reis Mah. Çavuşdere Cad. No:204 Üsküdar, İstanbul *Phone: Men: 0216 553 1593, Women: 0216 334 9710*



WE KEEP GROWING EACH YEAR WITH CONFIDENT STEPS

ATEŞSÖNMEZ CHEMISTRY IS A LEADING MANUFACTURER OF SOAP. THE CEO OF THE COMPANY, ENGIN ATEŞSÖNMEZ TELLS US ABOUT THEIR NEW INVESTMENTS, MARKET SHARE AND THE SUCCESS STORY OF THEIR CONTINUOUSLY GROWING COMPANY.

an you give us some general information on Ateşsönmez Chemistry?

It was founded in 1998 in the Organized Industrial Zone of Gaziantep with 19.000 sq meters plant. We are producing soaps with the most modern technologies of the industry. Apart from skin care, beauty and bath soaps, which symbolize purity and beauty, we have enlarged our range since 2009 to cover liquid soap, dishwashing detergents, window cleaning liquids, air refreshers and bleach. Our production capacity is 150 tons per day in the beauty line, 40 tons per



day in the liquid line, with an extra 7000 tons of storage tanks for ingredients. Our company has a great social responsibility perception therefore it is our utmost goal to protect both employees' and our customers' health by maintaining the highest quality in our products.

To which markets is the majority of your export ? How do you perceive your company's place in the world?

Our main export market is the Middle East however, we are currently selling to nearly 35 countries from North Africa, Central Asia, Europe, Central Africa and South America. We want to cover more areas and become one of the world's leading companies therefore our product development teams and our investments are all focused on this goal.

Which products does your main line consist of?

Soap bars are our major production units because this is a product that needs experience, know-how and technological

investments. This is why we focused on soap bars and are continuously investing in that area.

What is your most popular product?

Our brand Maryna is a very popular product line. You can have detailed information on the brand through its web site www. maryna.com.tr

How often do you participate in international platforms?

Our target is to be participating as an exhibitor in at least three or four international fairs.

It is a fact that you have both domestic and international competitors. When you

decide on a new product how is the process in such a competitive market, that is, deciding on which product to produce, creating a brand and a line, investments and marketing strategies?

Unfortunately, product development is a very costly venture in our country. Therefore most companies carry out their product developments to suit the needs of their customers, this is the fastest and easiest way. Another approach might be to create a totally new product and try to penetrate the market with this; but that requires huge marketing and sales power. When we were creating the brand Maryna, we used both our customer requirements and our experience in the market and the synthesis of this came out to be a success.

What differentiates your company from the competition?

Our main advantages are the ability of mass production with the latest technology, strong customer relations, experience,



Tried & tested

Try Maryna Liquid Hand Soap with Magnolia with magnolia essence for a refreshing scent on your hands.





Looking for a traditional bath soap? Then Maryna Traditional Turkish Bath Soap is just for you. Double the bathing pleasure using this soap made with the traditional Turkish bath concept.

problem solving ability and an innovative approach. We can proudly summarize all this in the motto, "Qualified personnel, qualified machinery and high quality ingredients."

What are your criteria in your company's brand establishment? How is this reflected in your production line?

Creating a brand is tough and requires a persistency. You have to have a very strong and dependable line of products. You have to be able to provide the utmost quality in a very stable way and your brand has to merge with that quality concept. You have to have a very good product development approach and of course a technology to support this. A brand name is your signature, most of the company names are not even known by the consumers but the brand name is easily recognizable.

Therefore your brand is like your baby that you have to dote on. Eventually this has very positive reflections on your products.

What are the future plans of Ateşsönmez Chemistry?

Our goal as a company is to achieve better and higher quality in everything we produce. We are trying our best to stick to this goal. Our brand has gained recognition in the countries that we export to. 85% of our production is exported and we are still trying to raise this ratio even higher. In 2013 and 2014, we are aiming to include cosmetic products to our product range, skin care products, shower gels, body lotions etc. The production development phase of these products have been completed; we will start mass production soon. We definitely have to watch the market demands very closely before starting production and marketing of these products because the sudden market fluctuations are major handicaps for all manufacturing companies. The reason we are confident in our steps toward the future is that we are quite capable of monitoring the changes, demands and handle them in a very versatile way.

Cleansing your skin gently withits creamy texture, Maryna Aloe Vera Creamy Skin Care Soap also has a soothing effect on the skin and prevents it from drying.



Maryna Antibacterial Soap is especially handy at the office by helping you get rid off the dirt and bacteria on your hands without damaging your skin.



In the Go

If you need a refreshing and practical soap in your bag when you are travelling, you can definitely try Maryna Soap with Magnolia.

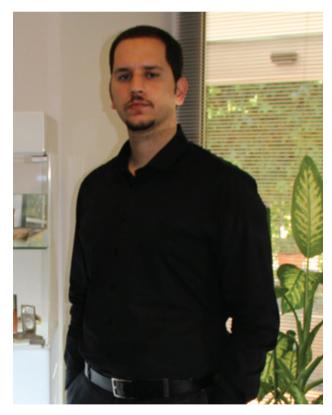


LEADING WITH Absolute perfection

ATOMIZER KOZMETIK IS ONE THE MOST ESTABLISHED, LEADING COSMETICS PRODUCER IN TURKEY, WITH THREE INTERNATIONALLY-KNOWN MAKEUP BRANDS FEATURING RICH COLOR PALETTES. WE TALK TO ALPTUĞ VARIŞ ABOUT HIS BUSINESS.

ould you give us background information on Atomizer?

Atomizer Kozmetik A.S., one of the most established and leading cosmetics producers in Turkey, was founded in 1962. Our company's line of products includes makeup, skincare products and makeup removers, all developed by our own R&D and lab team and produced in our own factories. We have three brands that are distributed in international markets, and we also engage in contract manufacturing for international brands. We manage our company in accordance with the ISO9001 Quality Management Standards, and our products are



our foundations, blushes, face powders and other powder makeup items.

What is your most popular product?

Our most popular product is the Carla Make Up Love nail polishes with 244 different colors, all of which are in high demand.

In which countries do you sell your products the most?

We sell in high volumes in the Middle East and Gulf region. Our sales volume is the highest in Saudi Arabia, Kuwait and Iran.

What makes your company and products different?

We are the only color cosmetics company in the country that manages three brands, follows up with their marketing and sales operations, and makes contract manufacturing for international

manufactured within the standards of ISO22716.

Which is the most important product line for the company?

This depends on the type of market and consumer demand that we are faced with. Among all color cosmetics, nail polishes usually have the highest in demand. But we mostly sell eye and brow makeup products in the Middle East and the Gulf region, while consumers in Northern Africa prefer brands with the formulas we produce for them. The success behind this complex organization is our professional approach to all buyers and sales orders, no matter how big they are, the notion of 'absolute perfection' in our production department and our focus on consumer satisfaction.

Do you participate in international fairs?

Yes indeed. In the last two months, we were represented in the world's leading contract manufacturers fair in Holland,



Tried & tested

Kajal Compact Powder efficiently covers imperfections and creates an even skin tone. You can also use it as a makeup base.



In order to keep your lips well-hydrated all day long, you can try Kajal's lipsticks and lip glosses with rich color palettes.

Designed not to damage your

fingernails, Kajal Selective nail polishes are applied very easily with their soft brushes have a wide color selection.

KAIAI



Some foundations cause your

makeup to look heavy, whereas Kajal Stick Foundation makes your skin look smooth with its easy application and soft texture

Striking colors in eye makeup help you look younger and more energetic. Kajal Terramarine Eyeshadow features eye shadows for every type of makeup, ideal for day and night use with glitter inside.

the most important beauty fair of the Middle East and the Gulf region in Dubai and the CosmoProf trade show event in Las Vegas, after which we produced substantial sales volume.

How would you describe the cosmetics sector in Turkey?

I would like to emphasize on three main points to evaluate the color cosmetics sector in our country. We see that the number of local companies participating in international fairs is increasing each year. Companies like us are enthusiastic about the fairs in markets they have yet not penetrated besides the ones they already know. Last of all, products with 'Made in Turkey' labels are very important at the moment. Buyers, who have worked with Turkish cosmetics manufacturers, visit our sections at these fairs because products produced here sell for higher prices in their markets.

What are your bestselling products in domestic and international markets? Our bestselling products are

eye and brow makeup and nail polishes. Atomizer Kozmetik never compromises from quality to lower production costs and prices. On the contrary, we sustain consumer demand by keeping our product quality high.

What are your future plans for Atomizer Kozmetik?

Our most essential goal is to make more investment in our brands. I do not believe that any type of investment in marketing will be in vain because we, as the inside team, are happy and satisfied with our products. We apply regulations in our factories to protect human health and the environment even when they are not mandatory. Today, there are big cosmetics companies in Europe that do not have any production and are managed in a single office floor. We examine these organizations, and we aim to increase the awareness of our brands as a company with its own formulas, competition power, humanistic values and the ability to communicate with its consumers better than any other company in the world.



window Shopping

Best products of Turkish Cosmetics



LADY'S SECRET Dryer Manicurist's Finishing Spray Sora Cosmetics, soracosmetics.com



BUKET Air Freshener Lemon Matsan İlaç San, matsangroup.com



EC-1 Shaving Foam with Glycerin For Sensitive Skin Sora Cosmetics, soracosmetics.com



MALSIMO UNO Deodorant Body Spray Vetiwey Euromis Kimya San., euromis.com





SiO Antibacterial Hand Wash Bileşim Kimya, bilesimkimya.com



IXORA Liquid Soap Espaş Kozmetik, ixoraparfum.com



D'OLİNDA Beauty Remedies Shampoo Royal Jelly&Propolis Bileşim Kimya, bilesimkimya.com



IXORA Shower Gel with Chocolate Espaş Kozmetik, ixoraparfum.com



MUMEX Naturals Healthy Scalp&Hair Moisturizing Shampoo with Milk Protein&Honey Bileşim Kimya, bilesimkimya.com



DALAN d'Olive Olive Oil Conditioner Nutrition Repairing Care Dalan Kimya, dalan.com.tr

EUROMIS Paris Cosmetiqs Skin Expert Shower Gel Aroma Therapy with Sea Minerals Euromis Kimya,

euromis.com



DALAN d'Olive Shower Gel ph5.5 Dalan Kimya, dalan.com.tr



LADYBELLA Hydra Body Lotion with Aloe Vera + Vitamin E Lider Cosmetics, liderkozmetik.com

DALAN d'Olive Olive Oil Moisturizing Cream Hand&Body Dalan Kimya, dalan.com.tr



COSMETIQS Instant Hand Sanitizer Vitamin E & Aloe Vera Euromis Kimya San. euromis.com



IXORA Men Fresh Anti-Perspirant Roll-on Deo Espaş Kozmetik, ixoraparfum.com



ENERGY For Men Series, Fresh'Cool Shaving Gel Matsan Group, dalize.net



MAJIX Sport For Men Dynamic After Shave Cologne Lider Cosmetics,



DOAL&DOAL Antibacterial Foot Care Cream Yaşarlar Cosmetics, yasarlar.com.tr



SANSIRO Aloe Vera & Tutti Frutti Hand and Body Cream for Daily Use Ahenk, sansiro.com.tr



TZAIN Multivitamin Shampoo SCK Zeta Cosmetics, zetacompany.com



L'ROUGE Moisturizing Face, Hand and Body Lotion with Honey-Milk-Vanilla Extract- Propa Tüketim Ltd., hepsipropada.com



SANSIRO Vaseline Ahenk, sansiro.com.tr



GIAN Multivitamin Shampoo with Coconut, SCK Zeta Cosmetics, zetacompany.com



COOL BREEZE Sport Men Perfume Spray Lider Cosmetics, liderkozmetik.com



SANSIRO E 500 Perfume Deodorant Spray Ahenk, sansiro.com.tr







GREEN WORLD white rose decorative Room Perfume Reed Diffuser Lider Cosmetics, liderkozmetik.com



FAMILY Textured Surface Lubricated Condoms Yaşarlar Cosmetics, yasarlar.com.tr



ENERGY For Men Series After Shave Balm Matsan Group, dalize.net



GIRLY TALK Candid Roll On Lider Cosmetics-liderkozmetik.com



VIONE Hair Conditioner with Moraccon Oil Bileşim Kimya, bilesimkimya .com



MUMEX Shampoo with Lemon Extract Bileşim Kimya bileşimkimya .com





SANSIRO Eau de Cologne Ahenk, sansiro.com.tr



PERIPOLL Professional After Waxing Cleaning and Massage Oil Bağdatlı, peripoll.com



L'ROUGE Moisturising Face, Hand and Body Lotion with Propa Tüketim hepsipropada.com

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REXSOS Women Perfume Spray with Bamboo Lider Cosmetics,

liderkozmetik.com



VIONE Olivia Olive Oil Shampoo Bileşim Kimya San bilesimkimya.com



TiTiZ Antibacterial Foam Liquid Soap Titiz Temizlik, titiz.com.tr



PERIPOLL Professional Argan Extract Clay Mask Bağdatlı, peripoll.com





LANA Hygenic Cleancing Pine Liquid Anti Bacterial Hand Soap Global Horizon, globalhorizon.com



COSMETIQS Kids Hand Soap with Vitamin E Euromis Kimya, euromis.com



GIAN Baby Shampoo Head to Toe Baby Wash SCK Zeta Cosmetics, zetacompany.co



LANA Laimony Hygenic Cleancing Global Horizon, globhorizon.com



ALEDA Olive Oil Sheen Spray Nourishing Lider Cosmetics, liderkozmetik.com



REVONE Shampoo Viking vikingtemizlik.com.tr



SAILOR VIKING Liquid Soap, Viking vikingtemizlik.com.tr



ViTAMEN Tüyo Hair Removal Cream Yaşarlar Cosmetics, yasarlar.com.tr



EFOR for Men perfume Fon Cosmetics, fonkozmetik.com



OTACI Argan Hair Care Oil Kurtsan, otaci.com



COLLEEN Perfect Color Lipstick No:56 / No:53 Komet Kozmetik, kometkozmetik.com.tr



MANASEK Hygiene Pack for Pilgrims, Global Horizon, globalhorizon.com

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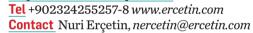
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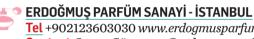
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FERIDE PUDRA KİMYEVİ MAD. LTD. ŞTİ-İSTANBUL Tel +902126106681 www.feridepudra.com

Brands Feride, Fenodo, Mix Vix FILIZ ÇELIK LTD. ŞTI - BURSA

Tel +902244111020 filiz@filizcelik.com Contact Reyhan Hocaoğlu, rhocaoglu@filizcelik.com

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FLORA UÇAN YAĞLAR İSTANBUL

Tel +902122789956 www.floraucanyaglar.com Contact Selin Almazlinos, Ali Tezel, info@floraucanyaglar.com

<u>Flormar - Kocaeli</u>

Tel +902627510333 *www.flormar.com* Brands Flormar Contact Mehmet Aykut, Taş *aykutt@flormar.com*

[🔍 FON KOZMETİK LTD. ŞTİ - İSTANBUL

Tel +902126511986 www.fonkozmetik.com Brands Kreasyon, Ekol Silver, For Life, Klity Contact Yakup Atıcı, yakupfon@gmail.com

FROMA KİMYA GIDA LTD. ŞTİ - İSTANBUL

Tel +902126230290 www.fromakimya.com Contact Aslı Yaşarlar, ayavuzer@fromakimya.com

) FULSER KOZMETİK LTD. ŞTİ -BURSA

Tel +902242116900 www.fulser.com.tr info@tresan.com Brands Tresan, Krauterhof, M.Asam

Contact Erdinç Mutaf, info@fulser.com.tr



Tel +902126892828 *www.fulyakozmetik.com.tr* Brands Freshmaker, Nemdil, Fresruny

🤊 GATA KİMYA KOZMETİK LTD. ŞTİ - İZMİR

- Tel +902324370500 www.gatakimya.com
- Brands Maxor, Nesse, Lumberjack, Ofea, Gatox
- Contact Ayşen Örs, ayors@gatakimya.com

GELİŞİM KOZMETİK A.Ş - İSTANBUL

Tel +902128559634 www.gelisimkozmetik.com Brands Donna Bella, Mis Catherine, Mythos, Hypnos, Depth Contact Fikret Yıldırım, *fikret@gelisimkozmetik.com*

GERÇEK KOZMETİK & ALTERNATİF

KOZMETIK - ISTANBUL Tel +902165892734 www.rapunzelstore.com Brands Rapunzel, Dreamline Contact Victoria Ishkhanova, victoria@rapunzel-hair.com

GİZ COSMETICS LTD.ŞTİ - İSTANBUL



Tel +902127866060 www.gizcosmetics.com.tr Brands Isabelle Dupont, Sebume, Xdhose Contact İbrahim Zengin, izengin@qizcosmetics.com.tr

GLOBAL HORİZON LTD. ŞTİ - İSTANBUL

Tel +902127866362 www.globhorizon.com Brands Lana Contact Mualla Kortikoğlu, mualla@globhorizon.com

GULF TEMIZLIK A.Ş - KONYA Tel +903323452350 www.newcity.com.tr

- - Brands Newcity Contact Zafer Kapar, *bilgi@newcity.com.tr*
- GÜL KOZMETİK LTD.ŞTİ İSTANBUL Tel +902126242752 www.gul.com.tr Brands Global

Contact M.Levent Gül, info@gul.com.tr

GÜLEÇ KİMYA TEMİZLİK LTD. ŞTİ - KÜTAHYA Tel +902746123080 www.guleckimya.com.tr Contact İsmail Güleç, gulec@guleckimya.com.tr



GÜLER KİMYA LTD. ŞTİ - İSTANBUL Tel +902126597666 www.gulerchemical.com Contact Ayşenur Bulut, aysenur@gulerchemical.com



GÜLİZ DEFNE SABUNLARI - ANTAKYA

Tel +903262344411 www.gulizsabunlari.com.tr Brands Güliz Contact Gülüze Bozdoğan, gulizsabunlari@hotmail.com



GÜLSAN SAN.A.KOM.ŞTİ - ISPARTA

Tel+902462181357gulsanaa@mynet.comContactAdil Esenkaya, gulsanaa@mynet.com

GÜLŞAH ÜRETİM PAZARLAMA TİC -İSTANBUL

 Tel +902127715222 www.gulsah.com.tr

 Brands
 Pozzy, Gülşah

 Contact
 Ali Kaya, akaya@gulsah.com.tr



GÜLTEKS DIŞ TİCARET LTD. ŞTİ. - HATAY Tel +903262166277/78 www.verdaa.com, www.gulteks.com.tr Brands Antioch's Verdaa

Brands Antioch's Verdaa Contact Murat Gül, *murat@verdaa.com*



GÜRKAN ROSEOIL INC- ISPARTA

<mark>Tel</mark> +902123245859 *www.gulsha.com.tr* <mark>Brands</mark> Gulsha <mark>Contact</mark> Gülşah Gürkan, *gulsha@gulsha.com.tr*



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

Tel +902126316937 www.gulerelektronik.com Contact Elçin Han, elcin@gulerelektronik.com

HAYAT KİMYA SAN A.Ş. - İSTANBUL

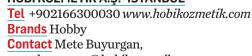
Tel +902165544000 *www.hayat.com.tr* Brands Joly, Papia, Familia, Molfix, Bingo Contact Mustafa Tuncay, *mtuncay@hayat.com.tr*

HERBADERM LABORATORIES - İSTANBUL

Tel +902124050310 www.herbaderm.com Brands Nurigrow, Biobalance, Diapex, Episiva, Acnevit, Herbaderm Contact Şule Alpay, sule@herbaderm.com



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mete.buyurgan@hobikozmetik.com

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HS SABUN KOZMETİK LTD. ŞTİ - İSTANBUL Tel +902166270314 www.hskozmetik.com Brands Hands Contact Hülya Alemdar, hulyaalemdar@hskozmetik.com

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Tel +902627513983-84 www.humakozmetik.com Contact Cengiz Tuncel, cengiztuncel@gmail.com

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Tel +902122261083 www.hunca.com Brands She, Caldion, Jagler, Equal, Carmina Contact İlker Okan, *ilker.okan@hunca.com.tr*

IDA KİMYEVİ VE SIHHİ MAD. LTD. ŞTİ -İstanbul

Tel +902124228888 www.idaltd.com Brands Bambola, Fiori Contact Hüseyin İpek, Merve Öztürk info@idaltd.com



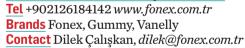
Tel +902122464717 www.innovacosmetics.com Brands Innova, Dermacare Innova Contact Gülçin Morello, gulcin@innovacosmetics.com



IŞIK TERAPİ -İSTANBUL



İTİMAT LÜKS HIRDAVAT A.Ş - İSTANBUL





IFFCO KİŞİSEL BAKIM ÜRÜNLERİ - İZMİR Tel +90232 751 39 83-84 *www.iffco.com* Contact Kadriye Sevinç

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KADIOĞLU KOZMETİK A.Ş - İSTANBUL



Tel +902125011721 www.gabrini.com Brands Gabrini Contact Gürol Yığar, gurol@gabrini.com





KAĞAN PARFÜMERİ LTD. ŞTİ - BURSA

Tel +902242212126 www.kaganparfumeri.com, www.sommita.com Contact Buket Karnibat, buket@kaganparfumeri.com

KAİZER AMBALAJ LTD. ŞTİ - GAZİANTEP Tel +903422320130*www.kaizer.com.tr* Brands Viva Contact Zekai Özer, *export@kaizer.com.tr*



KALE KİMYA A.Ş - KOCAELİ Tel +902626580770 www.kalekimya.com.tr Contact Barış Kaleağası, baris.kaleagasi@kalekimya.com

•KALİ KİMYA A.Ş - İSTANBUL Tel +902122340645 www.kali.com.tr Brands Kali Contact Fred Franco, fred@kali.com.tr

KAMELYA KOZMETİK LTD. ŞTİ - İSTANBUL Tel +902126744784 www.kamelyacosmetics.com Brands Iris, Nirvano, Nikole Contact Sami Toron, samitoron@hotmail.com

KARDEŞLER GIDA TEMİZLİK A.Ş - İSTANBUL Tel +902126250109 www.javel.com.tr Brands Javel Contact Murat Güney Esen, info@javel.com.tr

KARDEŞLER UÇAN YAĞLAR A.Ş - KOCAELİ

Tel +902627512930 www.freshnsoft.com Brands Fresh'n Soft, Medix, Minix Contact Çağlar Yılmaz, caglar.yilmaz@freshnsoft. com Sinem Eser, sinem.eser@freshnsoft.com



KAYLA KOZMETİK- İSTANBUL

<mark>Tel</mark> +902163789911 *www.kayla.com.tr* Brands Kayla Contact Elvan Akbulut, *elvan.akbulut@kayla.com.tr*

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Tel +902163372237 www.kazancionline.com Contact Artun Kazancı, artun@kazancionline.com



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Tel +903322390216 www.kesenlerkozmetik.net Brands Totex Contact Burak Kesen, info@kesenlerkozmetik.net

KIRMIZIGÜL KOZMETİK LTD. ŞTİ - İSTANBUL

Tel +902124863098-99 www.kgkozmetik.com Contact Ali Fuat Ustahaliloğlu, info@redrosecosmetic.com



<u>KOMET KOZMETİK LTD. ŞTİ - İSTANBUL</u>

<mark>Tel</mark> +902163139015 *www.kometkozmetik.com.tr* <mark>Brands</mark> Colleen, Lollis, Glen, Jemie <mark>Contact</mark> Eray Altun, *ealtun@kometkozmetik.com.tr*



KONT KOZMETİK LTD. ŞTİ - İSTANBUL

Tel +902124653590 www.kontcosmetic.com Contact Hüseyin Değer, sales@kontcosmetic.com



KOPAŞ KOZMETİK A.Ş-İSTANBUL

Tel +902122852290 www.kopas.com.tr Brands Dalin, Alix Avien, Sesu, Alix, Xo Contact Serkan Acar, serkan.acar@kopas.com



KORUMA TEMİZLİK A.Ş.- KOCAELİ

Tel +902622392270 www.koruma.com Brands Hypo, Eko Contact Selma G. Murat, smurat@koruma.com



KOZ-AK KOZMETİK LTD. ŞTİ- İSTANBUL

Tel +902128610004 www.kozakkozmetik.com Brands Lisse, Noon, Rainbow, Marjinal Sos Contact Özkan Şekerci, export@kozakkozmetik.com

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Tel +902127712211 www.kozmokimya.com Brands Fruity, Tango, Wood's Contact Hüseyin Sarerler, huseyin@kozmokimya.com

KOZMOARTI KİMYA KOZMETİK LTD. ŞTİ - İSTANBUL



Tel +902166227670 www.kosmoarti.com Brands Sen, Maxxel, Sabril, Alanis

Contact Şükran Uz, suz@kosmoarti.com

KÖKSU MADEN SULARI LTD. ŞTİ - İSTANBUL

Tel +902164471147 www.pelomin.com.tr Contact Nebil Öcal, nebilocal@hotmail.com

KURTSAN İLAÇLARI A.Ş -İSTANBUL

Tel +902124813050 www.kurtsan.com Brands Otacı, Naturway Contact Börçe Alpay, borcealpay@kurtsan.com



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Tel +902164560163-02164565563 www.lacivertlojistik.com Contact Mehmet Uluhan Bolen, mehmetbolen@lacivertlojistik.com



LALİNEDA KOZMETİK SAN VE TİC. LTD.

ŞTİ- İSTANBUL Tel +902122362293 www.katrenatural.com **Brands** Katre Sabun **Contact** Dürrin Göktan, *katresabun@gmail.com*

<u>LEVANTEN EV TEKSTİLİ LTD. ŞTİ - ANKARA</u>

Tel +903124730656 www.machrique.com www.levanten.com.tr Contact Ela Arslan, machrique@machrique.com

LEVENT KİMYA A.Ş - ANTALYA

Tel +902422581060 www.leventkimya.com.tr Brands Nixi Baby, Nixi Lady, Nix Liquid Detergents Contact Hatice Maina, hatice@leventkimya.com.tr

🍳 <u>LİDER KOZMETİK LTD. ŞTİ - KOCAELİ</u>

Tel +902627547854 *www.liderkozmetik.com* Brands Repute, Aleda, Majix, Glitter, Lady Bella Contact Polat Mevlütoğlu

LİLA KOZMETİK LTD. ŞTİ - DİYARBAKIR

Tel +904123450115 *www.lilafix.com* Brands Sea Color, Viored, Lilafix Contact Zülfükar Cansız, *zcansiz@lilafix.com*

[<u>LM KOZMETİK LTD. ŞTİ - İSTANBUL</u>

Tel +90212 771 51 61-62 *www.lmcosmetics.com* Brands Nedens, Rankar Contact Mustafa Karataş, *info@lmcosmetics.com*

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Tel +902122454954, +902122457568 www.ltscosmetics.com Brands Venue, Lotus Beauty, Chamonix, Florella, Cleanol Contact Özge Özcan, ozge@ltscosmetics.com



LUX GROUP KOZ. LTD. ŞTİ - İSTANBUL

Tel +902125976792 www.luxgroup.com.tr Brands Önsa Lux Contact Güven Öngel, luxpamuk@luxgroup.com.tr

MAKYAJ KOZMETİK LTD. ŞTİ - İSTANBUL

Tel +902124860355 www.makyajkozmetik.com.tr Brands New Well, Epilady, Nitro Canada Contact Muhammet Haciabdullahoğlu, info@makyajkozmetik.com.tr

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- **Tel** +902163943510, +902163943156
-) www.purixima.com
- Brands Purixima Contact Murat Terkoğlu, *murat@purixima.com*

MAR-KOZ-SAN KOZ. LTD. ŞTİ. - İSTANBUL

Tel +902163175296-97 www.fumekozmetik.com Brands Füme

Contact Fatma Ateş, *fume@fumekozmetik.com*



MATSAN GROUP (PHARMACEL AEROSOL LTD. ŞTİ) - KOCAELİ

Tel +902627512530 www.matsangroup.com Contact Oktay Orday, oktay@matsangroup.com

<u>MAYAN LTD. ŞTİ - İSTANBUL</u>



Tel +902126705037 www.mayan.com.tr

Contact Kenan Savaş, kenansavas@mayan.com.tr

MELİSSA KOZM.VE TEMZ. LTD. ŞTİ - ANKARA

- Tel +903123952758-59 www.melissakozmetik.com Brands Melissa
- **Contact** Burak Bozdağ

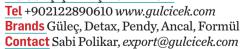
MERT-KOZ LTD. ŞTİ - İZMİR

Tel +902324722400 www.mert-koz.com Brands Good&Health, Cosmozone, Newlife, Herman's, Sidra Contact Itri Atış, *itri@mert-koz.com*

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Tel +902124863379 *www.meykozmetik.com* Brands Tocca, Laquila, Primo Bambino, J.Genova Contact Hatce Marey, *gamze@meykozmetik.com*

MG GÜLÇİÇEK A.Ş - İSTANBUL



MHC MARMARA HİJYEN KOZMETİK LTD. ŞTİ -İstanbul



Tel +902163948611 www.marmaratemizlik.com Brands Hüner, Nova, Sally

Contact Uğur Aksoy, uguraksoy@marmaratemizlik.com



Tel +902123693239 www.missnita.com Contact Moris Namer, moris@missnita.com

MOHEN KİMYEVİ MADDELER A.Ş-İstanbul

Tel +902124700310 www.mohen.com.tr Contact M. Alper Aydın, alper.aydin@mohen.com.tr

MONNA COSMETICS - İSTANBUL

Tel +902128766435 www.monna.com.tr Brands Pineapple, Monna Contact Burak Tangülü, burak@monna.com.tr

MORS KOZMETİK - İSTANBUL

Tel +902122803707 www.morscosmetics.com Contact Sait Efendi Kartop, sait@morscosmetics.com



MOTİVA DIŞ TİC. LTD. ŞTİ - İSTANBUL Tel</mark> +902163481033

Contact Hakan Türkcan, motiva@mail.koc.net



NATUREL KOZMETİK LTD. ŞTİ - İSTANBUL

Tel +902124720025 www.pronwer.com Brands Pronwer Contact Zeynep Yücetürk, zyuceturk@naturelgrup.com

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Tel +902324614117 www.net-pak.net Contact Senem Kösele, senemtosun@net-pak.net



NEVA KOZMETİK LTD. ŞTİ - İSTANBUL

Tel: +902125078117 *www.nevakozmetik.com.tr* Brands Nevacolor, Nevacare, Nevaflex, Nevaform Contact Yavuz Adalı, Armağan Okay

NUCOS KOZMETİK LTD. ŞTİ - İSTANBUL

Tel +902128863066 www.nucoscosmetics.com Contact Tarhan Selek, tarhan@nucoscosmetics.com

NURAL DIŞ TİCARET LTD. ŞTİ - İSTANBUL Tel +902164226071 www.nural.biz

www.sheida.com.tr <mark>Brands</mark> Sheida <mark>Contact</mark> Nurettin Ustaoğlu, info@nural.biz

NURLIFE KOZMETİK LTD. ŞTİ - İSTANBUL

Tel +902124853792 www.nurlife.com Brands Biocharm Contact Sennur Dede

ODAK KOZMETİK A.Ş - İSTANBUL

Tel +902164458400-01 www.odakcosmetics.com Contact Dalya Ervaron, dalya@odakcosmetics.com

🔍 OKYANUS KİMYA LTD. ŞTİ - İSTANBUL

Tel +902127711552 www.okyanuskimya.com.tr Contact M. Fevzi Elitez,

- felitez@okyanuskimya.com.tr

ORJİN HİJYEN VE SAĞLIK LTD. ŞTİ -İstanbul

Tel +902125523737 www.orjinhijyen.com.tr Contact İlhan Öztrük, sales@orjinhijyen.com.tr

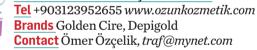
ORKİDE KOZMETİK A.Ş - İSTANBUL

Tel +902122533044 www.orkidecosmetics.com Contact Majd Judy Abacı

📥 🤉 OZAK KİMYA LTD. ŞTİ - İSTANBUL

Tel +902126230203 www.everycar.com.tr Brands Everycar, Everyday Fashion, Everyhome Contact Ebru Nalbant Akyüz, ebru@everycar.com.tr

OZUN KOZMETİK LTD. ŞTİ - ANKARA



ÖZDEN KİMYA VE PLASTİK LTD. ŞTİ. - ANKARA

Tel +903128155010 www.ozdengroup.com Contact Dmitry Shagdyr, dmitry@ozdengroup.com

ÖZGÜR KOZMETİK LTD. ŞTİ - İSTANBUL Tel +902164741819 www.ozgurkozmetik.com Contact Bülent Aydın, bulentaydin@hotmail.com

ÖZTÜRK İLAÇ A.Ş - İSTANBUL



Tel +902127712658 www.ozturk.com.tr Brands Ozturk Max Contact Gökçe Önceken, gokce@ozturk.com.tr

🤊 <u>PAMİR KOZMETİK LTD. ŞTİ - ANKARA</u>

Tel +903122132999, +903123942295, +903122132259 info@mysticalparfum.com, www.mysticalparfum.com Contact Nuri Pamir, nuripamir@mysticalparfum.com

PEKMEZLER KİMYA A.Ş. - GAZİANTEP

Tel +903425130600 www.jaleriz-organics.com Brands Jaleriz Organics Contact Elif Can, export@jaleriz-organics.com



PEREJA COSMETICS - İSTANBUL

Tel +902128557979 *www.pereia.com.tr* Brands Pereja, Prize Cosmetics Gourmand, Olive, Herbal, Fruit, Flower, Sandy, Jou Jou, Wilson, Sunsower **Contact** Altan Eplek, *export@pereja.com.tr*

🤊 PİNKAR KİMYA A.Ş - İSTANBUL

Tel +902122190128 www.pinkar.com Contact Ruhi Uluhan, export@pinkar.com



PRİMO KİMYA A.Ş - İSTANBUL Tel +902163940744 www.primo.com.tr **Brands** Dely

Contact Vidal Bahar, *vidal.bahar@primo.com.tr*

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Tel +902163788778 www.promaks.net **Brands** Promaks. Hygienix Contact Kemal Burak Kabacan, burak@promaks.net



PROMART PROMOSYON LTD. STİ -**İSTANBUL** Tel +902166587080 www.prom-art.com

Contact Cem İpekler, cem@prom-art.com

PROPA TÜKETİM Ü. LTD. ŞTİ. - İSTANBUL

Tel +902163278601 www.hepsipropada.com **Contact** Hakan Gülgün, hgulgun@hepsipropada.com

RAEN KİŞİSEL BAKIM ÜRÜNLERİ LTD. ŞTİ -ISTANBUL

Tel +902122414114 raen@raen.com.tr **Brands** Raen Contact İbrahim Yaşar, raen@raen.com.tr

REBUL KOZMETİK A.Ş - İSTANBUL

Tel +902122299790-99 www.rebul.com Brands Rebul, Colors, Angie, Angie Hot Contact Cihan Bayraktar, cihan@rebul.com



ROSENSE COSMETICS - ISPARTA

Tel +902462181280 www.rosense.com Brands Rosense, Sweet Rose **Contact** Mehmet Pehlivan, mehmetpehlivan@rosense.com

S.P.A. KOZMETİK A.Ş - İSTANBUL

Tel +902123584000 www.spakozmetik.com Contact Cetin Akat, akatcetin@spakozmetik.com

SAPRO TEMİZLİK ÜRÜNLERİ A.Ş-

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Brands Hops Contact Nivazi Hocaoğlu, niyazihocaoglu@spakozmetik.com

SARUHAN KİMYA A.S - İSTANBUL

Tel +902122497069 www.saruhan.com.tr Contact Oktay Gözüdok, oktay@saruhan.com.tr

SCK ZETA COSMETICS - İSTANBUL

Tel +902122747144 www.zetacompany.com Brands Valentina, Air Natura, Estera, Flora, Gian **Contact** Jamal Mustafa, *jamal@zetacompany.com*

SEBA KİMYA - İSTANBUL

Tel +902165932333 www.sebakimya.com.tr Brands Elenor, Paxi, Nino Contact Ufuk Çakır, export@sebakimya.com

SEBAT KİMYA A.Ş - İSTANBUL

Tel +902128555100 www.fomy.com.tr Brands Fomy Contact Ahmet Kubilay Özçelik, ako@fomy.com.tr

SELUZ FRAGRANCE COMPANY - İSTANBUL Tel +902127343636 www.seluz.com

Contact Murat Öztürk, seluz@seluz.com

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