

Beauty

LAND

TURKEY

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SPA
Tourism

4 Company
4 Profile

AUTUMN LOOK:

243

SUGGESTIONS

*perfume *hair *skin care
*make-up *baby care
*epilation *and much more...

**OLIVE OIL
A MEDITERRANEAN HERITAGE**

dalan d'Olive



The miracle of the olive oil holds the natural secret to your beauty.

With over half a century of experience in creating pure olive oil soaps, Dalan is now presenting the miracle of olive oil in its new d'Olive range of bathing products.

The olive oil in d'Olive products, with its high vitamin E content and antioxidant properties, nourishes and protects your skin against the external factors that can cause ageing. d'Olive products moisturizes your skin making it soft, supple and adding a natural shine.

Restore the natural beauty your skin deserves.
Benefit from the ancient beauty secrets of olive oil,
the essence of dalan d'Olive.



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The interest in our magazine BeautyLand, which aims to support and promote Turkish cosmetics industry abroad, is rapidly increasing. The numerous e-mails of acknowledgement and product orders we receive demonstrate that we're on the right path and fill us with pride. In line with the orders received, we brought many firms together with their Turkish counterparts and we created various business opportunities.

For the third issue of BeautyLand, once again we prepared a target oriented magazine, examining hundreds of products provided by our supporters within the Turkish cosmetics sector. We once again touched upon many subjects, from color cosmetics to personal care and hygiene, from depilation products to perfumes and baby care products. As usual all the products featured in the magazine were carefully tried and tested by experienced cosmetics editors. The guests of our Profile section in which we feature different firms in each issue are the executives from Kurtsan, Flormar, Dalan Kimya and Akatlar Kozmetik.

We would like to highlight our very comprehensive feature piece focusing on one of Turkey's most important natural riches: olive oil. On this wise, we've found an opportunity to promote both Turkey's olive and olive oil production areas and the cosmetics products involving olive oil in a correct and effective way.

In this issue, our guest in the Culture Watch section is Nakkaş. Nakkaş, who carries the Ottoman heritage in antiques and carpets to present day, transfers its knowledge of Ottoman history both to us and to the tourists in all its riches.

Wishing it would be a productive season for all.

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



Let's Build the Beauty Together!

SHADIA COSMETICS



Beauty Spy

Lost in blues

How do you feel today? These deep blue colored products will change your mood

PHOTOS: TUNA YILMAZ
 PRODUCTION: GÖKÇE HİLAL BURDURLU
 WORDS: DUYGU ERŞOY

1. **BOOTY Terracotta Eye Shadow.** *Aysan Kozmetik www.booty.com.tr*
2. **ISABELLE DUPONT Glimmer Powder Shadow.** *Giz Kozmetik www.gizcosmetics.com*
3. **SHIVAYI Cooked Duo Eyeshadow.** Contains special sparkles and has a magical effect for your eyes. *Shadia Cosmetics www.shadiacosmetics.com*
4. **ISABELLE DUPONT Glimmer Nail Lacquer.** *Giz Kozmetik www.gizcosmetics.com*
5. **FLORMAR Mono Eye Shadow.** *Kosan Kozmetik www.flormar.com*
6. **GOLDEN ROSE Terracotta Eyeshadow.** *Golden Rose www.goldenrose.com.tr*
7. **VERA Waterproof Eye and Lip Liner.** *Vera Cosmetics www.verakozmetik.com*
8. **VERSION Soft Eyeliner.** *Vera Cosmetics www.verakozmetik.com*
9. **GOLDEN ROSE Metallic Style Liner.** Shine and long lasting eyeliner. *Golden Rose www.goldenrose.com.tr*
10. **FIRST TIME Twist-Up Lipstick & Eyeshadow.** Waterproof and protective. *First Time Kozmetik www.er-man.com*
11. **PASTEL Metallics Duo Eyeshadow.** *Pinkar www.pinkar.com*
12. **GOLDEN ROSE Extreme Sparkle Eyeliner.** *Golden Rose www.goldenrose.com.tr*
13. **CLAVIS Eyeshadow Trio.** *Zümrüt Cosmetics www.zumrutkozmetik.com.tr*
14. **ISABELLE DUPONT Sheer Pressed Face Powder.** *Giz Kozmetik www.gizcosmetics.com*
15. **ISABELLE DUPONT Lipbalm.** Unisex natural balm stick for care and protection. *Giz Kozmetik www.gizcosmetics.com*
16. **ISABELLE DUPONT Sheer Quintet Shadow Eyeshadow.** *Giz Kozmetik www.gizcosmetics.com*
17. **CATHERINE ARLEY Terracotta Shadow.** Silky touch. *Alfar www.alfar.com.tr*
18. **GOLDEN ROSE Waterproof Eyeliner.** *Golden Rose www.goldenrose.com.tr*
19. **FLORMAR Lash Lift Waterproof Mascara.** *Kosan Kozmetik www.flormar.com*



Deep blue

Sleek and perfect as the sky



SEN Shampoo. Volumizing and purifying formula for thin and oily hair. 200ml. *Kozmoplus Kozmetik* www.cosmoplus.com.tr



SATEN Depilatory Cream. For delicate hair removal areas. 100 ml. *Aromel Kozmetik* www.aromel.com



DALIZE Hair Mousse. 225 ml. *Dalize Cosmetics* www.dalize.net



FONEX Shampoo and Conditioner. Its formula eliminates all types of dandruff thanks to herbal extracts of a purifying action. *Fonex* www.fonex.com.tr



VIATEN Liquid Handwash. Fruit cocktail extract formulated specially to have smooth effect on your hands and body. *Alpaya Cosmetics* www.episiva.com



IMAJ Hair Gel. With special and safe formula it has an all day lasting effect. 165 ml. *Ukip Cosmetic* www.ukipcsmetic.com

AKAT Perspektif Deodorant Spray. 150 ml. *Akatlar Kozmetik* www.akatkozmetik.com.tr



MATCH Eau de Toilette. A permanent and dynamic scent. *Aromel* www.aromel.com



DEODOR Liquid Soap. *Treda* www.tredafmcg.com



DURU Moods Tranquility Beauty Soap. *Evyap* www.evyap.com.tr



GAZEBO Turquoise EDT for women. *Naturel Cosmetics* www.pronwer.com



KLIVYA Hand and Body Cream. The daily hand and body care cream that nourishes and moisturizes your skin with its silky softening effect. *An Kimya* www.arikimyasanyai.com

Beauty Spy

Brown gets undressed

Express yourself in the language of mother earth



1. FLORMAR Ball Blusher. Kosan Kozmetik www.flormar.com
2. FLORMAR Diamonds Eyeliner. Glitter effect. Kosan Kozmetik www.flormar.com
3. GOLDEN ROSE Brow Modelling Pencil. Golden Rose www.goldenrose.com.tr
4. COLLEEN Duo Compact. Komet Kozmetik www.kometkozmetik.com.tr
5. ISABELLE DUPONT Foundation. Moisturizing anti-aging and restoring influences. 35 ml. Giz Kozmetik www.gizcosmetics.com
6. ISABELLE DUPONT Terracotta. Giz Kozmetik www.gizcosmetics.com
7. COLLEEN Single Eye Shadow. Komet Kozmetik www.kometkozmetik.com.tr
8. FIRST TIME Terracotta. First Time Kozmetik www.er-man.com
9. GOLDEN ROSE Terracotta Eyeshadow Duo. Golden Rose www.goldenrose.com.tr
10. GOLDEN ROSE Ultra Diamonds Volume Lipgloss. Golden Rose www.goldenrose.com.tr
11. ISABELLE DUPONT Foundation. Longwearing, breathable make-up. 35 ml. Giz Kozmetik www.gizcosmetics.com
12. COLLEEN Foundation. Moisturizing and long lasting make up. 35 ml. Komet Kozmetik www.kometkozmetik.com.tr
13. FIRST TIME Compact Powder. First Time Kozmetik www.er-man.com
14. GOLDEN ROSE Extreme Sparkle Eyeliner. Golden Rose www.goldenrose.com.tr
15. FLORMAR True Color Nail Enamel. Kosan Kozmetik www.flormar.com
16. GOLDEN ROSE Lipstick. Golden Rose www.goldenrose.com.tr
17. LIPOJEN Collagen Lip Plumper. Helps firmer, softer plumper, younger looking lips. Alpay Cosmetics www.lipojen.com
18. FLORMAR Stick foundation. Kosan Kozmetik www.flormar.com
19. FLORMAR Sheer Make up. Long wearing radiant finish foundation. 40 ml. Kosan Kozmetik www.flormar.com
20. FLORMAR Aqua Stay-on Foundation. Skin balancing make-up. 35 ml. Kosan Kozmetik www.flormar.com
21. JANE ASHLEY Super Coverage Long Lasting Oil Free Foundation. 30 ml. Shadia Cosmetics www.shadiacosmetics.com

Inside the walls

Spoil yourself with amazing scents of bath oils and shower gels

ILAYDA Secure Sun Oil. Low protection oil spray for dark skins. 180 ml. *An Kimya* www.arikimyasanyai.com



AISHA Sensual Bath Oil. Captivating with its powerful aphrodisiac qualities and joyful notes. 100 ml. *Aisha* www.aisha.com.tr



MAXSIMUS EDT for men. 100 ml. *Fon Kozmetik* www.fonkozmetik.com



AISHA Exhilarating Bath Oil. Energizing with the warmth that it brings to your body soul and mint. 100 ml. *Aisha* www.aisha.com.tr



KATRE orange. 100% herbal soap. *Katre* www.katrenatural.com



ILAYDA Secure Sun Cream. Low protection for dark skins with vitamin E and carrot oil. 100 ml. *An Kimya* www.arikimyasanyai.com



AKAT 2000 EDT for men. 100 ml. *Akat Kozmetik* www.akatkozmetik.com.tr



ROEN Bergamot. Herbal Shower Gel. 200 ml. *Roen* www.roen.com.tr



AISHA Refreshing Bath Scrub. A great assistant to boost your metabolism, renew and restore your skin. 250 ml. *Aisha* www.aisha.com.tr



FE Wooden Corn File. Ultimate file to remove corns and rough skin. *Ataş Group* www.atasgroup.com



FONEX Styling Wax. Gives hair an extraordinary sheen, texture and extra control without leaving it oily. 100 ml. *Fonex* www.foneks.com.tr



SEN Shower Gel. Enriched with aloe vera extract glycerin and vitamin E. 300 ml. *Kozmoplus Kozmetik* www.cosmoplus.com.tr



Beauty Spy

Pinkish charm

Exact match of your beauty with pink's shiny and smooth effect

1. COLLEEN Bush On. Completes your make up. Komet Kozmetik www.kometkozmetik.com.tr
2. GOLDEN ROSE Ball Blusher. Offers a shiny, smooth and an attractive look all day long. Golden Rose www.goldenrose.com.tr
3. FLORMAR Terracota Eye Shadow. Reflects light to produce a brilliant look with pearl lights. Kosan Kozmetik www.flormar.com
4. ISABELLE DUPONT Extravagan Lacquer. Long lasting results for your lips. Giz Cosmetics www.gizcosmetics.com.tr
5. FIRST TIME Water Shine Gloss. Brilliant and bright look without a sticky feeling. First Time Kozmetik www.er-man.com
6. BOOTY lipstick. Aysan Kozmetik www.booty.com.tr
7. JULIAN Ball Blusher. Aysan Cosmetics www.aysankozmetik.com.tr
8. FLORMAR True Color Holographic Glossy Splash. It moistens, gives shape and allows well rounded lips with 3D effect. Kosan Kozmetik www.flormar.com
9. FLORMAR True Color. Crystal-granule shines. Kosan Kozmetik www.flormar.com
10. GOLDEN ROSE Ultra Diamonds Volume Lipgloss. Golden Rose www.goldenrose.com.tr
11. GOLDEN ROSE Compact Blush-On. Soft and silky effect. Golden Rose www.goldenrose.com.tr
12. FIRST TIME Terracotta. Gives you a more vital appearance. First Time Kozmetik www.er-man.com
13. LIPOJEN Collagen Lip Plumper. Helps firmer, softer plumper, younger looking lips. Alpay Cosmetics www.lipojen.com
14. JULIAN Sweet Dreams Bohemian Lip Gloss. Aysan Cosmetics www.aysankozmetik.com.tr
15. ISABELLE DUPONT Starlight Balls. Giz Cosmetics www.gizcosmetics.com.tr
16. FLORMAR Supermatte Nail Enamel. Kosan Kozmetik www.flormar.com
17. ISABELLE DUPONT. Giz Cosmetics www.gizcosmetics.com.tr
18. GOLDEN ROSE Nail Lacquer. Golden Rose www.goldenrose.com.tr
19. GLOBAL CRAZY Life Nail Lacquer. Gul www.gul.com.tr
20. FLORMAR Plus Quartz. Kosan Kozmetik www.flormar.com
21. COLLEEN Nail Lacquer. Komet Kozmetik www.kometkozmetik.com.tr
22. BOOTY. Aysan Cosmetics www.aysankozmetik.com.tr
23. GOLDEN ROSE Ceramic Nail Color. Golden Rose www.goldenrose.com.tr
24. BOOTY. Aysan Cosmetics www.aysankozmetik.com.tr



Light pink

Cleansing, moisturizing and swimming between the waves of great scents...



FARMASI Face Scrub. With vitamin E extra moisturizing. 100 ml. Tanalize Cosmetics www.farmasi.com.tr

FARMASI Hand & Body Cream. Moisturize enriched formula helps hydrate the skin. 200 ml. Tanalize Cosmetics www.farmasi.com.tr



FE Baby Nail Clippers. Stainless steel. Ataş www.atasgroup.com



FE Color Tweezers. Slant tips. Ataş www.atasgroup.com



LANA Anti Bacterial External Genital Cleansing Wipes. Global Horizon www.globhorizon.com



TOP GIRL Miami. EDT for women. Pinkar www.pinkar.com



OPTIONS Roxanne EDT. Erte Kozmetik www.roxanne.com.tr

SIGNORA Eau de Cologne. Expression of passionate feelings. S.P.A. Kozmetik www.spakozmetik.com



FLORMAR TOUCH EDP. With amazing tropical fruits enjoy pleasure. Kosan Kozmetik www.flormar.com



JOYCE Moon Light. Eau de Cologne. 250 ml. Joyce www.joyce.com.tr



JAXA Conditioner Hair Spray. Norman Kozmetik www.normanocosmetics.com



CLARALINE Natural Spray for women. Fon Kozmetik www.fonkozmetik.com



CANLADY PAD. Soft silky texture transmits the liquid rapidly into the lower layer. Astel www.canbebe.com.tr



KREASYON Eau de Cologne. 15 ml. Fon Kozmetik www.fonkozmetik.com

DURU Gourmet. Glycerin soap with moisturizing effect. Eyyap www.eyyap.com.tr



Scope

GOLDEN DROPS

Those who gave it its name also created myriads of myths! As one of the oldest inhabitants of the earth, it serves humanity with both its fruit and its oil. A Mediterranean elixir of health, nutrition and beauty: Olive!

Words: Aydan Sümercan



There are two sources for the names olive and olive oil: Initially the Cretans named it 'Elaiwa', in Latin it was 'Oleum', and in Rome they called it 'Oli'. On the other side of the Mediterranean, the Hebrew name for it was 'Zait', in Arabic 'Zaitum' and in the Turkic languages it evolved into 'Zeytin'. In Anatolia there were various names for olives, even before the above mentioned periods: the Akkadian name 'Zertum' or 'Zeirtum' referred to both the olive tree and its fruit. There is no certain knowledge regarding the origins of olive. According to archeobotanists olive is from Anatolia, Syria and Iran; others believe it's from Crete, Greece and even Lower Egypt. It is known that olive oil has been used in Anatolia and the Mediterranean for 4000 years; with a past stretching back 6000 years. Olive oil was well known back then, but the first place where it has been processed is believed to be Klazomenai (modern day Urla near Izmir), one of the 12 Ionian cities. Artifacts from various excavations reveal that olive trees in this area were improved, olive production was developed and a systematic production of olive oil was taking place in the established workshops.

Tree of life

It is not known when exactly the wild olive, known as 'Oleaster' was grafted and domesticated. However, excavated fossils reveal that this plant has a history stretching back to 37.000 BC. Olive doesn't only have a past of several millennia, but also a lifespan of thousands of years. It endures cold weather. It enjoys a lot of light and the Mediterranean climate. Since its leaves preserve their beauty for a long time without fading and drying, the leaves and branches of the olive tree are used in a decorative way as well.

Shortly, people used olive in every aspect of their lives: they ate it, blessed it, placed it on altars, illuminated interiors with its oil, used it on their bodies, crowned their heroes with its leaves, added it into their food and created the Mediterranean cuisine.

As a result, it was inevitable that this tree, named as the "tree of life" providing the elixir of health and beauty, became a subject to various myths: According to the Old Testament, as Adam dies three angels arrive and place three seeds in his mouth. Following his death three trees appear on his grave: Olive tree, Cedar tree and Cypress tree. Olive tree is heaven's "tree of life".

As Noah's Ark landed on the Cudi heights of the Mount Ararat (Ağrı), Noah opens a window and releases a dove. Unable to find a place to land, the dove returns. When the dove is

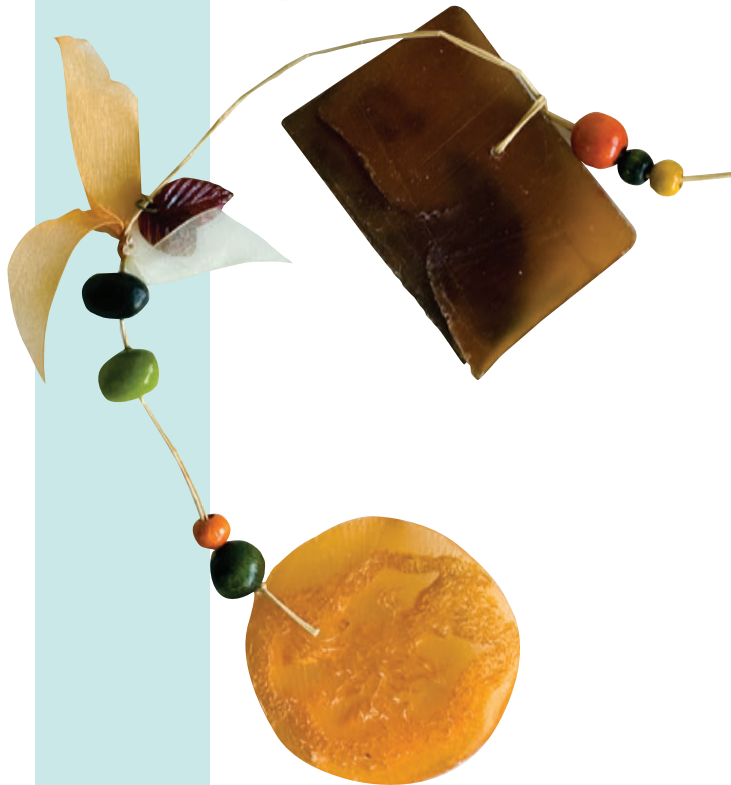




People used olive in every aspect of their lives: they ate it, blessed it, placed it on altars, illuminated interiors with its oil, used it on their bodies, crowned their heroes with its leaves, added it into their food and created the Mediterranean cuisine.



Katre, 100% herbal soap with olive oil.



Roen, herbal face cream with olive oil.
www.roen.com.tr



In Anatolia there were various names for olives, The Akkadian name 'Zertum' or 'Zeirtum' referred to both the olive tree and its fruit.

released once again seven days later, it returns with an olive branch in its beak. Thus olive becomes the harbinger of life, and the tree is regarded as the first plant that was found on earth after the great flood.

In Greek mythology it was goddess Athena who first brought olive to Greece. The Greeks build a beautiful city and decide to name it after a deity. This deity was to be the one who presents the city with the most meaningful gift. Poseidon creates a magnificent stallion by touching a rock with its spear. Goddess Athena, on the other hand, throws her spear on the soil and the spear turns into an olive tree. It's a tree with an elixir of beauty which will wrap the wounds and feed the people! The Greeks love the tree so much, that they name their city after Athena.

Olea europaea: Olive

Olive (*Olea europaea*) has nutritious, healing and beautifying powers. Homer of Smyrna (modern day Izmir) described olive oil as the "liquid gold". Olive oil has different qualities compared to other plant oils: In contrast with cooking oils extracted from seeds, olive oil is in essence of a fruit juice, as it's acquired by squeezing the fruit of the tree together with the seed it carries within. Olive has a very hard seed. As the fruit ripens its colour darkens, and when the skin gets wrinkly, it's the time for picking, which usually happens during autumn. With a weight of not more than a few grams, the olive is a highly nutritious primary food source: 100 grams of olive provides 170 kcal. It contains high amounts of protein, minerals and 99% of lipid. It is rich with vitamins A, C and E. As it's good for the heart and veins, olive can be regarded as an anti-aging food source. However the biggest global role played by the olive is in the kitchen. It exerts its authority by seasoning the Mediterranean cuisine.

Scope



1. **Taze**, 100 % olive oil soap.
www.ta-ze.com
2. **Adatepe**, pure olive oil soap.
www.adatepe.com
3. **Duru**, Marseilles soap with olive oil.
www.evyap.com.tr
4. **Omer**, pure olive oil soap.
www.omerssoap.com

Olive oil has different qualities compared to other plant oils: In contrast with cooking oils extracted from seeds, olive oil is in essence a fruit juice, as it's acquired by squeezing the fruit of the tree together with the seed it carries within.

Olive in health

When examined through a health perspective, we have to mention the olive leaves which are furry and silvery blue underneath and dark greyish green on top. Olive leaf contains tannin, essential oils and resin. When infused it decreases fever, helps urination, increases appetite. It is also known for its regulatory effects on blood pressure. This is why the olive tree rests its olive producing branches for one season in order to provide this precious fruit for the next. This means that an olive tree bears fruit once every two years.

Let's talk a little about where the olive inhabits. Olive tree has been an inhabitant of the old world, reaching the new world later on. Today, Turkey is the fourth in the world in terms of the number of trees. However, in terms of the production of table olives, it ranks second and in terms of consumption it ranks at the top!

The main area where the olive trees are grown is the Marmara region, with main spots being Ayvalık, Bay of Edremit, Gemlik and Yalova.

Beauty benefits

And one day humans extracted the oil from the olive fruit... Olive oil has been used for both health and beauty. Ancient documents reveal that olive oil was applied on the skin for its softening and blemish-healing effects, and applied on the hair to strengthen it. In ancient Greece olive oil was used as the main ingredient of perfumes. This oil, acquired by squeezing the green olives gently, was turned into perfume with the addition of other essences. Ancient Egyptians used olive oil in every aspect of their lives. They fed themselves



with it and created medicinal and cosmetic products by adding various flowers and herbs. It was also used as a lubricant during the building of the pyramids, in order to slide the huge stones easily. In the East, people used olive oil as a hair care product and a source of relaxation by rubbing their bodies with it after bathing.

As olive oil is rich in antioxidants, it protects the skin from the damage caused by aging and external elements. Consumed through eating or through a regular external application, olive oil restructures the cells and delays the effects of aging. Moreover, it can be used in all types of skin, from acneic and oily to dry. With all these qualities olive oil can now be traced in many cosmetic products, in line with the increasing demand towards natural care procedures.

In fact, individual beauty formulas involving olive oil originating from the ancient times are still relevant:

- **In order to strengthen and invigorate the hair:** Scalps are massaged with olive oil and the hair is wrapped with a warm towel. After 30 minutes the hair is washed,
- **In order to freshen the skin:** Olive oil is mixed with rock salt and the mixture is used for exfoliating the skin,
- **In order to strengthen the nails:** Hands are bathed in warm olive oil,
- **For hair care:** Olive oil is mixed with egg yolk and applied to the scalp in order to strengthen the hair roots and prevent hair loss.

Cosmetics

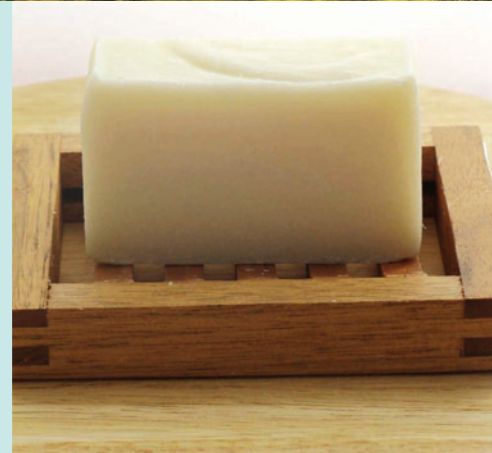
We come across the widest use of olive oil in our lives through soaps. Actually soap entered the lives of the humans as a cleansing product way back in history. Especially soaps produced with olive oil are known as cleansers with powers to destroy all kinds of microbes and viruses. The soaps today are not limited to being cleansing products, thanks to the developments in the cosmetics sector. With the incorporation of different qualities through new formulas and essences, they are presented as natural skin care products categorized as cosmetic soaps.

Besides, in cosmetics it is presented solely or within mixtures of other plant based oils. The uses and purposes of products with cosmetic formulas involving olive oil can be generalized as:

- Relaxing and protecting creams, lotions or masks for the face, body and hands,
- Anti-aging products for skin care,
- Shampoos and hair care products for healthy and shiny hair and moisturizing dry hair,
- Tanning oils, corrective after-sun care products (which are also good for massages),
- Wax for the removal of unwanted hair.

I can't conclude without mentioning an important fact: The olive leaf tea carries antioxidant and antibiotic qualities thanks to its phenolic components. Besides, it is offered as a supplement in weight loss diets. When consumed by infusion it balances blood pressure and helps the tissues recover by ridding the body of oedema.

Olive oil has been used for both health and beauty. Ancient documents reveal that olive oil was applied on the skin for its softening and blemish-healing effects, and applied on the hair to strengthen it.



Turkish olive oil in designer bottles...

Anadolu Cam A.Ş., has embarked upon an initiative contributing to the branding of the high quality Turkish olive oil abroad: "A Glass Bottle Design Project For Turkish Olive Oil". Our world-renowned designers; Alev Ebuzziya Siesbye, Aziz Sanyer, Defne Koz and Gamze Güven, have created glass bottles that will represent Turkey in the global market.

Words: Nejla Burnazoglu Turner

The importance of original packaging is very significant in establishing a brand identity for Turkish olive oil abroad. Our producers export olive oil using large tin boxes most of the time. Some olive oil sold in foreign markets as Italian and Spanish olive oil are actually produced in Turkey. This demonstrates the significant loss of added value. Thus, we needed original bottles for our olive oil. Within this framework, Anadolu Cam Sanayi A.Ş., has embarked upon a project with the strong support of TIM at hand. First of all, it visited nearly all Aegean olive oil producers and export unions, holding meetings and discussing the problems and the criteria they all expect the bottles to fulfill. An extensive brief was prepared combining all these expectations with branding values and production requirements. It presented the designers with well-rounded briefs including all other global information related to olive oil and bottle design. Thus began the design process. In the end, Turkey has gained 7 unique and functional glass bottle designs, all of which are capable of representing Turkey.

Alev Ebuzziya Siesbye:

"A bottle full of olive oil warms you up like the sun."

Today, packaging and promotion are as

important as the product itself, and it's quite pleasing to see that professionals are added into the equation. Our baklava, döner, and lots of other products are being sold abroad as products of other countries. Packaging, labeling, photography, texts, all form a total concept and if each element is handled in the most correct way, why wouldn't Turkish olive oil gain the rightful place it deserves in the global market! I knew when I started drawing that it will be difficult to come up with a design that's different from the thousands of others out there. I tried to draw a functional, simple and ordinary bottle. A bottle which will complement olive oil in its most natural state; one that shows what's inside, not the packaging. Seeing a bottle full of olive oil, warms you up like the sun. I believe that it should be the labeling, not the bottle itself, which indicates that the product is made in Turkey.

Defne Koz:

"Olive oil is a product which gains value with its packaging."

There are certain individual elements in the packaging design of a product like high quality olive oil. Olive oil, unlike most others, is a product which gains value with its packaging. Even if we buy the oil for its taste and its aroma, the determinant factor is the packaging. We would like see



and feel its color, its clarity and its fluidity. When people attribute such value to such qualities of a product, we should pay enormous attention to its packaging as if we're "packing a jewel", as every single detail contribute to the quality of the product.

When I began designing this olive oil bottle, what influenced me most about Turkish culture was its cuisine. Ever since olive oil became a part of our culinary culture, it turned into the essence of our cuisine. Even though oil is just a complementary element for other materials, its aroma and taste set the signature of the taste of our dishes. Just like there are basic notes which differentiate one style of music from the other, I believe that there's a "taste note" embedded within the Turkish Cuisine.

Aziz Sariyer:

"With its transparent structure like water, glass is the nature's gift to humanity."

Providing a solution to all needs is called design. Likewise, a food products which is being packed; the emergence of this product is related to other people of expertise, rather than the designer. A grown-up designer is a person who has built links with the environment he's living in and the universal world who has gained his own philosophy of life and conception of the world. As a result, throughout the design process, I reinterpreted the olive oil bottle according to my own feelings. In both designs I came up with, one of the starting points was the crystal form of olive oil molecules, and the other one was the fluid nature of olive oil. I believe that, with its transparent structure like water, glass is nature's gift to humanity. If the designs I make contribute to the relocation of Turkish olive oil to its rightful place within the global market, and if we see these bottles as symbols of Turkey in foreign lands, I will be deeply honored.

Gamze Güven:

"I was inspired by the olive tree while I was designing."

As an industrial designer I served all sectors apart from packaging design and actually designed the product itself. For the last five years, by contrast, I've been designing packaging mainly for food and drinks. What I noticed was that there's no difference between designing the packaging of an electronics product which carries an electronic card and a product that carries a liquid, in terms of difficulty and the service grade of the design. Both have to express the value of their contents in the best way possible. The important point here is that the design of the packaging bears an extra responsibility on the shoulders of the designer. There's also the excitement of competition, due to the harsh competition at the supermarket shelves.

During the design process, my team and I performed a comprehensive product analyses, both in Turkey and abroad. By studying the existent values and habits related to olive oil containers within a contemporary and ancient historical perspective, I tried to create a new "norm" for the bottle carrying olive oil which emerges from Anatolia, the homeland of olives.



Anadolu Cam A.Ş., executed this project with the cooperation of TİM, listening to the concerns and taking advice from all parties who should be referred to in order to create a brand identity.



Beauty Spy

Baby on board

These baby products are so sensitive that will keep your baby's skin soft and smooth

PHOTOS: METİN BAKIRKAYA
PRODUCTION: GÖKÇE HİLAL BURDURLU
WORDS: DUYGU ERSOY

ULTRA COMPACT baby soap. 100gr. *Arsan Kimya* www.arsankimya.com

TOYO baby nappy rash cream. 40 ml. *Şahkale Kozmetik* www.sahkale.com

AKATGARDI baby cologne. 200 ml. *Akatlar Kozmetik* www.akatkozmetik.com.tr

FARMASI baby lotion. 200 ml. *Tanalize Cosmetics* www.farmasi.com.tr

FARMASI baby shampoo. Formulated for kids; it is tear-free. 200 ml. *Tanalize Cosmetics* www.farmasi.com.tr

DOAL&DOAL baby. Prevents rash and redness. 60 gr. *Yaşarlar Kozmetik* www.yasarlar.com.tr

DALİN baby shampoo tear-free and soap-free. 200 ml. *Kopaş Kozmetik* www.kopas.com.tr

LANA baby cologne chamomile. 200 ml. *Global Horizon Hygienic* www.g-vision-m.com

DALİN baby lotion. 200 ml. *Kopaş Kozmetik* www.kopas.com.tr

SPONGE BOB SQUARE PANTS baby cologne. *Tradeks* www.tradeks.com.tr

FARMASI baby protection cream. 100 ml. Silky touch. *Tanalize Cosmetics* www.farmasi.com.tr

BABY SOFT baby powder. 75 gr. Reduces irritation. *Ela Kozmetik* www.elacosmetics.com

DALİN baby soap with chamomile extract. 100 gr. *Kopaş Kozmetik* www.kopas.com

DURU baby soap. Camomile extract. 90 gr. *Eyyap* www.eyyap.com.tr

BANAT baby tooth brush. *Banat* www.banat.com

LAPİTAK baby nappy rash cream. 60 ml. *Lapitak* www.lapitak.com

İLAYDA nappy rash cream. 100 ml. *Ari Kimya* www.arikimyasanyai.com

ECİ baby shampoo. 250 ml. *Sora Cosmetics* www.soracosmetics.com

İLAYDA baby shampoo with camomile extract. 325 ml. *Ari Kimya* www.arikimyasanyai.com

ULTRA COMPACT baby shampoo. 200 ml. *Arsan Kimya* www.arsankimya.com

POPODERM nappy rash cream. 40 ml. *Ari kimya* www.arikimyasanyai.com

LANA baby shampoo with no tears formula. 300 ml. *Global Horizon Hygienic* www.g-vision-m.com

Message in a Bottle

Both soft touch of flowers and oriental, ambitious and sweet breezes for men&women



1. **ANGIE Hot Legs EDP for woman.** Smell wonderful and drive him crazy! *Rebul Kozmetik* www.rebul.com
2. **ROXANNE EDT for woman.** Making a difference with its bottle. *Erte Kozmetik* www.roxanne.com.tr
3. **JERSEY GIRL EDT for woman.** Soft, natural spray. *Kirmizigül Kozmetik*, www.kgkozmetik.com
4. **LA VIE NUIT EDP for woman.** The fresh and soft scent of flowers. *Alix Avien*. www.kopas.com.tr
5. **CLARALINE Hip Natural Spray for woman.** Stirs up the woman inside of you. *Fon Kozmetik* www.fonkozmetik.com
6. **ELLY EDP for woman.** A sweet breeze for the day. *Spa Kozmetik* www.spakozmetik.com
7. **PRIVACY EDT for woman.** Bald, pure and neat woman's scent. *Aromel Kozmetik* www.aromel.com
8. **PRESTIGE Rebul Men EDT.** Chic, ambitious and rich. *Rebul Kozmetik* www.rebul.com
9. **SIGNORA EDC for woman.** Wraps like a corsage. *S.P.A. Kozmetik* www.spakozmetik.com
10. **TOP GIRL Rome EDT for woman.** Long lasting comfortable charm. *Pinkar Kimya* www.pinkar.com
11. **HIS CAREER EDT for man.** Here is your career; just follow it. *Atak Farma Kozmetik* www.dogatek.com
12. **FIERY II Perfume for woman.** A well chosen scent for vital nights. *Akatlar Kozmetik* www.akatkozmetik.com.tr
13. **CAVITY EDT for man.** Enduring smell, conformity in the flesh. *Çimen Kozmetik* www.cimenkozmetik.com

Beauty Spy

Enjoy your burden

Wax: A necessity in a lady's life. Here is the easiest way

BLENIOR Roll-on resin wax. 100 ml. Treda Kozmetik www.tredafmcg.com

LILA FIX Rol-on resin wax. 100 ml. Lila Kozmetik www.lilakozmetik.com

GOLDEN CIRE Roll-on resin wax. 100 ml. Ozün Kozmetik www.ozunkozmetik.com

SESU Roll-on warm wax with resin. Kopaş Kozmetik www.kopas.com.tr

DEPISTAR Roll-on resin wax. 100 ml. Beşyıldız Kozmetik www.depistar.com

SIR WAX Roll-on resin wax. 100 ml. Prenses Kozmetik www.prenseskoz.com

PERI POLL Roll-on resin wax. 100 ml. Bağdatlı www.bagdatlias.com

SATEN Depilatory cream. 100 ml. Aromel Kozmetik www.aromel.com

BLENIOR Ready to use wax strips. Treda Kozmetik www.tredafmcg.com

ILAYDA Depilatory cream. 50 ml. Ari kimya www.arikimyasanaayi.com

GOLDEN CIRE Epilation wax. 190 gr. Ozün Kozmetik www.ozunkozmetik.com

EPISIVA Hair reducing facial cream. 100 ml. Alpaya Cosmetics www.episiva.com

TÜYO Depilatory cream. 40 gr. Yaşarlar Kozmetik www.yasarlar.com.tr

SESU Hair removal mousse. 200 ml. Kopaş Kozmetik www.kopas.com.tr

SESU Depilatory cream for sensitive skin with lavender extract. 100 ml. Kopaş Kozmetik www.kopas.com.tr

PRONWER hair reducing antegg oil cream. 150 ml. Naturel Kozmetik www.pronwer.com

SATEN Ready to use wax strips for body with resin. Aromel Kozmetik www.aromel.com

SATEN Hair removal spray foam. 200 ml. Aromel Kozmetik www.aromel.com

EPISIVA Natural hair reducing deo roll-on against odour. 50 ml. Alpaya Cosmetics www.episiva.com

Closer

From powerful effect of tooth pastes to fighter creams against cracked skin, these products are for your personal care

LANA Hygienic Cleansing Deodorant.
Wet wipe for men. *Global Horizon Hygienic*
www.globhorizon.com

KLIVYA Deo Spray for Women.
It prevents the smell of perspiration. 50 ml. *Arı Kimya*
www.arikimyasanyai.com

KLIVYA Foot Spray.
Certain solution against foot smell. 50 ml. *Arı Kimya*
www.arikimyasanyai.com

BANAT Hair Comb.
Made of the best nylon bristle and has a special handle design that provides easy grasp in usage.
Banat www.banat.com

FAVORİ FRESH WHITE Tooth Paste. Maximum protection against tooth decays. 70 ml. *Yaşarlar Kozmetik*
www.yasarlar.com.tr

FE Manicure Accessories. Cuticle pusher and cuticle remover with a nail file. *Ataş Group*
www.atasgroup.com

İLAYDA Toothpaste. New active formula for white and healthy teeth. 50 ml. *Arı Kimya*
www.arikimyasanyai.com

DOAL&DOAL Foot Care Cream. Helps to prevent and remove bad smells. Provides healthy feet and skin. 60 gr. *Yaşarlar* www.yasarlar.com.tr

FAKİR Hygienic Hand Cleansing Gel. 75 ml. *Saruhan Kimya* www.saruhan.com.tr

FE Professional Tweezers. Developed specifically for professional usage. *Ataş Group* www.atasgroup.com

LANA Hygienic Cleansing Deodorant.
Wet wipe for women. *Global Horizon Hygienic*
www.globhorizon.com

DENTA COLD Mouth Cleansing Product.
An alcohol free product that provides a natural relief with its contents menthol, mint and clove. 500 ml. *Treda* www.tredafmcg.com

ULTRA COMPACT Make Up Removal Wipes.
These wipes are for face, lips and eyes and can be used through all skin types. *Arsan Kimya*
www.arsankimya.com

ARKO NEM Hand Cream with glycerin. Makes intensive care of dry skin. 100 ml. *Evyap*
www.evyap.com.tr

DERMO CARE Active Hand Cream. Blended with anti-oxidant vegetal extracts, this active hand cream nourishes and offers intense hydration to dry hands. 75 ml. *Innova Cosmetics*
www.innovacosmetics.com

DERMO CARE Hand Scrub. Blended with vegetal extracts, it effectively scrubs away dead skin. 50 ml. *Innova Cosmetics*
www.innovacosmetics.com

LAPİTAK Hand Care Cream. Provides a silky appearance with its long lasting moisturizing effect. 60 ml. *Tutku Kozmetik*
www.lapitak.com

MEDIAL COLOR TREND Foam Hair Dye. Ultra soft hair and gives you a shine. 50 ml. *Treda* www.tredafmcg.com

BANAT Tooth Brush.
Banat www.banat.com

FE Pumice Stone. Treats the rough skin, cleans the dirt and stain. *Ataş Group* www.atasgroup.com

Culture Watch



A Special place for bringing
Ottoman ambiance to homes:

NAKKAŞ

For the silk carpets used at the Ottoman Palaces, the best examples of the art of tile making with its turquoise and coral red touches, and for contemporary jewelry designs, the Nakkaş at Sultanahmet is the place to visit.

Words: Meriç Mirioğlu Photos: Tuna Yılmaz



Sultanahmet is always prettified and livened! Wherever you rest your gaze, you'll

find clothes, colorful souvenirs, carpets and kilims that bear the signs of Anatolian history. Mosques, sherbet vendors walking around in their traditional clothes, traces of Ottoman culture... As the curious eyes of the tourists from all around the globe visiting Istanbul meet with Sultanahmet, it takes its place in our agenda in each and every season.

When you stop by at Sultanahmet for a refreshing cup of tea, there's a place you definitely have to visit. The Nakkaş at the Nakilbent Street. It's a 4 storey boutique located in a 1400 year old cistern which was restored and placed under protection. When you step into Nakkaş, you'll notice the jewelry with eye catching designs and İznik Tiles which originate from Anatolia and represent Turkish art all over the world. However, if you're interested in ancient times, the first place you have to visit is the mysterious cistern in which you can smell history on its humid walls. Housing examples of modern art, the place will take you back hundreds of years with its striking light displays.

The tile section you'll come across at the ground floor has a soothing effect. Could the source of this serenity be the use of Quartz that harbors powers that drive away negative energy, or the joy that the coral red, green and turquoise generate, it's hard to distinguish. The boutique features a rich collection of designs by such tile masters as Mehmet Gürsoy, Turgut Tuna, Mehmet Koçer, Adil Can and İbrahim Erdeyer. The most precious examples of the ceramic art that has prevailed on the Anatolian territory for over 8000 years are gathered right in front of your eyes. With a goblet, a cup, a vase or a special floor tile, this seems to be the easiest way to carry the splendor of the Ottomans to your house. To introduce yourself to the art of tile making which lived its golden age at İznik in the 16th century, you must see the products of the İznik Foundation which reflect the quality of those produced in the past centuries. If you enjoy feeling the remains of past lifetimes on the pieces you're holding, then Nakkaş has the best selection of antique tiles for you.

The jewelry section of the boutique is literally eye catching. Unlike the small and stuffy jewelry stores, this is a spacious area with the dizzying effects of gold, diamonds and colorful precious stones. From politicians to sportsmen, pop stars



Housing examples of modern art, Nakkaş takes you back hundreds of years with its striking light displays.





to famous businessmen, Nakkaş is the place all foreign tourists who come to Turkey definitely visit. People from all ages are able to find something that suits their taste among the rich product range. The work of designer Hakan Kaptan is so beautiful that he gained fame throughout Europe and America, thanks to all the foreign visitors.

This modern shopping center which borrows its name from the artisans who drew patterns on the carpets of the Ottoman Palace, houses a unique collection of 15 thousand carpets which reflect the fine tastes of the palace and the mastery of the artists. With two world-famous carpet experts among its founders, Nakkaş sells silk carpets used in the Ottoman Palaces, such as Sultani and Hereke accompanied by their quality certificates. While some carpet shops sell new carpets that are worn by accelerated ageing processes as antiques, Nakkaş features the finest examples of precious antiques and Uşak Carpets and kilims which are ever present in the country style homes in Europe and America these days.

“Oscar winning” carpets of Nakkaş

The value of the Nakkaş collections which bring together the classic and the modern, and history and today, is well known throughout the world. The best example of this are the awards known as the “carpet Oscars” which Nakkaş received with its two collections. Hand made carpets which are called Samsun and Zara, are produced in cooperation with the ICI firm, at a limited number of 500. Carpets similar to these premium quality “oldest new” wool carpets which are prepared and woven by ICI can only be found in museums. They have received the “America’s Magnificent Carpet Award” which is known as the carpet Oscar in 2008 and in 2009. Speaking



of the importance of the project and the two brands whose preparation took six years, the General Manager of Nakkaş, Mesut İnceoğlu points that they “provide the best quality woven products in their collections, produced in cooperation with carpet producers from all corners of Turkey. Our primary aim is to contribute to the continuation of the art of carpet making in Turkey and providing new expansions. That’s why being able to present carpets which are all pieces of art in their own rights with their color combinations, patterns and the number knots, and which are produced by ICI within the framework of a project they embarked upon to reinterpret the 16th and 17th century Ottoman carpets for the modern times, has been such a matter of pride for us.

Beauty of handicraft

Over 200 patterns were prepared for the Samsun and Zara branded carpets. With each pattern woven in different colors and sizes, at the end we came up with hundreds of carpets, each one different from the other. This special collection involved the handicraft of over 3000 weavers working at the ICI workshops. With a square meter of carpet woven by a single weaver in two months, the amount of effort put in by each worker is obviously tremendous. Besides; the compositions prepared on paper might need alterations during production. That's why colors and patterns are checked over and over. When a wrong color is used in a carpet, then the appearance of the 20 other colors change too. That's why we get the best quality models in hand weaving after a substantial amount of trials. As a result of the process which was handled so meticulously, here we are with a collection involving beautiful pieces that came to life after six years of preparation and three years of organization.” If your route brings you to Sultanahmet, don't ever leave the area without seeing these magnificent artifacts. Nakkaş, the place where history meets with art, will definitely embark you upon a wonderful dream voyage.

Nakkaş received the award known as the “carpet Oscars” with its two collections. Hand made carpets, called Samsun (below) and Zara, are produced at a limited number of 500.



Iznik Tiles originate from Anatolia and represent Turkish art all over the world.



TrendSetter

A MEDITERRANEAN FAIRYTALE

And goddess Athena presented
humanity with an olive tree..



PHOTOS: METİN BAKIRKAYA
STYLING: ECE ÇAĞLAR
STYLING ASSISTANT: GÜLSÜM SEVER

Olive oil soaps: **Kırlangıç, Ömer Soap, Komili, Katre, Aisha, Tarış Zeytin**



TrendSetter

- Skin scrub with olive oil by **Katre**
- Olive oil face cream by **Innova**
- Olive oil body lotion by **Prize Cosmetics**
- Olive oil hand and face cream by **Prize Cosmetics**





Liquid olive soap by **Kirlangic**
Liquid olive soap by **Komili**
Liquid olive soap by **Prize Cosmetics**

Olive oil hair care by **Tariş Zeytin**
Olive oil hair conditioner by **Prize Cosmetics**
Olive oil shampoo by **Komili**





Olive oil shower gel by **Komili**
Olive oil body cream by **Tariş Zeytin**
Olive oil shower gel by **Kırilangıç**
Olive oil shower gel by **Prize Cosmetics**

TURKEY'S SPAS

We take a look at our modern spa centers in the land where the hamam originated...

Words: Tuğçe Tekmen

The constraints and demands of modern working life offers little or no scope for flexibility when it comes to satisfying our most basic and natural needs. Spending 8 to 10 hours at a desk has come to be accepted as a normal part of everyday life. In such a demanding environment, rest and relaxation have become essential in terms of maintaining one's health and sanity. That's why we did a little research on Spa's, which are one of the most popular forms of relaxation today. Let's take a look at how to be at peace with your body, with a little pampering thrown in for good measure. Relaxation is the first principle of the massage and spa concept. When you go to a spa center you should learn what kinds of massages and spa therapies are on offer and pick the right one for you depending on what part of your body needs the most attention. Besides helping reduce the levels of stress and induce an increased feeling of relaxation in the body, massages also help improve the circulation and the general functioning of the organs. It relieves the tension that accrues in the muscles and reduces pain. But there's something important that has to be kept in mind: those who have serious ailments should not undertake spa therapy without first consulting their doctor. Because massaging intensifies and quickens blood circulation, those who may have some kind of infection can be at risk because massaging will increase the chances of the infection spreading throughout the body. Also, all the body's functions are in synch with biological points that are situated along various bodily pathways, or "meridians". So it's important to keep in mind that if undertaken without prior research, a massage and spa therapy may actually be harmful. The right amount of pressure has to be applied to the right points. You should always and only go to professional trained therapists. Massage may help indicate certain ailments before any symptoms have formed.

SPA CENTERS



MARRIOTT HOTEL ASIA PALESTRA SPA

There is a traditional Turkish Bath (or "hamam"), shiatsu, hot stone massage and the Palestra Special Massage, as well as the "Special Aquaspa Body Treatment" which are custom designed to cater to individual needs. Those who have a

massage session can also use the steam room, Turkish Bath and the indoor pool.

Don't miss: The Couple Suite Therapy

www.marriott.com

Tel: +90 216 570 00 00



PLEON SPA

With a 6.500 m² sports and fitness facility, Pleon Spa has virtually everything you're looking for in a spa center. They have a spa that has been designed in line with Feng Shui philosophy, and it's the perfect place for ultimate bodily and mental relaxation. Make a little time before or after work for a visit to Pleon Spa and guarantee of a healthier, more rejuvenated body and soul.

Don't miss: Latin aerobic dance classes and showers that combine Amazonian colors, sounds and influences.

www.pleonsportivo.com

Tel: +90 216 444 1 200

TITANIC OTEL OCEAN SPA

This place can be best described as a blend of Far Eastern and Turkish influence. It has a half-Olympic swimming pool, Turkish Baths and massage treatments making it a perfectly rounded out facility that has something for everyone. There's also spinning, taebo, gymstick, crunch, pilates, body pump and bosu classes on offer.

Don't miss: Kinesis and VIP classes in the pilates room.

www.titanic.com.tr

Tel: +90 216 453 50 50

ANANTARA

With spa centers throughout the world - including Bangkok, Phuket, the Maldives, and the U.A.E. - Anantara has a unique approach to spa therapy. Located in Astoria Shopping Center, Anantara has been chosen one of the best spa centers in the world. Besides their custom-made sessions for immediate and effective treatment, it's also a great place for special invitations.

Don't miss: The Luk Pra Kob aroma treatment procedure that involves the hot compress method that has been applied in Thailand for centuries, and also the Asian mystical manicure-pedicure treatment.

www.anantara.com.tr

Tel: +90 212 215 23 23



CITY ZEN SPA

An alluring blend of body, mind and soul, City Zen lives up to its name in terms of providing a Zen center that's conveniently located in the middle of the city. Located on the Metrocity Sosyal floor, the City Zen Spa and Pilates studios offer the services of seven trained Pilates experts and four massage therapists, two of whom are Balinese.

Don't miss: Zen Mis fragrance baths, Zen Body Polishing, Cellulite Reducing Zen Green Tea, Hu Na Hawaii Massage.

www.cityzen.com.tr

Tel: +90 212 344 09 59

ELITE WORLD HOTEL FIT LIFE HEALTH CLUB & SPA

Centrally located in Istanbul's central Taksim square, this spa center is the perfect place to leave all the day's stress behind. It has a high-tech fitness center and some great health drinks at the Fit Bar.

Don't miss: Sauna illuminated with special therapy lights.

www.eliteworldhotel.com.tr

Tel: +90 212 313 83 28

HILTON SPA

Besides Hilton's own Secret of Cupping and Equilibrium of Herbs therapies, the Hilton Spa also has various massage treatments as well as wrap and peeling therapies.

Don't miss: Honey Body Mask, Marine Body Peeling, Coffee Polish.

www.hilton.com.tr

Tel: +90 212 315 60 00



HOLIDAY INN SPA

Situated in Istanbul historic city center in Topkapı, the Holiday Inn has various massage therapies as well as a Turkish Bath where you can be treated with special soaps.

Don't miss: The skin-cleansing Gold Peeling and Synergetic massage (the only spa in Turkey that has this massage treatment)

www.hiistanbulcity.com

Tel: +90 212 530 99 00

LAESPARK HOTEL SAĞLIK MERKEZİ

Aiming to make sports and treatment a fun and entertaining activity, the LaresPark Hotel Health Center also takes care of pre- and post-sports treatment that is all topped off with its excellent vitamin bar.

www.laresparkhotel.com.tr

Tel: +90 212 313 51 00

W HOTEL DAY SPA BY ESTÉE LAUDER

Who wouldn't want to treat themselves to some beauty and pampering in the unrivaled surroundings of W Istanbul? They have 31 different therapy and massage treatments using Darphin products.

Don't miss: Darphin Time Defier and the Darphin Vitality Surge which revitalizes the skin and body.

www.starwoodhotels.com

Tel: +90 212 381 21 21

WHAT DO THESE SPAS OFFER?

Thalasso therapy

First begun in Mediterranean countries, Thalasso Therapy involves the use of 33-35 degree hot water for treatment purposes. It cleanses, balances and nourishes the skin. It first opens the pores and enables minerals to be soaked into the skin. It's also beneficial for orthopedic ailments and inner diseases. Furthermore, Thalasso Therapy is good for the joints, quickens blood circulation, and reduces tension and spasms. It helps rid the body of toxins and thus prevents varicosis and edema.

Twins massage

This involves two therapists working at the same time and providing a deep relaxation effect.

Ozon Therapy

This therapy rids the body of edema and toxins and involves the burning of 200-450 calories in a single session.

Hot Chocolate Massage

This massage treatment is meant to stimulate all five senses while also providing improved blood circulation, anti-oxidant effects and cell repair, ridding toxins, delaying the aging of cells and providing elasticity to the skin.

Indian Head Massage

This treatment involves the application of pure oils to the body, back, neck, shoulders, scalp and hair. It relaxes the mind and helps relieve emotional stress at the same time.

Klang Massage

This treatment blends 16 different minerals and is applied via the use of handmade chimes and pots. This sound massage was first developed in Nepal and it involves the placing of pots on various part of the body which are then struck to create a therapeutic sound vibration that spreads throughout the body. It enables you to realize the power of self-healing.



Infrasalair Sauna

This treatment helps rebalance the body's mineral needs. It involves 84 varieties of minerals from the Himalayas applied via salt steam. It's also very good for ridding toxins from the body.

Reflex Foot Massage

This massage targets various reflex points found on the soles of the feet and helps the organs function smoothly. It induces relaxation and vitality.

Honey Therapy Massage

This all-body massage involves honey and is excellent for combating calcification. It quickens the blood circulation and opens the pores. The medicinal effects of honey help replenish and rejuvenate the skin.

Renewing Spring Care

This treatment involves the application of a special mask that helps soothe the skin and eradicate blemishes, offering lasting replenishment and vitality. The skin is first cleaned and the right type of gel is applied, providing improved circulation through tonic and peeling. After applying steam, a squeezing process helps clean out all the oils and clogged pores. A mask and serum is applied for the eyes and face. The final step is a moisturizing massage.

Modeling Breast Care

This treatment is aimed at the breasts, and it provides perfect shape and form through the application of a skin-tightening mask.

Thermo Modellage Care

This is a cellulite therapy that is applied mainly to the thighs, waist and breasts. Special masks are also used. It's generally applied as a support to cellulite treatments, and also cleanses the skin.



“WE’RE INTRODUCING NEW PRODUCTS TO THE MARKET”

We spoke to Flormar’s marketing director Arzu Kartal about the rapidly growing brand.

Interview: Serli Gazer



Can you tell us a bit about Flormar?

Flormar’s history goes back to the 1950s. Established in Milan, Italy, the brand shifted its entire production to Turkey in 1972 and got the brand license soon after. Thus began the 37 year old journey of Flormar in Turkey. Having entered the market with nail polish, Flormar enhanced its success within the market day by day and soon became the leading nail polish choice of Turkish women. After commencing its operations, Flormar carried its success a step further by entering the color cosmetics and perfume markets. Since that day, we’ve been providing consumers with a wide range of high quality and reasonably priced products.

You’re widening your product range each day...

Yes, we’ve achieved further success since 2004 by introducing skin care products and personal care products. Side by side with important global multinational zone, Flormar continues to operate as a giant brand in its 15,000 square meter closed facilities with a production capacity of 7 million units per month.

What led Flormar top open up to the international market?

The high levels of customer satisfaction and market leadership that Flormar achieved in the domestic market.... Opening up to the world in 2000 with its own brand, Flormar now exports its products to 65 countries on 4 continents – all the countries of the Middle East and the Balkans, whole of North Africa, European countries like Italy, France, Portugal, Sweden, Greece and far away destinations like Venezuela and Pakistan.

How about the stores?

Having worked with dealerships within the perfumery and chain store establishments up until 2008, we decided to establish our own retail kiosks and entered the harsh world of retailing with 36 years of experience.

What type of products does Flormar have?

We have two product ranges, make-up and perfumes.

What’s the most popular product?

Our most popular product is nail polish. However, our eye

TRIED & TESTED

shadow and lipstick product groups come a close second and third.

You have serious initiatives regarding R&D.

While closely following what's happening in the world, we continue to introduce innovative products to the market with special, patented formulas of our own. As our management lends serious support to such activities, we spend around 2 million dollars annually for R&D projects.

Towards the end of last year, you released a perfume as well.

Since December 2008, our perfume sales are quite high, including overseas sales. We reach significantly high levels of sales, especially on special dates. For the Turkish market, we've prepared plans to introduce a product that women from all corners of the country would like to use. All women between the ages of 20-55 are within our target group.

Do you take part in international fairs?

We do take part in international fairs. Annually, we participate in the Beautyworld Middle East and Cosmoprof fairs in Bologna and Dubai. Additionally, we take part in fairs that are organized in our target countries. Our worldwide distributors are also introducing our brand in their own regional fairs.

It's often said that cosmetics firms have not suffered from the effects of the global crisis, but in fact benefited from them. What do you think about this?

In 2009 Flormar continued to grow. Especially packaging renewals, logo renewal and quality enhancement has contributed a great deal. Flormar will end the year with a growth rate of at least 10 %. After the crisis, local and global cosmetics firms will continue to grow at a rate of 10 % and higher.

What type of precautionary measures have you implemented to ensure a minimum damage from the crisis?

Our biggest advantage is that we have a very good finance manager, who foresaw the crisis and urged us to take precautionary measures. As a result, we revised our budgets and moved on. We managed to overcome this period without resorting to a reduction in our work force.

What do you think is the main cosmetic/beauty product that everyone must own?

Mascara, eyeliner and concealer.

Flormar's latest products reflecting the season's trends and the company's immense experience were tried and tested by our cosmetics editor Nil Otova...

Photos: Tuna Yılmaz



THE TURBO BOOST MASCARA really keeps its promise. It has a soft texture and its brush grabs the lashes one by one, curls them and increases their visibility. As it adds a natural beauty to the lashes, I can easily recommend it as mascara.



SUPERSHINE LIPSTICK has Shea Butter in it and with its soft texture; it's very comforting to the lips when applied. It gives a natural shine in 21 different colors.



TERRACOTTA QUARTET EYE SHADOW provides four different and harmoniously sparkling shades of eye-shadows in a single case. No 87 which combines black, grey, silver and white is ideal for Smoky Eye. This range has ten different color combinations.



EAU DE PERFUMES The names of the perfumes are really attractive: Soul, Heart, Touch and Mind. The perfumes are sweet in general with sugary notes dominant at the beginning. Later on, as the perfume is absorbed by the skin, it gets lighter and generates a nice and natural scent.



TWO NICE BLUSHES: Blush-On has 12 color choices. It's light and has a soft texture, producing a natural effect once applied. Terracotta Blush-On is especially perfect for tanned skin as it adds sparkling color to the face. It comes in 7 different color choices in a mirrored case.



“COSMETICS IS NOT A LUXURY, IT'S A DAILY NEED.”

Mehmet Akat, the general manager of Akat Kozmetik, told us about his firm which was chosen the “Export Firm of the Year” in 2007.

Interview: Serli Gazer



Could you please tell us a bit about Akat Kozmetik?

Akat Kozmetik, with its past of 30 years in the aerosol sector, has stood out as a pioneering firm and continued its success in the cosmetics sector for the last 20 years.

With its pioneering character, the “Akat signature” has led to a significant increase in innovative competition between producing firms. As the Akat Family, we embraced the achievement of perfection as our fundamental philosophy. We believe that we’ve strengthened Turkey’s position within the global market with our original package designs and distinctive essences. We employ 200 people in our facility of 30.000 square meters, and the production capacity is at 160.000 units per day. Domestically, we reach the consumers through cosmetics depots, perfumeries, supermarkets and hairdressers. As Akat Kozmetik, we export to more than 50 countries and we’ve been chosen as the “Export Firm of the Year” by the Cosmetology Educators Association in 2007.

How long have you been involved in this business?

I’ve been in this sector for 25 years.

What type of products does your firm have?

Deodorant, perfume, hair spray, hair mousse, room spray, glitter spray, color hair mech spray, cologne, after shave balm and auto silicone.

What’s your most popular product?

Fiery deodorant, Fiery eau de parfum, Freedom deodorant, Akat 2000 luxe deodorant, Akat 2000 perfume, Akat Gardi hair spray and Akat Gardi hair mousse are among our popular products and they’ve been under the spotlight in 2009.

You’ve been chosen as the Export Firm of the Year.

Where do you export to?

We export to the Middle East, Asia, North Africa, Balkans, Europe and the Commonwealth of Independent States (CIS).

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Our cosmetics editor Nil Otova tried and tested Akat Kozmetik's wide range of hair care and styling products, as well as the perfumes for men and women.

Photos: Tuna Yilmaz

Which international fairs do you participate in?

Beauty World Dubai, Plma Netherlands, Cosmoprof Italy and Beauty Eurasia Turkey.

What's the current situation of the cosmetics sector in Turkey? What do you foresee in the future? What should be done?

The purchasing power will increase in Turkey when the inflation decreases and the economy gets better. As a result, the consumption of cosmetics will inevitably increase. However, one mustn't regard the lack of consumption only in terms of economic circumstances. Education of the masses is also very important. Exportation must be encouraged too. This would convince those firms who shifted production to other countries to return to local production and sending their products to other countries from Turkey. In addition to this, universities and other organizations should initiate departments providing education in cosmetics and they must be encouraged to do research in cosmetics.

What do you think about the usage of care products in Turkey?

The rates of usage of cosmetics products per person are much less in Turkey, compared to Europe. In Europe, the usage of deodorant per person is 10 times higher than it is in Turkey. However, as the consumer becomes more aware, the usage of care products increases by the year. The results of our local research regarding deodorant-deodorant spray-deodorant cream are available below.

How has your firm been affected by the global crisis? As it's claimed in general, have you benefited from it as a cosmetics firm?

Cosmetics sector has been negatively affected by the crisis, as is the situation for all sectors. However, the level of export, especially in aerosol products in Turkey has been increasing despite the crisis.

What's the main cosmetic/beauty product that everyone must own?

Cosmetic products help people feel better about themselves, increase their self esteem and provide health benefits too. Using deodorants and perfumes, applying skin, hand and body creams, shampoos, hair colour and hair styling products, aftershave balms and waxing are not luxuries, they are daily needs. Personal care is indispensable. In my opinion, all of these products are among the ones that everyone must own.



AKAT HAIR GLITTER SPRAY,

adds gold, silver or deep multi crystal sheen to all types of hair. As it's produced with a volatile base, no hardening on the hair has been observed. The shiny bits are easily washed away.



A 2000 WOMEN EAU DE PERFUME,

The range is made up of really feminine perfumes that are easily absorbed by the skin and are quite long lasting. The colors tell it all: Yellow is floral, pink is fruity floral, blue is oriental vanilla and etc. There are 9 choices in this range.



AKAT GARDY HAIR SPRAY,

adds a natural sheen and softness without hardening the hair. The spray can't even be felt after application. There are two choices of sprays formulated for oily and normal hair types.



A 2000 MEN EAU DE PERFUME, Good presentation. The perfumes are really masculine but also quite romantic and long lasting. There are a wide number of choices too.



A 2000 LUXE WOMEN AND MEN,

Carrying the notes of the eau de perfume range, the products in this range get rid of bodily odors. It's lighter than the original series, albeit providing the same choices.

"A 68 YEAR EXPERIENCE"

We talk to Dalan Kimya product development and cosmetics director Sibel Tüzün about their company's past and present.

Interview: Serli Gazer



Could you please tell us a bit about Dalan? Our company started off producing 'bagasse' (pirina) soap from 100% olive oil essence in 1941. In 1976 we started modern soap production in our new facilities, and in 2006 we added our cosmetics facilities to produce liquid soap, hand cream, shaving cream and shampoo. I can say that Dalan Kimya is the largest manufacturer of 100% olive oil essence bagasse soap in Turkey.

Tell us about your products...

We bring together years of experience, quality, our institutional advantage and the latest technologies to produce personal hygiene products such as soap bars, liquid soap, shower gel, body lotion, hand cream, shaving cream and shampoo, as well as industrial products like chips and granules. We also produce articles like exhibition soap, laundry soap, bath soap, beauty soap and powdered soap for special brands like Dalan, Alara, Cindy, Diana, Roxy Nancy, Adalya and d'Olive, and shaving cream, hand cream, shower gel and shampoo for Dalan, Roxy and d'Olive.

What do you think about market leadership?

We believe market leadership can be attained through

institutionalization. Since 2006 we've restructured our organization by increasing our employees' responsibilities through greater emphasis on training, education and orientation programs so as to optimize the work process while cutting down costs. By successfully directing the coordination between our various departments like production, product development, marketing, sales and exports, we've aimed at manufacturing the right products at the right prices and the right time to suit consumers' needs. Our aim is to produce environmentally friendly and hygienic products that are high in quality and that satisfy all the needs of consumers.

You also engage in ecologically friendly work...

We know that our environmental responsibility doesn't end with the production and distribution phase. Through a joint project we're undertaking with ÇEVKO - who are authorized by the Ministry of the Environment and Forestry - we're ensuring that all our discarded packaging is recycled.

You have quite a few successes in the field of packaging.

Yes, we've garnered quite a few successes in packaging competitions since 2000. Among these successes are the TSE Golden Package (TSE Altın Ambalaj) and the World Star awards.

How long have you been working in this sector?

Exactly 17 years.

What's your star product?

Dalan %100 natural, %100 olive oil bagasse soap. This soap has all the natural wholesome goodness that comes from olive oil and that works wonders in terms of keeping the skin healthy, vibrant and alive. That's why there's so much demand for this product. We've been making this soap at the same quality since 1941, and it's our most special product.

Your d'Olive sets are made from Aegean olives. Why?

We place a lot of importance in the quality of the olives we use to produce our soaps. We've been making bagasse (pirina) from olives picked from the Aegean region according to traditional methods and procedures. So the quality of the olive oil is essential.

You also have shaving products for men. What distinguishes these products from other brands?

When making product designs it's always very important to consider what is most marketable. The way to determine if your product is suitable or not is to make sure that it satisfies all consumer expectations and meets all the necessary quality standards.

What countries do you export to?

We export to 132 countries on five continents. We occupy a 20% market share of all exports of solid soaps in Turkey, and we're among the top three companies when it comes to exports of personal hygiene products.

What's the state of the Turkish cosmetics sector today? What are your predictions for the future?

Turkey has a lot of advantages due to its geographic location and also for the fact that it can easily synthesize Eastern and Western attitudes and trends to produce practical, fast and reliable products and solutions to suit different countries and cultures, with the potential to go from being a "soap producing country" to also being a "cosmetics producing country".

Which cosmetic/beauty product do you think everyone must have?

Due to changing climatic conditions, people have a need now for products that also have a protective aspect to them. That's why every household needs creams and lotions that also protect from the harmful effects of the sun's rays.

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We tested a selection of products from the two different ranges of cleansing and care products prepared with an olive oil base: Dalan d'Olive and Dalan Therapy. Cosmetics Editor: Nil Otova
Photos: Tuna Yilmaz



DALAN OLIVE OIL GREEN SOAP

d'Olive range's basic product, the pure olive oil green soap, generates a feeling of cleanliness on skin, hair and body thanks to its soft foam. With its refreshing scent, its appearance and the comprehensive information provided on the packaging, it stands ahead as a trustworthy cleansing and care product. Harboring all the qualities of olive oil – which is rich in vitamin E and antioxidants – the green soap stands firmly in the market as Dalan's premium essential product.



LIQUID SOAP The Hand Wash with olive oil from the Dalan d'Olive range. This liquid soap has a soft texture which doesn't stick to the hand, and a lovely perfume. The seemingly endless foam of liquid soaps is absent in this product. Resembling olive oil with its color and perfume, this liquid soap is presented in an attractive bottle with a pump which can be blocked when not in use.



MOISTURIZING HAND & BODY CREAM

Dalan d'Olive Moisturizing Hand & Body Cream with Olive Oil. The perfume used in the other products of the range is evident in this thick textured and fast absorbing moisturizing cream as well. It is recommended for all skin types – including sensitive skin – thanks to its soothing soft texture.



THERAPY LIQUID HAND SOAP

Dalan Therapy liquid hand soap range is made up of products harboring a nice and lasting perfume which will attract all consumers: wild roses & almond oil, white tea & aloe vera, lavender & thyme and silk protein & shea butter... The newcomer of the range is the antibacterial liquid soap which will be very useful in the kitchen. They all come in lockable pumped bottles.

“THE BEAUTY THAT COMES FROM HERBS”

Kurtsan’s Otacı brand has been marketing its herbal products since 1995. General Director Aylin Onur tells us about the company’s history.

Interview: Serli Gazer



When was Kurtsan founded? What is its story?

The Kurtsan group was established in 1995 with the aim of always putting people’s health first. Today the Kurtsan group is comprised of three major companies: Kurtsan İlaçları (Kurtsan Medicine), Kurtsan Medikal (Kurtsan Medical) and Otacı A.Ş. We have 320 employees and our products are sold in pharmacies, hospitals, markets and perfumeries throughout Turkey.

You place great emphasis on your social obligations...

Yes, through the Kurtsan Science and Arts Education Foundation (Kurtsan Bilim Sanat Eğitim Vakfı) we grant scholarships to successful students.

Your most important brand is Otacı...

That’s right, one of the most important brands of the Kurtsan group is Otacı, a word which in old Turkish means “Doctor”. The first products of the brand are herbal lozenges that first went out on the market 25 years ago. The herbal lozenges were followed by herbal shampoos.

What distinguishes Otacı from other brands?

Otacı unites traditional therapies and treatments with modern technology, making it one of Turkey’s most unique and trusted brand names. It’s also the first company to get a patent from the local medical industry. Our herbal shampoos are prepared with vegetable and herb extracts, with no added coloring or other preservatives involved.

TRIED & TESTED

How long have you been in this business?

I've been at the Kurtsan group for 14 years now as general director.

What products are included in the Otacı brand?

Herbal shampoos, soaps, children's products, foot care products, hair and skin care products.

You're also working a lot with massage and spa oils. Can you tell us about those?

Spa centers are increasing in Turkey. Whether they are spa centers in hotels or independent centers, our aromatherapy oils are widely used. Those who'd also like to buy our oils retail can find five different types of oils sold in 150 ml bottles at most pharmacies and perfumeries.

Your products are 100% herbal. Why?

Yes, they are completely herbal and natural. We believe in the healing power of nature and we want to share this belief with our customers, offering Turkish people - and the whole world - products that are reliable, natural and of only the best quality. We're a company that started using 100% natural herbal ingredients back in the 1950s, way before there was any such concept as "alternative medicine" or "natural living".

What countries do you export to?

The Middle Eastern and Arab countries mostly.

Do you participate in international fairs?

We follow cosmetics and medical fairs closely, and promote our products from our stands at those fairs.

How widespread are personal care products in Turkey? Is there a growth in this sector?

There are many factors that affect the sale of hair and skin care products. The first and most important factor is economic. Especially the sale of foot and skin care products has a lot to do with economic factors. Also, the sale of our hair-care products has been increasing every year.

What are the products that every household should have?

Nature provides everything in ample amounts for everyone. We suggest that people make the most of these products we offer which combine nature's wholesome goodness with modern technology.

Otacı, which is well known by its herbal products adds its personal signature to perfume products, following its popular soap and shampoo ranges. Our cosmetics editor Nil Otova has tried and tested our selection of products by Otacı.

Photos: Tuna Yılmaz



OTACI NATURAL SOAP,

We learn from the brief but informative leaflet attached to the Otacı Natural Soap series that they include soaps with nettle, lavender, bay leaf and sweet gum extracts, as well as the Otal tar-sulfur soap. The soaps come in individually colored boxes and there's also further information attached providing short facts about the plants used in the soaps. The soaps have soft foams, they leave a nice feeling of cleanliness, and the results are stunning.



OTACI AROMATHERAPY MASSAGE

OIL, The content of the Otacı Aromatherapy Massage Oil – which is presented as heating oil – is provided on its box. The soothing effect of the easily absorbed oil is felt right away. Thanks to the sweet scented plants that are added to the content, such as apricot seed, bay leaf, clove, mint and eucalyptus, the massage oil leaves a warm and nicely scented perfume on the skin.



OTACI SHAMPOOS, Among the Otacı shampoos, the one with plant extracts is an instant pleaser with the nice perfumes of the plants added to its content: sage, mint, melissa, rosemary, thyme, lavender and daisy are only some. Once used, it leaves a feeling of a soft and nicely perfumed hair with great volume.



Inspire Me



BEAUTY IN ITS PUREST FORM

When you think of soap, the first product that comes to mind is Sunucu's new soap Aqua, which offers a refreshing and pleasant tropical aroma that both cleans and rejuvenates all at once. The soap is produced with the essence of tropical fruits like mango and papaya, and also contains aloe vera and cream, giving it a moisturizing dimension that ensures your skin not only stays clean but also fresh and alive.

www.sunucusoap.com

AN END TO ACNE >>

That nightmare of our adolescent years, that blight and source of endless frustration and embarrassment that marked us as teenagers, is now a thing of the past. Dr. Medica's new Acnevit series puts an end to acne, with its serum, gel and body lotion. The serum includes vitamin C and has an antibacterial effect on the skin that fights the toxins that dwell on the epidermis. The body lotion augments the effects of the serum and enables the continuation of a sterile environment on the skin. If you're sick of the pimples and other blemishes on your skin, then Dr. Medica's new Acnevit is definitely worth trying. You won't believe the results.

www.drmedica.com



SPRING FRESHNESS INDOORS

Stale air is a problem in any house or office.

Especially crowded indoor spaces have this problem. But now, thanks to Discover, stale air is a thing of the past. This device ensures clean and fresh air, and has four main characteristics all rolled into one: air purifier, humidifier, freshener and also aesthetic decor. All you need to operate this apparatus is normal tap water and 220-230 volts of electricity. If you would like every lived space to be as clean and fresh as spring, then

Discover is an ideal choice. Try it and feel the difference.

www.discover.com.tr

A FRESH NEW BODY

Tanalize Kozmetik's new Farmasi body shampoo has the essence and fragrance needed to turn a shower into a pleasurable experience. Farmasi includes the essence of berries, peaches, cherries and lemon and also includes vitamin E, glycerin and aloe vera giving vibrancy and brightness for the whole body. If you too would like to experience freshness and relief that lasts the whole day, then Farmasi is the product to look out for.

www.farmasi.com.tr



FOR HEALTHIER TEETH >>

We all dream of white and healthy teeth. A good toothpaste is the essential ingredient to lasting and healthy teeth and gums. Yaşarlar Kozmetik's new Fresh White has been developed to cater to different needs and features a special formula that makes it a very strong and effective toothpaste. There are also different varieties of Fresh White, such as the anti-tartar for smokers that contains powerful triclosan formula and other active ingredients that are meant to provide a perfectly healthy and clean oral environment to last the whole day. When used twice a day you'll immediately see the benefits of this excellent new product.

www.yasarlar.com.tr



SOFT TOUCHES

Ear care has an important place when it comes to personal care. Arsan Kimya's new Ultra Compact cotton swabs enable you to easily clean out your ears. These ph 5,5 swabs are made from 100% cotton. Another product that the company produces is make-up removal cotton. This practical product is designed to relieve women of a big burden with its slightly moist surface, ensuring that the make-up comes off within seconds.

www.arsankimya.com



A MORE PLEASANT SHAVE

Men know that shaving can often be more of a bitter chore than a pleasure. Sensitive and irritated skin is something men always have to deal with after shaving. The new Arko Shaving Series turn this chore back into a treat. The Arko shaving cream has a cooling effect on the skin that ensures the smoothest and closest shave possible. Then there's the three-effect aftershave cream and the aftershave balm that completes the perfect shaving experience. If you'd like to have a fresh, clean and enjoyable start to the day, then the Arko Shaving set is perfect for you.

www.adamgibbakim.com



DON'T FORGET YOUR LIPS

Sea, sand and fun come with unwelcome side effects - namely dry skin and lips that suffer the brunt of the hot sun's rays. Isabelle Dupont's SPF20 Lipbalm includes a sun protection factor of 20 that ensures that your lips not only stay moist but also are protected from sun burn. Lipbalm comes in various different aromas and is ideal for solid lip protection whether in summer or winter.

www.gizcosmetics.com.tr



ALWAYS BY YOUR SIDE

Women always have some make-up with them. Çimen Kozmetik's new Blotto's Premium perfume is a wonderful contribution to this tradition. With its specially designed bottle and four different fragrances, Blotto's Premium has something that could take care of every situation. If you'd like to carry these wonderful aromas on you at all times, then Çimen Kozmetik's new set is perfect for you.

www.cimenkozmetik.com



NO MORE HAIR LOSS

Hair loss is a real nightmare, especially for men. Naturel Kozmetik's new product Pronwer is a hair maintenance set that is comprised of a serum and shampoo that make hair loss a thing of the past. Thanks to its natural herbal essence and its active ingredients, Pronwer strengthens hair and hair roots, decreasing hair loss while helping the string growth of new hair and ensuring the maintenance of a healthy, vibrant scalp.

www.pronwer.com

Inspire Me

vértigo flor



THE SCENT OF PASSION: VERTIGO FLOR

Perfume has inspired attraction and passion for centuries, and Vertigo Kozmetik's new Vertigo Flor takes it to a whole new level. Vertigo Flor has the fragrance of rose - the symbol of love - and its extraordinary aroma invites you to experience the adventure of amorous delights. Be ready to impress all around you with the specially designed bottle and the strong and lasting scent. This little bottle that brings together love and passion, promises much. If you'd like to put your love feelings into motion, then Vertigo Flor is for you. www.spakozmetik.com



PROTECT YOUR NAILS

Well groomed and well tended nails are always attractive. For the best in nail care, Monna Kozmetik has a great idea: the new Pineapple nail care set. Now better nails and hands are within your grasp. The Pineapple varnish gives your nails a shiny gleam, while the other product in the series will prove to be a wonder for those who suffer from the effects of nail biting. If you ask why, it's because the Pineapple nail polish has a bitter taste that prevents nail biters from indulging in their habit. So, for healthy nails, look no further than Pineapple. www.monna.com.tr

FOR A HEALTHY TAN

Everybody knows about the harmful effects of sunlight on the skin. That's why it's so important to use products that also include protection from sunlight. Ari Kozmetik's new product İlayda Secure is a sun protection set that is perfect for those who'd like a healthy tan without all the harmful consequences that might come with it. İlayda Secure sun cream filters out the UVA and UVB rays to offer a lasting and healthy bronzed tan. The sun milk also has this effect, although this is particularly recommended for sensitive skin. Make sure to apply the product 10-15 minutes before you step out into the sun. The final product of the set is the shower gel, and this provides the vitamin support that rejuvenates and replenishes the skin and hair after the tanning is completed. For optimum health, be sure to bring the İlayda Secure set with you on your next holiday. www.arikimyasanayi.com



HIDDEN IN THE PURITY OF NATURE

Nature has always offered its bounty for our use, holding a treasure trove of health, vitality and life for good wholesome living. Arba Kozmetik's new soap Joyce is inspired by nature. The aroma is acquired from fruits - the symbol of rejuvenation and freshness - and Joyce is an exceptional way to ensure that your skin gets the rest, freshness and care that it deserves. www.joyce.com.tr



SPOIL YOURSELF

Two of the most worn out parts of the body are your hands and feet. Beşyıldız Kozmetik's new Depicare brings a new dimension to foot and hand care. This special new powder which includes Provitamin B5 and vitamin E, keeps the skin moisturized. It lightens the skin color, and provides a refreshing and clean feeling. For hands, add one measure to warm water, and for feet add two. Place your hands or feet in the mixture for just 10 minutes, and that's it. We think your hands and feet need to be spoiled more. www.depistar.com



RELIABLE SPECIAL DAYS

Women's special days are now very comfortable and reliable with Else Hygienic Pads which feature a wide adhesive surface and super absorbent particles that ensure dryness and cleanliness throughout day. With its soft wings and odor repellent characteristics, Else brings a new dimension to hygienic pads. It comes in two types: normal winged and super thin winged, making it the perfect choice for those special days. www.aslanbaba.com.tr

UNDER CONTROL >>

Hair is something that completes beauty, and yet it seems the most difficult to put into the right shape. It usually takes hours of sitting in a hair dresser to get your hair just the way you want it. But now an old ally is making a comeback: hair spray. One of these sprays is designed to be just what you're looking for.

Souvenir: This spray is very strong and is suitable for professional use. 300 ml. www.akatkozmetik.com.tr

Dalize: This spray has a multivitamin complex and is ultra strong and suitable for professional use. 450 ml. www.dalize.net

ECI: This spray provides volume and control, offering maximum strength. Suitable for professional use. 750 ml. www.soracosmetics.com

Fixation: This spray has a multivitamin complex and is ultra strong and suitable for professional use. 500 ml. www.aakozmetik.com

Fonex: This spray is very strong and is suitable for professional use. 400 ml. www.fonex.com.tr



BEAUTIFY YOUR EYELASHES

FE eyelash curlers ensure thicker and curlier eyelashes. If you're looking to draw all eyes toward you, then just get those eyelashes nice and curled by bringing the curler right in the middle and pressing it down. Keep it pressed down for a few seconds and then release. You won't believe the results. www.atasgroup.com



Inspire Me



◀◀ ADD A SPARKLE IN YOUR EYE

Flormar has five different color options to add that beautiful sparkling effect to your eyes. One of the most important aspects of facial beauty, eyes come out prettier and more dominant depending on what kind of color you pick and how it goes with your skin color and complexion. Flormar is the right choice if you'd like to enhance your ocular beauty. www.flormar.com

FASHIONABLE COLORS ▶▶

You don't need to go to the hair dresser to change your hair color. Lilafix's new Fashion Color series can provide you with a new hair color within just 15 minutes. After the 15 minute wait, wash your hair with plenty of water. The Lilafix Fashion Color series comes in a wide variety of colors and takes hair coloring from being an annoying chore to once again becoming a pleasure to look forward to. www.lilafix.com



TREAT YOUR HAIR ▲

Hair care is essential, especially for women. And of course the single most important thing for hair care is a hair brush. Vepa uses its cutting edge technology and expertise to create products that marry aesthetics with functionality. Vepa's Natural, Professional Design and Master hair brushes are perfect for whatever your need. www.vepa.com.tr



◀◀ FULLER LIPS

One of the most important aspects of feminine beauty is full lips. Golden Rose's ultra shiny Lipgloss will keep your lips looking shiny and attractive. Make sure to try the enchanting red effect of Golden Rose. www.goldenrose.com.tr

Color of the health: orange

We choose the best liquid soaps for you, which are sensitive, hygienic and anti bacterial...

FARMASI APRICOT hand wash. Savon liquide with vitamin E. *Tanalize Kozmetik* www.farmasi.com

NADA ORCHID liquid soap. Global Horizon Hygienic Product www.globhorizon.com

OLIVE LINE hand&face soap. It provides 100% cleaning and skin care thanks to plenty of foam, its neutral pH value is compatible with your skin. *Pereja Cosmetics* www.pereja.com.tr



NILY hand cleaning liquid. With extra hygiene. *Saruhan* www.saruhan.com.tr

MIRAY liquid soap. Suitable for all kinds of skin. *Miray Kozmetik* www.miray.com.tr

TANGO skin care Formula. PH 5.5 anti bacterial. *Kozmo Kimya Sanayi* www.kozmokimya.com



ULTRA COMPACT liquid hand soap. Cleaning and at the same time providing care moisture for your skin. *Arsan Kimya Sanayi* www.arsankimya.com

DURU MOODS energy liquid soap. *EVYAP* www.evyap.com.tr

SENSEV liquid cleaner. PH 5.5 with tropical extract. *Sifa Kimya* www.sifakimya.com

PAXI liquid hand soap. PH 5,5 with tropical extract. *Seba Kimya Sanayi* www.sebakimya.com.tr



LANA liquid soap antibacterial. Extra moisturizing, nondrying formula. *Global Horizon Hygienic Product* www.globhorizon.com

EUROMIS hand soap. Euromis liquid handwash has been specially formulated and contains moisturizing agents to help soften & nourish your hands even when used regularly each day. *Euromis Co.* www.euromis.com

SEN liquid hand wash. Natural moisturizing effect with glycerin & vitamin E. *Kozmoplus Kozmetik* www.cosmoplus.com.tr

CONTACT FILE

PERSONAL CARE PRODUCTS

SOAPS AND CLEANING PRODUCTS
HAIR CARE AND COLORING PRODUCTS
MOUTH CARE PRODUCTS
DEPILATORIES
HYGIENIC PEDS
BABY CARE PRODUCTS
MEN'S GROOMING PRODUCTS

MAKE-UP PRODUCTS AND COLOUR COSMETICS

MAKE-UP AND MAKE-UP REMOVER PRODUCTS
EYE CARE AND MAKE-UP PRODUCTS
NAIL PRODUCTS

SKIN CARE PRODUCTS

SKIN CARE PRODUCTS
SUN CARE PRODUCTS

FRAGRANCES

FRAGRANCE AND ANTIPERSPIRANT
INDUSTRIAL OILS
AIR FRESHENER PRODUCTS



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The companies listed are all members of IKMIB.
The list is in alphabetical order.



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS

**AGROSOL DIŐ TİC. LTD ŐTİ.**

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 info@agrosol.eu

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SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



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PERSONAL CARE PRODUCTS

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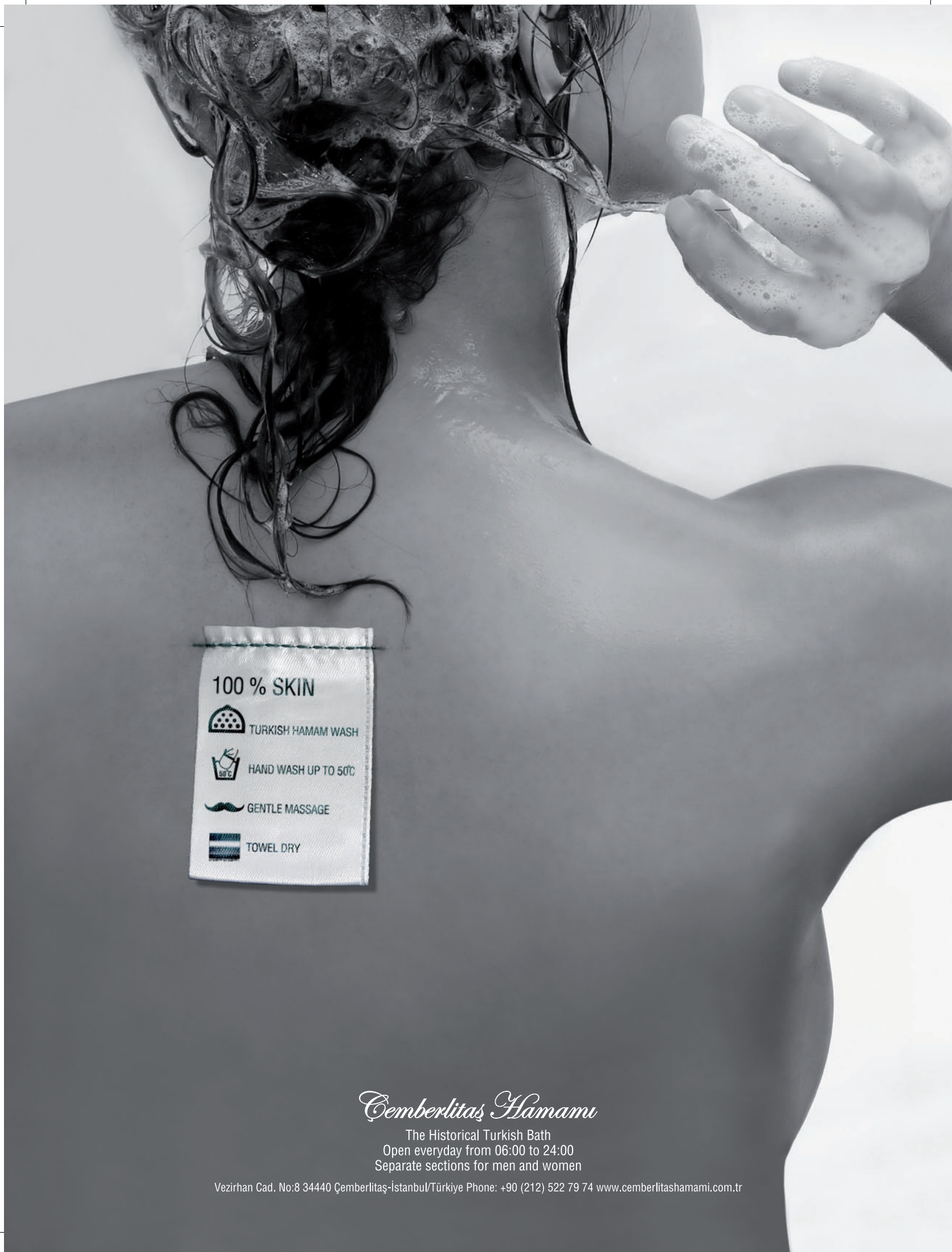
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