

# Beautyland

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BEAUTYLAND TURKEY / MAGAZINE OF TURKISH COSMETICS EXPORTERS

## Turkey

**FIND YOUR  
SUMMER SCENT**

**REJUVENATION  
THROUGH MAKEUP**

Open your makeup bag and  
start looking younger!

**SPA TRENDS**

**2014**

**TOP 10 UNMISSABLE  
DESTINATIONS IN TURKEY**

**Enchanting cities and towns:**

Cappadocia, Antalya, Çeşme, Selçuk, Bodrum,  
Dalyan, Assos, Mardin, Rize, Olympos...

**BEAUTY** TIPS FOR  
**SUMMER 2014**



# Beauty Eurasia

Meet the 'Beauty'  
where the continents meet!

[www.beautyeurasia.com](http://www.beautyeurasia.com)

10<sup>th</sup> International Exhibition for  
Cosmetics, Beauty, Hair

June 12<sup>th</sup> - 14<sup>th</sup>, 2014  
IFM, Istanbul Expo Center, Turkey  
( New Venue, Next to Ataturk Airport )



[beauty-events.com](http://beauty-events.com)

Member of



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edita

**T**he Beautyworld ME fair to be held in Dubai on 27-29 May is the largest international trade fair organized in the Middle East for beauty, hair and wellbeing products as well as fragrances, and one of the top 5 fairs globally. Now in its 19th year, the exhibition has played a vital role in the growth and development of the industry with a solid representation of global products and brands.

Turkish cosmetic products enjoy the highest brand awareness in the Middle Eastern market. Within this scope, we are organizing the national participation to the Beautyworld ME fair this year for the 10th time. There will be 85 Turkish cosmetics firms attending the fair, exhibiting their products over an area of 1800 square meters. With high numbers of buyers, dealers, manufacturers, retailers, wholesalers, importers, exporters, trade associations, governments, distributors, and hotel/spa developers attending the fair, BeautyLand Turkey will surely reach an audience of thousands.

Motivated by the awareness of this responsibility, we prepared a colorful issue featuring 2014 Spa Trends, Rejuvenation Through Makeup, Beauty Tips for 2014 Summer, Foot Care, Hair Care, Perfume, Color Cosmetics... The feature pieces on the Top 10 Unmissable Destinations in Turkey and Turkish Designers were meticulously prepared to present the riches of Turkey abroad.

Enjoy your reading.

**MURAT AKYÜZ**

IKMIB Executive Board Chairman



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Eye makeup trends of Spring & Summer 2014

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For the best experience new sandals require well groomed feet!

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# MORE COLORS THAN THE.

# *rainbow*

PHOTOGRAPHY METİN BAKIRKAYA [www.2miz.biz](http://www.2miz.biz) // STYLING AYŞE SÖNMEZ



ONE OF THE PRIORITIES OF WOMEN IS HAND AND NAIL CARE. THEREFORE NAIL POLISH BRANDS TRY THEIR BEST EACH SEASON TO COME UP WITH MORE COLORS TO EXTEND THEIR COLOR SELECTION. WITH DIFFERENT SHADES OF BLUE, GREEN, PINK, YELLOW AND NEON COLORS; NAIL POLISHES NOW DEFINITELY OFFER MORE COLORS THAN THE RAINBOW.

- 1 GOLDEN ROSE, Erkul
- 2 PASTEL, Pinkar
- 3 NIRVANA, Kamelya
- 4 GOLDEN ROSE, Erkul
- 5 PASTEL, Pinkar
- 6 NIRVANA, Kamelya
- 7 GOLDEN ROSE, Erkul
- 8 CECILE, TMC Özsoy
- 9 NIKOLE, Kamelya
- 10 GOLDEN ROSE, Erkul
- 11 PASTEL, Pinkar
- 12 GOLDEN ROSE, Erkul



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# BEAUTY SPY

BEAUTY SPY

- 1 ISABELLE DUPONT, Giz
- 2 NIRVANA, Kamelya
- 3 GOLDEN ROSE, Erkul
- 4 NIRVANA, Kamelya
- 5 IRIS, Kamelya
- 6 IMINUTE, Monna
- 7 NIRVANA, Kamelya
- 8 NIKOLE, Kamelya
- 9 NIRVANA, Kamelya
- 10 NIRVANA, Kamelya
- 11 CATHERINE ARLEY, Atfar
- 12 IRIS, Kamelya
- 13 NIKOLE, Kamelya
- 14 IMINUTE, Monna





**A MILLION THANKS  
ON OUR 25<sup>TH</sup> YEAR!**

We thank you a million times... For 25 years, you have been beautiful.

**PASTEL** *25<sup>th</sup> year*



## UNDERSTATED *beauty*



IF YOU PREFER A NATURAL LOOK EVEN THOUGH YOU APPLY MAKEUP, THEN EARTHY COLORS AND SHADES THAT ARE ALWAYS TRENDY ARE SURELY WHAT YOU'RE LOOKING FOR. A LITTLE TIP; IF YOU'RE GOING TO USE A FOUNDATION, POWDER AND BLUSH, ALWAYS REFRAIN FROM USING SHADES DARKER THAN YOUR SKIN COLOR, SO THAT YOUR MAKEUP DOESN'T LOOK LIKE A MASK.

**CARLA**  
Mousse  
Foundation,  
Atomizer



**LILYUM**  
Powder,  
Atomizer







**JU-DI** Beautyline  
Terracotta  
Blushon, Zümrüt

**CATHERINE  
ARLEY** Silky  
Touch Cream  
Compact, Alfar

**JU-DI** Beautyline  
Terracotta  
Blushon, Zümrüt

**FIRST TIME**  
Diamond  
Eyeshadow, Er-Man

**PASTEL** Magic  
Sand, Pinkar

**CATHERINE  
ARLEY** Silky Touch  
Perfect Foundation,  
Alfar

**FIRST TIME** Matte  
Lipstick, Er-Man

**PASTEL** Magic  
Sand, Pinkar

**ISABELLE  
DUPONT**  
Eyebrow  
Liner, Giz

**CECILE** Tightening  
Foundation, TMC  
Özsoy

**CATHERINE  
ARLEY** Silky Touch  
Eyeshadow, Alfar

**PASTEL** Profashion  
Eyeshadow, Pinkar

**FIRST  
TIME**  
Concealer,  
Er-Man

**IRIS** Blush, Kamelya

**FIRST TIME**  
Latte Powder  
Shine Control,  
Er-Man

**GOLDEN ROSE**  
Color Expert Nail  
Lacquer, Erkul

# HIGH PERFORMANCE THE WONDERFUL SMELL

**24h**  
active



**cool  
breeze**  
perfume spray



Effective  
Protection

YOUR SPIRIT...

RE  
PU  
TE

FOR WOMEN



You are the woman who awakens the feelings and impresses all by her breath. You know the difference between smiling and laughing. You choose not to stand on you own legs but to run on them. You are the woman flashing at first glance and your abs ence is conspicuous. Your every single part will be special for them;

Your glance, your smile, your move and soul...

Everything was different

CHRONIC  
MEN



City had own rules. City used to decide who to be gentle and who to be tough. City used to choose where to live. Its impositions ruled the life styles. For the men who care themselves and are aware of being both tough and soigne...

Chronic Man is in city.

[www.liderkozmetik.com](http://www.liderkozmetik.com) [info@liderkozmetik.com](mailto:info@liderkozmetik.com)

## ROMANTIC &

## *sophisticated*



EYE MAKEUP TRENDS OF SPRING & SUMMER 2014 ARE CERTAINLY CALLING FOR ROMANTICISM. THE EYESHADOW AND EYE PENCIL COLLECTIONS OF BRANDS FEATURE A LOT OF PINK, FUCHSIA AND RADIANT ORCHID, ACCOMPANIED BY BLUE, GREEN, GREY AND EARTH COLORS.



**NIRVANA** Eyeshadow, Kamelya

**KAJAL** Waterproof Eyeliner & Lipliner, Atomizer





**GOLDEN ROSE**  
SELECTIVE  
Color Palette  
Eyeshadow, Erkul

**CATHERINE ARLEY** Silky  
Touch Eyeshadow, Altar

**FIRST TIME**  
Twist-up  
Lipstick &  
Eyeshadow,  
Er-Man

**ISABELLE**  
**DUPONT** Eye  
Pencil, Giz

**FIRST TIME**  
Pocket Beauty Kit  
with Eyeshadow  
on Top; Blush  
Under, Er-Man

**FIRST TIME**  
Palette  
Eyeshadow,  
Er-Man

**IRIS** Coloring  
Mascara,  
Kamelya

**IRIS** Ultra Volume  
Mascara, Kamelya

**IRIS** Coloring  
Mascara,  
Kamelya

**ISABELLE**  
**DUPONT**  
Vibrant Volume  
Mascara, Giz

**GOLDEN**  
**ROSE** Cat's  
Eyeliner, Erkul

**CATHERINE**  
**ARLEY** Long  
Lasting Eyeliner,  
Altar

**JU-DI** Beautyline  
Eyeshadow, Zumrut

**ISABELLE**  
**DUPONT**  
Artistry Eyeshadow  
Palette, Giz

**FIRST TIME** Ultra Glitter  
Eyeshadow, Er-Man

## SANDAL SEASON *has come*

WE ARE FINALLY THROUGH WITH THE WINTER COLD. NOW THAT SUMMER HAS COME, LET THE SANDALS RULE THE STREETS. HOWEVER, FOR THE BEST EXPERIENCE NEW SANDALS REQUIRE WELL GROOMED FEET!

Smooth the rough skin on the sole of your feet with pumice stone. As you get rid of the dead skin, the cracks that appear during winter will also disappear.

It is now time for your feet to come out and breathe freely. Before sleep, apply foot cream and moisturizer. Put on socks and go to bed. Your feet will absorb all the moisture it needs throughout the night and you'll wake up in the morning with softer feet.

Beware of ingrown nails while clipping and filing your nails! It's important to notice them and take precautions before they grow too much.

Summer months are symbolic of vitality! Therefore your feet should be colorful as well. Put aside shy and neutral colors and welcome the season with brightly colored red and pink nail polishes!



**BIO BALANCE** cracked heel & foot balm, ALPAYYA



**BLUEMOORE** foot cream, UNIVERSAL



**DOAL** foot care spray, YAŞARLAR



**IRIS** nail polish, KAMELYA



**KONTES** spa mineral care manicure & pedicure, KOZAŞ



**RAEN** Foot care cream, RAEN



**LAPITAK** care cream against crack heels, TUTKU



**LAPITAK** pedicure cream, TUTKU



**FUJİ** nail polish remover, YEŞİL ILGAZ



**LAPITAK** foot care cream, TUTKU



**FE** wooden corn file, ATAŞ



**DOĞACI** Almond oil, DOĞACI



**FE** pumice stone, ATAŞ



**FE** nail scissors, tweezers, nail file, manicure scissors, ATAŞ



# HAIR CARE

# *Guide*



# IT'S IMPORTANT THAT YOU CHOOSE THE RIGHT HAIR CARE PRODUCTS AND HAIR BRUSH DEPENDING ON YOUR HAIR TYPE AND THE STYLING YOU WANT TO ACHIEVE.

## Hair Brush Tips

- ▶ While a baby-soft bristle is suitable for thin hair, coarse bristles are suitable for thick hair.
- ▶ Wash your hair brush periodically with shampoo in warm water. Leave the brush to dry on its own.
- ▶ The bristles of the hair brush you use must be long enough to touch the scalp. While combing it will also massage the scalp and therefore release the natural oil of the hair.
- ▶ When your hair is wet use a comb rather than a brush.
- ▶ If your hair is thick and curly use a comb rather than a brush.



**BLUEMOORE** Hair Detangler and Conditioner, Universal



**RAEN** Hair Care Oil, Raen



**DOĞACI** Natural Hair Care Oil, Doğacı



**PIELOR** Therapy Hair Mask, BFF



**SPUMY** Argan Oil Hair Care, Spumy

**DİFAŞ** Hair Brush, Difaş



**DİFAŞ** Hair Brush, Difaş



**OLIVE LINE** Shampoo, Pereja



**FE** Exclusive Olive Oil Shampoo, Atas



**AQUA VERA** Hair Conditioner, Beyaz



**SPUMY** Organic shampoo, Spumy



**D'OLIVE** Olive Oil Shampoo, Dalan



**PIELOR** Acai Berry Shiny Color Defense, BFF



**FONEX** Argan Therapy Hair Mask, Itimat



**KONTES** Hair Care Mask, Kozaş



**D'OLIVE** Olive oil conditioner, Dalan



**OLIVE LINE** Natural Hair Conditioner, Pereja

ALL THE SIMPLE RULES YOU  
NEED TO FOLLOW IN ORDER TO  
ACHIEVE A SPECTACULAR LOOK.

20+14

beauty tips for

2014 SUMMER



**1** When it's hot and humid, the keyword is minimal. Make sure you keep your summer makeup minimal.

**2** You may use eye cream for nail care.

**3** In order to prolong the vibrancy of dyed hair make sure you use conditioner once a week or at least once a fortnight during summer.

**4** You may use products with stayproof formula to keep your eyeliner from smudging.



**QUEENLIGHT** dual phase eye&lip makeup remover, UNIVERSAL



**PASTEL** mattifying primer makeup base, PINKAR



**FIRST TIME** perfect finish makeup, ER-MAN



**QUEENLIGHT** facial cleanser UNIVERSAL

**PASTEL**  
Waterproof  
Eyeliner, PINKAR



**HERBADERM** Sun  
Care, Alpay



**FIRST TIME** Color  
Concept Blush,  
ER-MAN



**SPRING  
LINE**  
make up, ELA



**FRESHMAKER** Cleaning Wipes  
for Eyes and Face, FULYA

**5** While applying blush make sure you leave a space of two fingers at nose level.

**6** Balance the sheen on your makeup. If you're going to keep your eye makeup dense, then make sure you use a matte lipstick.

**7** Use bronze colored powder underneath the blush in order to define your cheekbones.

**8** Use a volumizing hairspray before you blow dry.

**9** For fleshy lips, skin colored lip pencil is the best.

**10** If your mascara appears artificial after application, it's probably old or dry. Make sure you tightly close your mascara after use.

**11** Remember that during summer your feet are exposed to sun as well. Make sure you use an at least 50 SPF sunblock on your feet.

**12** If foundation feels heavy during summer use a tinted moisturizer instead.



**13** In order to achieve a good curl, make sure your hair is completely dry before you use a curling tong.

**14** To get rid of dead skin it's important to use an exfoliator but never use more than 2-3 times a week or your skin will overdry.

**15** We all know it but let us repeat: Always remove your makeup before you sleep.

**16** If your hair is oily avoid conditioning the roots directly. Only condition the part that's below your eye level.

**17** If you want to keep the volume of your hair throughout the day, keep your hands off your hair.

**18** Make sure you periodically wash the brushes you use for makeup.

**WHILE APPLYING BLUSH MAKE SURE YOU LEAVE A SPACE OF TWO FINGERS AT NOSE LEVEL TO GET THE PERFECT LOOK.**





**19** Change your makeup routine during spring and summer. Switch to lighter products.

**20** To tighten the pores on your skin use a suitable cleansing gel and apply an alcohol-free toner afterwards.

**21** The healthier you are the healthier your hair would look. Make sure you take sufficient amount of vitamins.

**22** If you're going to use creamy makeup products, use a translucent powder to stabilize them.

**23** To find the correct foundation color, check by applying it on your chin in daylight. If there's no serious difference between the color of your neck and chin, it means you're on the right path.



**24** Use a facial exfoliator once every two weeks. This will help you get rid of dead skin and achieve a smoother makeup.

**25** After you apply a hair treatment cream, wash the roots with cold water.

**26** If you're feeling lazy and can't remove makeup before sleep, then keep makeup removal wipes at your bedside table.

**27** Renew your mascara and liquid eyeliner once every 3-4 months.

**28** To achieve a healthy, pink look on your cheeks, red colored blush is the best.

**29** It's important to take extra care of your feet during summer. Wash your feet every day and make sure they are completely dry before you put on your shoes.

**30** To contour cheeks, use a matte powder with an angled brush. Blend on temples and under the cheekbones.

**31** When using an eyeshadow primer, only place the primer where you'll be adding color.

**32** Use a pumice stone on your feet after the shower to get rid of calluses on your feet.

**33** Use a cream or milk cleanser to wash your face. Creams cause less drying than gels.

**34** Hydrate the under-eye area with an eye cream to prevent puffiness and bags.



FUJII Makeup Remover Wipes, YEŞİL ILGAZ

PIELOR facial refreshing tonic, BFF



QUEENLIGHT soothing facial toner, UNIVERSAL

ISABELLE DUPONT full lashes mascara cils-icannique, GIZ



QUEENLIGHT anti-aging eye cream, UNIVERSAL



RAEN face scrub, RAEN

GOLDENROSE mineral bronze powder, ERKUL



FIRST TIME matte lipstick, ER-MAN



QUEENLIGHT Peeling & express moisturizer, UNIVERSAL



QUEENLIGHT mattifying lotion & moisturizer, UNIVERSAL



FONEX hair volume boosting, ITIMAT

# Find your summer *scent*

PHOTOGRAPHY METİN BAKIRKAYA www.2mz.biz // STYLING AYŞE SÖNMEZ





VIVIEN CLASSIC - PEREJA, ROSE ANGEL - ROSENSE  
CATHERINE ARLEY TUÇE - ALFAR, SANSIRO CALIENTE - AHENK  
INSINIA / I LOVE YOU & I LOVE ME - AHENK, PURIXIMA - MARKA  
DAPHNE - PEREJA, DOLCE CLASSIC - PINKAR







SNOB CLASSIC – PINKAR, VERDURE SILVER – PEREJA,  
TIARA'S SURF – TMC ÖZSOY, CUBICO GOLD BY PIELOR – BFF, IN  
MARI BY PIELOR – BFF, PURIXIMA OF LONDON – MARKA, SANSIRO  
DIAMOND – AHENK, JUEGO AZULI BY PIELOR – BFF





CECILE - TMC ÖZSOY, DELICIA BY PIELOR - BFF,  
BONA DEA BY PIELOR - BFF, LADY COCOSH BY PIELOR - BFF,  
SCANDAL BY FARMASI - TANALİZE, SUNSHINE - KOZAŞ



# %100 LOCAL

THE WELL EXECUTED PROJECTS OF RECENT YEARS AND SUCCESS ACHIEVED AT THE INTERNATIONAL LEVEL DEMONSTRATES THAT TURKISH DESIGN IS ENJOYING A STEADY RISE. SUPPORTED BY STRONG WINDS OF THE ACADEMY AND INDUSTRY, OUR DESIGNERS COME UP WITH SUCCESSFUL PROJECTS IN VARIOUS DISCIPLINES. EVEN IF YOU ARE NOT ACCUSTOMED TO THE SUBJECT, YOU MAY FOLLOW THESE SUCCESSFUL NAMES AND THEIR CREATIVE WORKS VIA THEIR SOCIAL MEDIA ACCOUNTS @... OR THE HASHTAGS #... YOU MAY BEGIN WITH THE NAMES FEATURED IN THESE PAGES.

WORDS **SENA TANSUĞ**

## Architecture

Our locally and internationally successful architects are designing signature projects aimed at various uses ranging from residences to public spaces. Architects do not usually have personal accounts. The reference accounts managed by their studios are useful for archival purposes.



# Product and Retail Design

Thanks to concept stores that sell special design objects as well as mini boutiques, fair and festivals, many small or large scale designers are now enjoying the chance to exhibit and sell their works much easier. One of the most important marketing tools for these names is of course the social media.



@dpdsgn



@naiftasarim



@muz\_se



@fundaakarsu



@koleksiyon

**SOCIAL MEDIA IS ONE OF THE MOST IMPORTANT MARKETING TOOL FOR MANY SMALL OR LARGE SCALE DESIGNERS IN TURKEY...**



@meseteleler



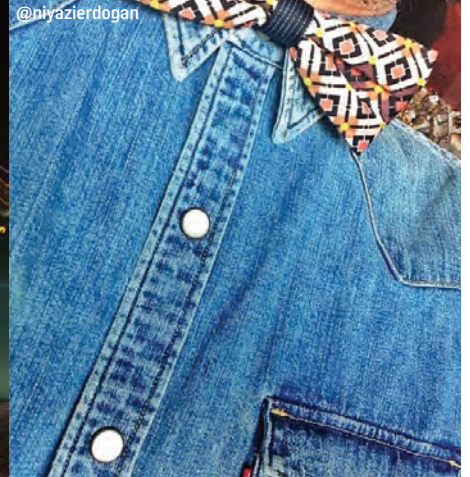
@zergerbynesrindugan



#ozgecaliskan

The developments that are taking place in Turkish fashion within the last five years are being followed with interest and admiration all over the world. Success at fashion weeks, combined with collaborations in television, cinema and music industries has surely paved the road to fame for many fashion designers. The designers are exhibiting their work spaces and their collections through the social media as well.

## Fashion Design



MOST OF THE TURKISH FASHION DESIGNERS PREFER INSTAGRAM AS AN AREA TO COMMUNICATE WITH THOUSANDS OF FASHION LOVERS.





@kismethymilka



@jansetbilgin



@zeyneperoljewelry



@aycasytmen

## Jewelry Design

The plurality of the fashion industry naturally supports complementing industries as well. As well as textile, bags, shoes and accessories, there's a significant increase in the number of jewelry designers. Striking materials and artistic details place these products on the thin line that separates design and art. You may follow these designers through their personal social media accounts and sometimes you can even place orders.



@evrenkayar



@aidabergsenjewellery



@beegoddessjewellery



#umitaybek



@ekria\_jewelry



@ekria\_jewelry

# TOP 10 UNMISSABLE DESTINATIONS IN TURKEY







ALTHOUGH ISTANBUL IS THE FIRST NAME THAT COMES TO MIND WHEN TURKEY IS MENTIONED, OUR COUNTRY HAS SO MANY ENCHANTING CITIES AND TOWNS WITH VARIOUS ATTRACTIONS. HERE ARE SOME OF THEM...

ANTALYA OFFERS  
NUMEROUS  
ATTRACTIONS WITHIN  
ITS MULTICOLORED  
IDENTITY.



Çeşme



Antalya

## 1 Cappadocia

The reason for the popularity of hot air balloon tourism in Cappadocia is obviously the spectacular scenery that lies beneath you once you're floating up in the sky. The journey begins at five in the morning. The team picks you up from your hotel and takes you to the balloon. One of the best places for this is Zelve and its surroundings. Balloons usually accommodate 4-10 people. While you're gently floating in the sky, the views of Uçhisar, Göreme, Ürgüp, Zelve and valleys of fairy chimneys surely transport you to a land of dreams.

## 2 Antalya

Antalya offers numerous attractions within its multicolored identity. Ancient ruins, the sun-sea-sand trio, golfing, jeep safaris, rafting, spectacular waterfalls...

The main action in coastal cities are surely within the old fortifications at the city center. You enter Antalya through the white marble Hadrian's Gate built in 130 honoring the arrival of Roman Emperor Hadrian. Once you enter you leave the palm-lined Atatürk Avenue and



the modern part of the city behind and find yourself inside the old city surrounded by carpet shops. “Kaleiçi” is best enjoyed during the evening while the sun is setting. Make sure you sit by one of the cafes along the city walls during sunset.

#### **NOT TO BE MISSED!**

- For a refreshing break, the three waterfalls of Antalya, namely Düden,

Kurşunlu and Manavgat are available for your enjoyment. Special note for Kurşunlu! Make sure you don't get lost walking along the rainforest-like paths. For adventure seekers we recommend the jeep safari.  
- Culture buffs are usually spotted around Perge and Aspendos. Best if your trip coincides with the annual Aspendos Festival!

### **3 Çeşme**

As well as offering all sorts of activities one would attribute to a holiday by the sea, Çeşme provides its visitors with the options of windsurfing at its surrounding shores, visiting ancient ruins, relaxing at hot springs, enjoying the sea at its golden beaches, taking part in daily boat trips to the surrounding islands or escaping from all in a secluded village. 7 km away from Çeşme lies Alaçatı with its unspoiled architectural texture and its world class windsurfing facilities. With its cobblestone paved streets, double storied pumice stone houses and calm lifestyle, Alaçatı is the perfect destination for those seeking a relaxed holiday.

#### **NOT TO BE MISSED!**

- Mastic marmalade and ice cream  
- “Kumru” sandwich

### **4 Selçuk - Ephesus**

In Selçuk, places of interest are all really close to each other. The İsa Bey Mosque built in 1375 and the St. Jean Basilica built by Emperor Justinianus in the 6th century are right next to each other. The Locomotive Museum at the Çamlık Village 12 km away from Selçuk is home to dozens of 80 year-old, tired but majestic steam trains. However the obvious reason to visit Selçuk is the ancient Roman ruins of Ephesus. Once an important trade center in the region, Ephesus still demonstrates its grandeur with its 24 thousand people capacity theater, the restored façade of the Celsius Library and its main streets.

#### **NOT TO BE MISSED!**

This summer while you're wandering around the marble statues, old locomotives and the poppy fields in Selçuk, you'll be accompanied by the Goddess Artemis.





## 5 Bodrum

With its unique character, Bodrum is one of Turkey's most important holiday destinations. Bodrum not only offers wonderful beaches where you can lie down and enjoy the sun and the sea, but also the chance to visit surrounding villages. Visiting the Bodrum Castle midday for escaping the heat and enjoying coffee while reading in peace under the trees in an unexpectedly cool surrounding is perfect for those looking for some calm.

### NOT TO BE MISSED!

- Go to the Mumcular village to buy olive oil.
- Mazi village is a must for those seeking good carpets and kilims.

- Türkbükü and Yalıkavak for popular restaurants and night clubs.
- Boat trips.
- Sunset in Gümüşlük.
- 20 different diving spots

## 6 Dalyan

Marine biologists, enthusiasts or history buffs... Dalyan has plenty to offer for all. Go to the Köyceğiz market on Sunday, seek health at the hot springs, enjoy a wonderful mud bath. Boat trips are a Dalyan classic. Boat trips along the green labyrinth of waters where the lake and the sea embrace each other, takes you to the mud baths, the hot springs of Sultaniye and to İztuzu. If you take this

trip immediately after you arrive in Dalyan, you will get a clear picture of the natural beauty in this unique area. Another way to do that is to go up to the Radar point. While you're on the road to İztuzu, after the Gökbel village, instead of the road to the beach, you take the road to the right and you will find yourself at this 600-meter high spot. Going all the way up to the point where the radar is nestled is forbidden but you can enjoy the scenery from the rocks right underneath.

### NOT TO BE MISSED!

- Make sure you visit the ancient ruins of Kaunos overlooking the Mediterranean, İztuzu and the Köyceğiz Lake.





Rize

## AYDER IS ONE OF THE BEST PLACES TO EXPERIENCE THE IMMENSE NATURAL BEAUTY OF THE BLACK SEA REGION.



Assos

### 7 Assos

Assos is an ancient city of philosophy separated into two sections - the port and the fortified city center. Although it is a port, the city itself is built on a rocky hill 240 meters above the coast.

Approaching Assos from land, you'll immediately notice the grand rocky cluster where the ancient city is located. Today an important section of this cluster is occupied by the Behramkale village co-existing with the ancient ruins. This is the perfect spot to begin a tour of Assos.

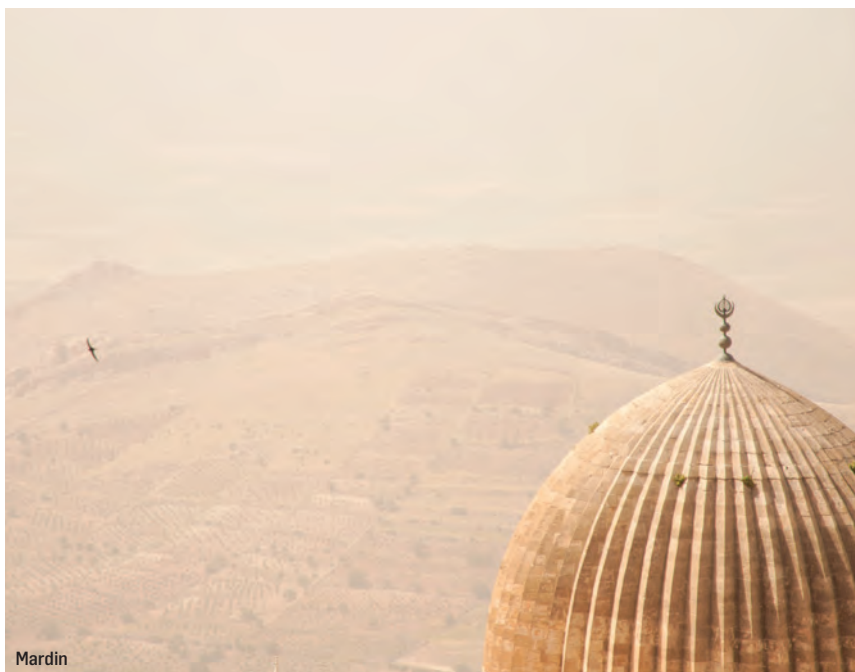
The small square surrounded by houses built with the local red andesite stone has many stores selling souvenirs. Restaurants are also located in this square. The specialty to try in these restaurants is the "avci" pastry.

### NOT TO BE MISSED!

Located in the vicinity of Assos are the ancient cities of Troy, Alexandra Troas and Apollon Smitheus, as well as Mount Ida with its natural beauty, spotless beaches like Kadirga, the nomadic villages and Babakale...

### 8 Mardin

Mardin's uniqueness is not only due to its well preserved architectural texture, but also due to its identity as a meeting place of peoples, religions, languages and cultures for thousands of years. Mardin was a center of trade frequently visited by camel ridden caravans during the Middle Ages. The spirit of that bygone era still exists in the markets of Mardin.



## 10 Olympos

The mountainous area to the east of Fethiye and to the west of Antalya was home to one of Anatolia's most important civilizations, the Lycian Federation around the 2nd century BC. Also known as the land of light, the Lycian Federation has several powerful cities along the coastline, one of which is Olympos, now home to nature lovers.

Settlement is at minimum since it's in a National Park. At the 3-kilometer long beach of Çıralı, there are no eye soaring structures. The existing hotels, guesthouses and restaurants are concealed by the lush greenery of oleanders and citrus trees. This coast is also among the few beaches where the Caretta Caretta sea turtles visit to lay eggs throughout the month of July.

### NOT TO BE MISSED!

- Don't leave the city before eating at the Cercis Murat Konağı.
- Visit the Deyrulzafaran Monastery.

## 9 Rize

There are lots of plateaus in the Black Sea Region but the best one in terms of dining and accommodation is Ayder in Rize. Located on the skirts of the 4th highest point in

Turkey - the Kaçkar Mountains - Ayder is home to the traditional plateau lifestyle and it is also one of the best places to experience the immense natural beauty of the Black Sea Region.

### NOT TO BE MISSED!

- Hot springs in Ayder
- Zilkale, Fırtına Valley, Palovit Waterfalls, Moye Valley, Hala Valley.

### NOT TO BE MISSED!

- The 2366 meters high Tahtalı Mountain
- The Yanartaş (flaming rock) with its mysterious fire continuously burning for centuries
- The Ulupınar village for a cool break from the summer heat
- Small hotels with treehouses
- The ancient ruins of Olympos and Phaselis



# 2014 SPA TRENDS

THE PHYSICAL BENEFITS OF SPA AND WELLNESS ACTIVITIES HAVE LONG BEEN KNOWN TO EFFECTIVELY REDUCE STRESS RELAXING OUR BODIES AND MINDS; FROM 2014 ONWARDS THERE WILL BE A CLEAR FOCUS ON INTERWEAVING MINDFULNESS TECHNIQUES INTO THESE PRACTICES TO ACHIEVE A WHOLE NEW LEVEL OF SERENITY; PERHAPS MORE IMPORTANTLY TO PROVIDE US WITH ESSENTIAL TOOLS WE WILL NEED TO FOCUS ON WHAT'S IMPORTANT IN OUR LIVES, AT WORK AND AT HOME.



## 1. Reboot your brain!

Mindfulness constitutes one of the biggest movements the wellness industry has ever seen. People are craving a reboot of their brains. Mindfulness gives us an effective method to cope with today's stressful world. The practice of embracing the present moment can clear away the clutter in your mind caused by the overstimulation of today's supercharged world.

## 2. Healthy Hotels

This increasingly important trend showed up last year and will gather more momentum in 2014; more and more hotels are focusing on branding and re-branding around the concept of wellness. Researches consider that travellers desire wellness as an important component of their holidays meaning healthier foods, spa, decent gym programmes and healthy amounts of sleep. Although some hotels will be using this trend for the primary purpose of marketing, there will be others that focus less on financial incentives and more on helping their guests achieve wellness.





### 3. Digital Wellness

Digital and the concept of wellbeing merge in a variety of different ways from health applications to the trendy bracelets that conveniently track your daily movements. Even something as basic as finding a yoga class near to your destination is an example of technology assisting wellness.

### 4. Hot Springs

Bathing in hot springs may be the oldest “spa” practice in the world - dating further back than the Roman Empire - it is also fashionable in 2014. There’s never been a more popular time for thermal springs; increasing numbers of enthusiastic people are seeking out this affordable, socially beneficial and naturally therapeutic spa experience.

### 5. Social Media

With the increasing popularity and relevance of social media and “selfies” people are constantly expected to look their best – often without the benefit of makeup and photographic re touching we may finally be leaving the era of faux beauty; this new period focuses on the nude, the natural; a high-tech low-risk aesthetic where organic products, science and technology interact to offer minimal downtime results that are seemingly produced in a natural way. Beauty seekers are clearly finding feasible methods to repair the damage caused by too many chemical products.

### 6. Aromatherapy

The spa industry’s early understanding that scent is an essential component of wellness has helped launch aromatherapy into the mainstream. As aromatherapy plays an increasingly significant role in the treatment of pain, depression, insomnia as well as other physical and mental issues, spas have become more motivated in





re examining their approaches to aromatherapy - from the generically pleasant to the personalized and transformative. From 2014, there will be a growing momentum to create an aromatherapy of intention.

## 7. Socializing at Spa

A day spent with friends and loved ones at a good spa gives those involved time to relax, gossip and practice the 'kinship keeping' that our modern lifestyle prevents. Now that spas have become more mainstream men are no longer shy about spending the day in a robe. It is not rare now to see a group of about eight men who had booked a spa day together.

## 8. Fast Spa-ing

Of course mostly people want to go to a spa to enjoy a 'slow' day; spending the whole day in a robe just drifting from treatment to treatment; perhaps enjoying a gentle swim before emerging fully

calm and collected. Occasionally life does not allow time to be drift by slowly however; spas have started offering convenient shorter treatments that can easily be accomplished during lunchtime or after work in the evening. A thirty minute restorative neck massage may be just what you need to get you through to the weekend, or a mini facial may give you enough of a healthy glow to be able to face that evening out.

## 9. Signature massages

Massage is usually the most popular treatment at most spas. In the past you could choose a certain style of massage... Swedish, Aromatherapy, Thai for example. Now, therapists are combining various different massage styles; sometimes they even throw in some reflexology as well as pressure point work. A good masseuse can tailor-make a massage style to suit each individual's requirements.

## 10. Editor's Choice

**Caudalie  
Vinothérapie SPA  
Les Ottomans  
Istanbul**  
[www.lesottomans.com](http://www.lesottomans.com)

**CCR Hotels & SPA  
Kapadokya**  
[www.ccr-hotels.com](http://www.ccr-hotels.com)

**Crassula Spa  
Cornelia Hotels  
Belek, Antalya**  
[www.corneliareort.com](http://www.corneliareort.com)

**Espa  
D-Hotel Maris  
Marmaris**  
[www.dhotel.com.tr](http://www.dhotel.com.tr)

**Four Seasons  
Bosphorus  
Spa & Hammam  
Istanbul**  
[www.fourseasons.com/bosphorus](http://www.fourseasons.com/bosphorus)

**Kempinski SPA  
Kempinski Hotel  
Barbaros Bay  
Bodrum**  
[www.kempinski.com](http://www.kempinski.com)

**Mardan SPA  
Mardan Palace  
Antalya**  
[www.mardanpalace.com](http://www.mardanpalace.com)

**NG Sapanca Wellness  
& Convention  
Sapanca**  
[www.nghotelsandresorts.com](http://www.nghotelsandresorts.com)

**Palmalife Bodrum  
Resort & SPA  
Bodrum**  
[www.palmaliferesort.com](http://www.palmaliferesort.com)

**Pürovel Spa & Sport  
Swissôtel The  
Bosphorus, Istanbul  
Istanbul**  
[www.purovel.com/istanbul](http://www.purovel.com/istanbul)

**Richmond Nua  
Wellness Spa  
Sapanca**  
[www.richmondnua.com](http://www.richmondnua.com)

**Sianji Wellbeing  
Resort  
Gardens of Babylon  
Bodrum**  
[www.gardenbabylon.com](http://www.gardenbabylon.com)

# 95% OF OUR PRODUCTION IS EXPORTED

FOUNDED IN 1978, THE 100% TURKISH FIRM MARKA COSMETICS IS KNOWN BY ITS PURIXIMA BRANDED DEODORANTS AVAILABLE IN 32 COUNTRIES. WE SPOKE WITH THE FIRM'S EXPORT MANAGER ENDER SÜRÜCÜ.



**W**hat differentiates Marka Cosmetics from other firms? How are you channeling that difference to your marketing or branding strategy?

Marka Cosmetics is a leader of the industry with its experience, know-how and professional team. Intensive work towards customer satisfaction and the utilization of our

gains in R&D are the basic principles of our branding journey.

**Do you follow the trends in the world of cosmetics? How do you reflect these trends on your products?**

Since trending our brands is one of our aims, we surely follow contemporary demands. We compare our products and report

to our R&D department with the pros and cons. We do our best to provide the most correct and admirable product to our customers.

**Which countries do you export to?**

We export to 32 countries. Starting with the Middle East, we export our products to most parts of Africa, Central Asia and Southeastern Europe.

**Any new markets you are targeting?**

Our main export principle and target is to reach 90% of the world and achieve sustainable success. We are building on consistent innovation, believing that there are lots of countries we need to target, long roads to cross, lots of information to absorb and know-how to apply.

**Could you tell us a bit about your products? Are there any specific brands or products that are particularly in demand?**

Our best known brand is Purixima. The Purixima brand which we have been investing in since 1995 was actually the highest selling deodorant brand in Turkey until 2005. Since then its success has surpassed the borders and now it's available at elite retail spots in 32 countries. As well as its success in deodorants, Purixima is following the trends by extending its product range with a room spray, roll-on, shampoo, body splash, liquid soap, shower gel and eau de toilette. Our other significant brands

include E.Santini and Royal Diamond.

**Any new products you're planning to introduce?**

Our main goal is to meet the demands of the market. Within this scope we are working to introduce body care products.

**You are taking part in international cosmetics fairs. How are the feedbacks?**

We took part in many fairs since 2005, in places like Dubai, Italy, Libya, Nigeria, Angola, Algeria, Sudan and Tanzania. We continue to take part in many fairs annually. Fairs are the starting points of a long journey. Presentation and post-fair feedback is very important. Thanks to our experienced team and our honest and trustworthy approach, feedbacks have so far been positive.

**What are your goals or investments for the near future?**

The advice of our CEO is always to walk firmly towards our goals and ensure the sustainability of our success. We take this advice of sustainability and do our best to increase the benchmark. Our production that took place in a covered area of 3.000 square meters until 2009, is now taking place in our 8.000 square meters, hygienic facilities in Çayirova, equipped with the latest technology. Our business is aerosol because we know what we're doing really well...

[www.purixima.com](http://www.purixima.com)

# Tried & tested

## Comfort

MarkaCosmetics' leading product range is its deodorants, featuring fragrance alternatives to suit all tastes. Provides day long comfort by preventing sweating.



## Compact

We loved the compact packaging of the air fresheners. Features a wide selection of fragrances.

## Practical

There are many options for those who prefer roll-on products. Easy to use flexible heads. Day long protection.



## Set

Eau de toilette and deodorant ranges come in elegant packaging. The pleasant, crisp fragrance of E.Santini is mildly soothed by the chocolate fragrances Purixima deodorant, providing a beautiful combination.

## Trustworthy

Sticky cap provides ease of use. Best feature of the product is its natural soap fragrance. Has 50 wet wipes inside. Perfect for babies with its non-alcoholic formula.



# LILA COSMETICS & HAIR PRODUCTS

WE SPOKE TO ZÜLFÜKAR CANSIZ, THE EXPORT DIRECTOR OF LILA COSMETICS - ONE OF THE LEADING NAMES OF THE HAIR DYE INDUSTRY - ABOUT THE FIRM AND ITS GOALS...

**W**e know that Lila Cosmetics is among the leading firms of the hair dye industry. Through which brands do you operate?

Lila Cosmetics has been strengthening its position within the industry with its 15 years of experience in the cosmetics industry, particularly hair dye. Lila Cosmetics provides hair dye for professional use. For consumer use we have the Sea Color and Viored brands. Production currently takes place in its facility covering an area of 10000 square meters, with over 120 employees and its certifications of ISO and GMP. Following the branding process in Turkey, Lila Cosmetics is now increasing its exports to foreign countries.

**Could you tell us a bit more about your products? Are there any specific brands or products that are particularly popular or in demand?**

We are producing hair dye, hair lighteners, oxidants, hair masks, blow dry lotions and hair serums. Our main focus is on hair dye. Lilafix Professional features products for professional use while Sea Color and Viored brands are for general consumption and are among our best selling products. A particularly popular product is the Sea Color Set Dye. Featuring 2 Cream Dyes in a single pack differentiates us from our competitors. Although similar products have appeared since then, we introduced it first.



### Any new products you're planning to introduce?

Among the products we're planning to introduce are shampoos, conditioners and hair care products aimed at hair salons.

### How are your domestic and international branding and distribution processes?

As we are a young firm we are hungry for success and are doing our best to channel all our energy and efforts to achieving success in all areas. We specialize in hair dye and we're devoted to developing ourselves in this area. We completed our branding in Turkey by establishing regional headquarters and bringing together our own sales team. Internationally, we have been using distributors. We are planning to set up our own warehouses abroad and distribute our products with our own team.

### Do you follow the trends in the world of cosmetics? How do you reflect these trends on your products?

We always follow the trends in the cosmetics sector and also set the trends of the season. For example, in 2011 we introduced the Hürrem Caramel and Hürrem Copper colors and achieved great sales figures.

### Which countries do you export to?

Starting with Iraq we export to Germany, Netherlands, United Kingdom, USA, Belarus, Azerbaijan, Jordan, Libya, Syria, Tajikistan, Kyrgyzstan, Macedonia, Palestine, Iran and Cyprus. As of April 2014 we

launched our EU expansion project by establishing a European regional headquarters in Germany.

### Are you taking part in international cosmetics fairs?

We took part in fairs in Syria, Ukraine, Romania and Erbil. The ones in Syria and Erbil were especially fruitful. This month (in May 2014) we'll be attending the fairs in Germany and Dubai.

### What are your opinions regarding the market?

We focus more on the Middle East since it's a market with the highest demand.

### Any new markets you are targeting?

We established our European headquarters in Germany in April. We are planning to distribute all over Europe via Germany. Beginning with the second half of 2014, we will add the Arabic region, USA and Russia to our target markets. We are planning to make a fast and strong entry to these markets by country visits and with fairs if needed.

### What are your goals or investments for the near future?

As Lila Cosmetics our aim is to rank first among global brands. Our short term plan is to expand all over Europe via our newly established headquarters in Germany and then establish new bases in the USA and Russian markets in order to distribute our products and increase our brand awareness.

[www.lilafix.com](http://www.lilafix.com)

# Tried & tested

## Soft

Lilafix blow dry lotion makes combing much easier thanks to its special formula. It moisturizes and brightens the hair. It prevents broken hair, protecting the hair from the heat of the blow dryer. Comes in bottles of 400 ml.



## Restorative

The Sea Color Hair Care Mask range consists of 4 products. Restorative Hair Treatment Mask helps lock down moisture thanks to its olive oil content. It restores dry and damaged hair, providing strength, shine and flexibility. Color Protective Hair Mask and its Shea Butter formula protects and strengthens dyed and highlighted hair. Nourishing Hair Care Mask and its ceratine content restores damaged and broken hair. Grow & Strengthen Treatment Mask establishes visible volume and strength on weak hair thanks to its garlic extracts.

## Shiny

Lilafix cream hair dye provides shiny and long lasting colors thanks to the olive oil in its formula. It totally conceals white hair. The range features 67 different color options including black, brown-chocolate, brunette-blonde, red-copper and mix shades. Comes in bottles of 60 to 100 ml.



## Perfect

Sea Color highlighting set... With the Sea Color highlighting powder you can lighten your hair color up to 4-6 shades without damaging it, achieving perfect and vibrant yellows.



# WINDOW SHOPPING



**PASSIONATE** Argan tree oil hair serum, Ukip



**COCONUT** body lotion, Koruma



**ROSENSE** Diaper rash preventive cream, Rosense



**PERIPOLL** clay face mask, Bağdatlı



**DOĞATEK** Argan oil hair serum, Doğatek



**DOĞACI** Pure clay face mask, Doğacı



**CARLA** foundation, Atomizer



**PERIPOLL** hair remover, Bağdatlı



**FOMY** herbal hand, face & body wash, Sebat



**OCEAN** liquid hand soap, Titiz



**KITTY** lemon sugar eau de toilette for kids by İmaj, Ukip





**IMAJ** sprays-on shampoos-out, color mech spray, Ukip



**KAJAL** nail polish, Atomizer



**LILAFIX** oxidant cream for hair, Lila



**MANTRA** for men by Roxanne, Erte



**RATNA** for women by Roxanne, Erte



**VALENTINA** shampoo, SCK Zeta



**BODY SOLUTIONS** soap, Akdeniz



**AQUA VERA** shower gel, Beyaz



**FUJI** genital cleaning, Yeşil Ilgaz



**DARK FANTASY** eau de parfum, hand & body lotion, shower gel by Ixora, Espas



**PASSION FANTASY** eau de parfum, hand & body lotion, shower gel by Ixora, Espas



**BIO BALANCE** sun protection cream, Alpaya



**LANA** makeup remover wipes, Umde



**CHRONIC MAN** gift box: eau de parfum & deodorant, Lider



**DUNLOP ACQUA CRYSTAL** deodorant spray for men, Pinkim



**BELLA** wet wipes, Koruma



**NATURIX** shampoo, Yeşil İlgaz



**DUNLOP** ACQUA CRYSTAL  
eau de toilette for men, Pinkim



**HERBADERM** after sun cream, Alpaya



**TITIZ** wet wipes, Titiz



**SLAZENGER ACTIVESPORT**  
eau de toilette for men, Pinkim



**FE** lush curler, Atas



**RAEN** herbal face balm, Raen



**ANGEL OF JUSTICE** body mist by  
Farmasi, Tan-Alize



**LAPITAK**, Manicure cream, Tutku



**LILAFIX** restorative hair treatment  
mask, Lila



**DESIRE ESTERA** body spray for men,  
SCK Zeta



**SPUMY** baby hair and body shampoo,  
Spumy



**BLUEMOORE** shower gel, Universal



**DOĞACI** peeling soap, Doğacı Doğal



**RAEN** herbal soap, Raen



**PASTEL** Lip Balm, Pinkar



**SUNSHOWER** sun care collection, Pereja



**KONTES** gentle cream cleanser, Kozaş



**KONTES** cream foundation, Kozaş



**GIZ** mousse foundation, Giz



**LILYUM** lipstick, Atomizer



**GOLDEN ROSE** lipstick, Erkul



**CECILE**, sexy long mascara, TMC Özsoy



**FE** mesh sponge, Ataş



**SUNBREEZE** facial sun cream, Universal



**RAEN** herbal conditioner, Raen



**IRIS** coloring mascara, Kamelya



**KAMELYA** lipstick, Kamelya



**BLUEMOORE** energizer hair serum, Universal



**ISABELLE DUPONT** sheer lip pencil, Giz



**QUEENLIGHT** anti-aging night cream, Universal



**KONTES** Vaseline cream, Kozaş



**KONTES** beauty cream & perfect treatment foundation powder, Kozaş



**RAEN** herbal body oil, Raen



**BLUEMOORE** thermal protection hair serum, Universal



**REPUTE** eau de parfum & perfumed spray, Lider



**QUEENLIGHT** anti-aging face serum, Universal



**FONEX** Bi-phase Spray İtimat

*You can use  
our wet wipes  
everytime,  
everywhere,  
for all  
your family.*



  
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