

Beauty LAND

TURKEY

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Turkish Bath
in Luxury Hotels

204

BEST BUYS OF THE YEAR 2011

- *essential oils *sun care
- *make-up *hamam
- *shaving foam *baby
- *hair brush *depilation

**DESIGN
TURKEY 2010
AWARDS**

ATOUCH OF HEALTH & BEAUTY

AROMATHERAPY

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Ending 2010 amidst tremendous success, the Turkish cosmetics sector is making a healthy entrance to 2011. Growing together with the industry, BeautyLand continues to remain close to all the actors of the cosmetics world. We have a fresh new year ahead of us with a busy schedule full of international fairs, new products and striking developments to inform our readers about.

Our Spring 2011 issue will be representing us at Cosmoprof, one of the most important cosmetics fairs in the world. Cosmoprof, which will take place in Bologna, Italy, on 18-21 March 2011, will enable us to reach out to firms, consumers and buyers coming from all four corners of the world.

In our previous issue we introduced you to the wonderful world of Hamam. Now we're letting its doors wide open, focusing our attention on its modern interpretations and discovering how hamams are being revived in the spas of world famous hotels.

Our journey into the past does not end here. We reserved our Scope pages to aromatherapy and herbal oils. We'll be looking at how these herbal oils – used all around the globe for thousands of years for health and beauty – were being used in Anatolia, Mesopotamia and Rome, also touching upon their modern uses.

Turkey's first aromatherapy brand Aisha is featured in our Profile pages. We'll be interviewing Dr. Medica, the specialist brand in dermatological skin care, alongside Sora and Tibet whose reach go way beyond cosmetics and personal care.

Those who wish to take a closer look at Turkey's rapidly developing industrial design scene will find exactly what they are looking for in our article on the Design Turkey Industrial Design Awards, featured in our Design World pages. We highlighted the most striking pieces from the event which exhibited and rewarded many of Turkey's prominent firms and designers.

And last but not least, the Trendsetter section features our fun packed photo shoot involving the cutest baby and children's products. Not to forget hundreds of wonderful products you may find scattered all around our magazine.

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



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Cover Photo: Karin Nussbaumer
Production: Anouk Van Griensven
Hair and make-up: Heste (Era Management)
Model: Barbara (Antimodels)

Beauty Spy



Herbal dreams

Hundreds of different herbs come together and create care oils that nourishes skin, soul and senses.

1. OTACI Hair repair oil. Contains vegetable oils and vitamins which prevent hair loss. *Kurtsan* www.otaci.com 2. KATRE Refreshing massage oil. Produced from juniper, rosemary, geranium, hazelnut, sesame and sunflower oil. *Katre* www.katrenatural.com 3. SHIFFA HOME Jasmine Oil. *Aksu Vital* www.aksuvital.com.tr 4. VERDAA Herbal laurel hair and body care oil. Recommended to cure massages, rheumatism and sciatic pains. *Gülteks* www.verdaa.com 5. SHIFFA HOME Violet Oil. *Aksu Vital* www.aksuvital.com.tr 6. SHIFFA HOME English Peppermint Oil. *Aksu Vital* www.aksuvital.com.tr 7. SHIFFA HOME Sweet Almond Oil. *Aksu Vital* www.aksuvital.com.tr 8. AISHA Sensual Bath Oil. *Aisha* www.aisha.com.tr 9. AISHA Lavender Body Oil. *Aisha* www.aisha.com.tr 10. RAEN Herbal body and massage oil. *Raen* www.raen.com.tr 11. SHIFFA HOME Rose Oil. *Aksu Vital* www.aksuvital.com.tr

Beauty Spy

Berry pop

These make-up products get women ready for summer with warm purple and pink shades.



- 1. FIRST TIME Twist-Up Lipstick & Eye shadow S-16. Erman www.er-man.com
- 2. VERA Waterproof eye & lipliner. Vera www.verakozmetik.com
- 3. FLORMAR Lash Lift. Kosan www.flormar.com
- 4. IRIS Waterproof lipliner. Kamelya www.kamelyacosmetics.com
- 5. IRIS Ultra Shine Lipgloss. Kamelya www.kamelyacosmetics.com
- 6. SHEIDA Powder eyeliner. Nural www.sheida.com.tr
- 7. ORKIDE Flower Balance eye shadow. Orkide www.orkidecosmetics.com
- 8. GOLDEN ROSE Silky Touch Pearl eye shadow. Erkul www.goldenrose.com.tr
- 9. MODA I-Shine Eye Shadow Ombretto Atac www.ataccosmetics.com
- 10. IRIS Lipstick. Kamelya www.kamelyacosmetics.com
- 11. NIRVANA Nail Polish 356. Kamelya www.kamelyacosmetics.com
- 12. MODA Waterproof lipliner. Atac www.ataccosmetics.com
- 13. FLORMAR Supershine lip gloss. Kosan www.flormar.com
- 14. GABRINI Glitter eyeliner. Kadloğlu www.gabrini.com
- 15. IRIS Nail Polish 124. Kamelya www.kamelyacosmetics.com

Beauty Spy



We're getting ready for summer and sun is also preparing its harmful lights. Protect your skin with these sunblock products.

Don't let the sun shine in

1. **RAEN Organic sun oil.** Handmade oil provides maximum protection with 7 different herbs. *Raen* www.raen.com.tr 2. **ESSE Moisturising after sun smoother.** This product eliminates dryness and burns with aloe vera. *Aron* www.aronkozmetik.com.tr 3. **HOPS Self tanning wipes.** For face and body. *Sapro* www.sapro.com.tr 4. **JANE ASHLEY 50 SPF Sunblock.** Sun cream provides long lasting UVA/UVB protection. Non-greasy formula is enriched with vitamins. *Shadia* www.shadiacosmetics.com 5. **WET 30 SPF Sun lotion.** This spray sun cream is ideal for sun blocking. *Turkuaz* www.turkuazsaglik.com 6. **SECURE 50 SPF Sun milk.** Filters UVA and UVB sunlights while giving a healthy and permanent tanning. Prepared for sensitive skins. *Ari* www.arikimyasani.com 7. **AKITA Bronzing oil spray.** It's non-sticky formula can be spread easily and is fast absorbing. 8. **SHIFFA HOME Herbal sunblock oil.** It can also be used as aromatherapy massage oil. *Bagdatli* www.bagdatlias.com

Beauty Spy



Brush before bed

Charm needs to be completed with beautiful and healthy hair. One of these leading brushes is for you.

1. VENUSLINE Natural 1704. *Elit* www.venusline.com.tr
2. BANAT Romance 594. *Banat* www.banat.com
3. VEPA Master 25. *Vepa* www.vepafirca.com.tr
4. PERI POLL 99. *Bağdatlı* www.peripoll.com
5. PERI POLL 43. *Bağdatlı* www.peripoll.com
6. VENUSLINE Natural 1124. *Elit* www.venusline.com.tr
7. VEPA Natural 035N. *Vepa* www.vepafirca.com.tr
8. BANAT Natural 297. *Banat* www.banat.com

Scope

A touch of health and beauty

AROMATHERAPY

Herbal oils or with their modern name; aromatic oils, keep doing wonders for more than thousand years. Words: Aydan Sümercan



Herbal oils were existent even thousands of years before they began to be called aromatic. As known, people throughout ages were in search of a miraculous plant. Whatever they were looking for, whether you call it the elixir of life, youth, immortality or some other name, plants were always in reach, always somewhere close by. They smelled them, ate them, spruced up their surroundings with them, accessorized them, but at the same time they discovered the virtues of herbal oils while they utilized the plants to achieve immortality, and they used these oil for various purposes. Moreover, they utilized these oils not only for their own lives, but also for the afterlife, through rituals. Man was curious, he searched, and the nature was his guide!



Turkey produces hundreds of medical and aromatic essential oils each year.

The fertile soil of Anatolia

Today, we are using herbal oils in various ways; as perfumes, massage oils, as medicine to cure diseases, by inhaling their vapors, dripping into the bath, to relax by rubbing on our bodies, to ease off, for skin care, for hair nourishment or just to preserve youth and beauty. When we look back into the past, we see that the peoples of Anatolia and plants have a well established history together. Today, Turkey is one of the few countries in the world to enjoy the most suitable soil conditions for organic growth. The climate of Anatolia, its geographical features and fertile lands are home to a vast range of plant types. This enables the production of hundreds of medical and aromatic essential oils each year. In terms of production volumes, rose leads the list, followed by laurel leaf, fennel, anise, cumin seed, sage, juniper, rosemary, melissa, pennyroyal, sytrax and vitex oils. An important aromatic oil is produced from two distinct types of the sytrax tree. Known globally as the Asian Sytrax, the oil extracted from this tree is produced only in Turkey's Aegean and Mediterranean regions. The other type which is the *L.styraciflua* is grown in the USA, Mexico and Central America.

A look back in history

Archeologists excavated in Mesopotamia discovered some distillation apparatuses dating back 5000 years. It is known that herbal oils were being widely used for mummification 6000 years ago in ancient Egypt. Around the same time, they were also being used offerings to deities in China as a gesture of gratitude.

In fact, herbal oils were a specialty of the East. It is known that they were used in India on a daily basis both for beauty and for decoration. There are traces of such use in the Turkish tribes and the Mayan civilization as well. In primitive societies they were used to add an element of mysticism to religious rituals or emphasize the power of the sorcerers. Despite all these countries which extract oils from plants and utilize them, the master of distillation is known to be the 10th century Arab chemist Ibn Hayyam. With the development of distillation, as of XVI century, the use of herbal oils in pharmacy demonstrates a significant increase.

The use of aromatic oils for healing, beauty – or for pleasure – is also seen in the ancient Greek civilizations. During the Roman Empire, aromatic oils were used for massages after bath. The Romans imported these essential oils from the Arabic countries and India.

A few drops out of a few tons

Why are herbal oils so effective? These oils which are extracted drop by drop from the flowers, seeds, roots and fruits of various plants harbor all the special values that give life to these organisms, including their scents and powers. Moreover, the molecules of herbal oils are so small that after they are quickly absorbed by the skin, they immediately make their way into the blood stream and carry their active ingredients all around the body. Naturally, their effects are pretty rapid. So rapid that it's possible to feel the odor of garlic in the mouth only a few minutes after a clove of garlic is cut in half and rubbed under the feet!



First person to use term 'aromatherapy' was a French chemist named Rene Maurice Gattefos, who cured his wounds using lavender oil.

However, the plant doesn't open itself up so easily. In order to produce just a few drops, one needs the consent of the plant. Therefore, distillation requires patience. The process of extracting the oil from the plant drop by drop can be likened to a ritual between man and nature. That's because one needs to refrain from offending the plant by knowing how to pluck a certain flower or how a branch has to be cut in order to keep the plant blooming the following year too. Each drop of oil has its time and this refers to a certain period of time in the life of each plant. Herbal oils are expensive because the amount of oil one can produce using a single plant is quite limited. For example, in order to fill a small bottle with rose oil, you need around 5-6 tons of roses. There are even plants which give only a few drops of oil throughout a whole year. The part of the plant from which the oil is extracted is also quite important. The part of the plant in which the oil is stored differs depending on the special qualities of each plant. Therefore the source of the herbal oil could be the plant's skin, leaves, flowers, fruits, seeds, stems or roots. The oil is produced by distillation or pressing. Since the extracted oil would initially be very dense and very strong, its direct contact with skin might cause a burning feeling so they are refined and thinned out. However, although herbal oils are very strong they are also quite fragile. They don't like light. That's why they are stored in dark coloured bottles.

Aromatherapy

Aromatherapy has become the name referring to herbal healing methods. The word is combination of the Greek words Therapia – meaning cure – and Aroma – meaning scent. However the person who used this name first is a Frenchman, a chemist named Rene Maurice Gattefose who





worked in perfume industry and was injured in 1910 during an explosion. When his wounds started to turn gangrenous despite the modern treatment methods of the day, he unwrapped his bandages and applied lavender oil on his wounds. Seeing that the wounds quickly started to heal up he focused his research on lavender oil and used the word 'aromatherapy' while describing his treatment. Thus increased the level of attention paid on herbal oils. The most important effect of aromatherapy is its ability to strengthen the body's defense system. The scent of the oil, its touch on the skin and its quick access into the organism renders the treatment effective. According to various sources there are 46 oils used in aromatherapy. In fact, the use of thinned out herbal oils for massages goes way back in history. Their therapeutic use also involves the healing effects of their scents. In addition to massage oils, creams or lotions, herbal oils are also prepared as capsules in order to enable to utilize their nutritional values.

The use of aromatherapy, especially in alternative medicine has become even wider: due to its balancing effects on the nervous system, it is being used against stress, depression and consequential sleeping disorders and migraine, as well as sedative, stimulant, aphrodisiac, antiseptic and pain reliever.

The use of aromatic oils in cosmetics

It's possible to say that the eastern world has pioneered in the emergence of the perfume industry with the essences it produced. Wandering in the mastabas of ancient Egypt you

would come across frescos depicting perfume production. The rubbing of the body with herbal oils was not just a medicinal practice within the beauty rituals of the East; the deep permeation of the plant's scent onto the skin carried an aphrodisiac meaning. The story of herbal oils which were the main ingredient of perfumes even in the past ages continued on in skin care as well, with all the creams and pomades. However those who first seriously introduced herbal oils into cosmetics in the western world were cosmetics brands like Clarins and Yves Rocher in the 1950s. These oils were formulated as skin firming, revitalizing, soothing, softening and detoxifying elements. Extremely rich in terms of active ingredients as well, herbal oils intensify the effects of other products too. That's why it's possible to use a cosmetics product after the facial application of herbal oils. These oils also strengthen the natural defensive layer of the skin and prevent drying.

The structure of the contemporary oils has become even thinner and thus easier to apply on skin. They no longer appear shiny on the face and the body, instead leaving behind a satin soft and relaxed skin, fading away like a pleasant memory.

The herbal oils which rapidly transfer their active ingredients to the organism provide guidance in the permeation of the other products into the organism.

Other uses of herbal oils

- * **Baths:** A few drops of herbal oil provide a relaxing and soothing effect with its vapor generated in warm water.
- * **Compresses:** Compresses made with warm water mixed with 5-10 drops of herbal oil create a relaxing effect on the problem area.
- * **Massages:** Herbal oils enjoy an important role in the therapy activities of spa centers: when the relaxing effect of skin contact is joined by the healing effects of the oils used, blood circulation increases, muscles relax, stress ceases and the self-healing properties of the body are initiated.
- * **Inhaling:** When added into hot water and inhaled, the vapor of herbal oils eases breathing and cleans the air passages.
- * **Vapor:** Herbal oil dripped into hot water would provide a pleasant scent in its surrounding. Has anti-stress properties with its soothing and relaxing properties.





Herbal oils are extracted drop by drop from the flowers, seeds, roots and fruits of various plants.

Beauty Spy

Shave away

A man's best friend is the right choice of shaving foam.

IMAJ Shaving foam. Moisturizes and gives skin a healthy look. *Ukip* www.ukipcosmetic.com



Q-XTRA Shaving foam. Ultra glide with glycerin. *Crea* www.creakozmetik.com



MAXOR Shaving foam. Moisturizes with vitamins and perfume. *Gata* www.gatakimya.com



ENERGY Shaving foam. Makes shaving easy and smooth. *Dalize* www.dalize.com



MAXOR Shaving foam. Moisturizes with vitamins and perfume. *Gata* www.gatakimya.com



ANTIA Shave foam. Gives fresh effect. *Okyanus* www.okyanuskimya.com.tr



ENERGY Shaving gel. For Oily Skin. *Dalize* www.dalize.com



KLIVYA Shaving gel. Refreshes and moisturizes the skin. *Ari* www.arikimyasanyai.com



BLUENESS Shaving foam. Helps daily care of the skin. *Adnan Akat* www.aakozmetik.com



IMAJ Shaving foam. Shaving foam with vitamin E and aloe vera. *Ukip* www.ukipcosmetic.com



Beauty Spy



Professional depilation

Women can use these professional products with trust and safety.

1. DEPISTAR Professional wax roll. Beşyıldız www.depistar.com 2. SIRWAX Professional wax roll. Prenses www.prenseskoz.com 3. PELAY Professional wax roll. Cesa www.cesakozmetik.com.tr 4. PERI POLL Professional wax roll. Bağdatlı www.peripoll.com 5. BLENIOR Canned resin wax. Sooths and refreshes the skin due to natural green apple essences. Treda www.tredafmcg.com 6. PELAY Disposable wax gloves. Single use, ambidextrous and latex free. Cesa www.cesakozmetik.com.tr 7. DEPISTAR Professional herbal mold wax. Beşyıldız www.depistar.com 8. GOLDEN CERE Epilation wax refill. Produced with natural materials. Özün www.ozunkozmetik.com 9. OSSION Professional wax oil. With blackberry extracts. Adnan Akat www.aakozmetik.com 10. TOTEX After wax cleanser and massage oil. Includes vitamin E to renew cells. Kesenler www.kesenler.com

Beauty Spy

Bath, Turkish style

Take these hamam and spa products with you next time you want to forget your problems and indulge yourself in hamam.



1

1. **AISHA Lime&peppermint body wash**, Ylang ylang and jasmine hand&body lotion and Exhilarating ginger body butter. *Aisha* www.aisha.com.tr
2. **RAEN Herbal shower gel and Herbal body lotion**. *Raen* www.raen.com.tr
3. **REANIMA VI Shower Set**. Contains bath foam and Shower gel. *Sudesan* www.sudesan.com
4. **KATRE Bath salt, Body scrub and Sage soap**. *Katre* www.katrenatural.com
5. **COSMETIQS Aroma Therapy Shower Gel**. *Euromis* www.euromis.com
6. **PERI POLL Shower fiber**. *Bagdatli* www.bagdatli.com
6. **4 WET Apricot bath set**. Bath foam, Bath salt and Massage oil. *Turkuaz* www.turkuazsaglik.com.tr
7. **MACHRIQUE Hamam set**. Dead Sea salt, Traditional cotton mitt, hamam towels. *Levanten* www.machrique.com
8. **TANYA Fresh beauty soap**. *SCK Zeta* www.zetacompany.com
- AQUA Beauty soap**. *Alaeddin Sunucu* www.sunucosoap.com
- DURU Fruit'n Milk Soap**. *Evyap* www.evyap.com.tr
- TALIANI Natural olive oil soap with rose oil**. *Taliani* www.taliani.com.tr

2





3

4



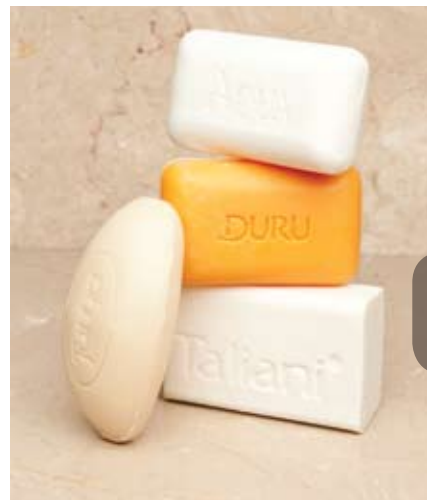
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7



6



8

Swissôtel The Bosphorus



THE TRADITIONS CONTINUE TO LIVE ON

Turkish bath, which successfully continues to maintain its value in the modern era, is finding a new lease of life at the spa centers of luxury hotels.

Words: Zeynep Merve Kaya

Hamams, with their traditions and values, their artful objects and architectural features were indispensable parts of Ottoman culture and social life. Although they are lower in number today, they continue to live on in different ways. Apart from the Cağaloğlu, Çemberlitaş and Galatasaray hamams built during the Ottoman times and reflecting the best examples of classic Turkish baths with their historical properties; this cultural heritage continues to exist in the increasingly popular Spa centers both in Turkey and abroad. Especially the Spa centers housed in the luxurious and comfortable surroundings of five star hotels keep the Ottoman tradition alive with modern rituals and new technologies and pay their respects to the Ottoman culture at the same time. In this second installment of our article series – the first of which focused on the hamam objects and traditions in the Ottoman period – we will be looking at the “a

la franga” Turkish hamams situated in the Spa centers of five star hotels.

Traces of the past in decorations

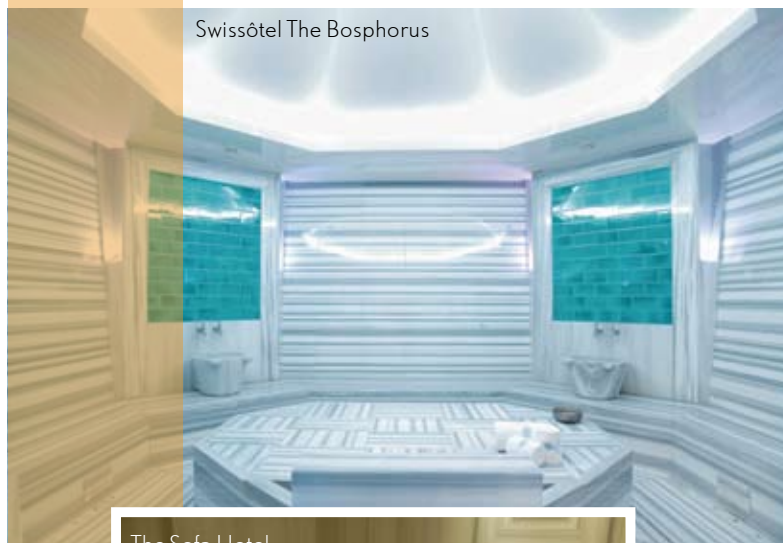
Spa centers pay a great deal of attention the Ottoman hamam rituals which they revive with modern elements. In fact, the cold rooms of the original hamams are now compensated by luxurious lounging areas while specially trained massage therapists take the places of the traditional Ottoman bath attendants. We must not forget that each and every hamam is a piece of art. The grandeur of the old Turkish baths, built with the finest of marbles and decorated with exquisitely coloured tiles, reappears in all its glory in their modern counterparts. Just as it was in the past, art and tradition come together at the Four Seasons Hotel Bosphorus Spa&Hamam. The hamam which reflects a concept of “Modern Traditions” has its walls embellished with coloured mosaic tiles which



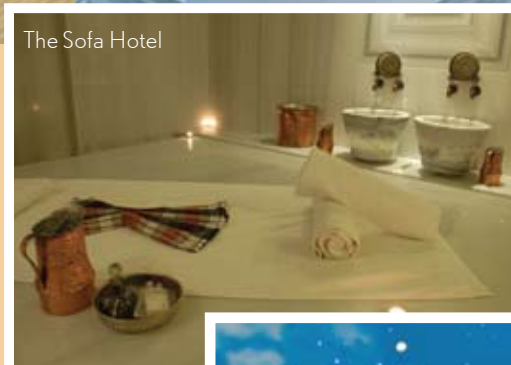
make homage to the past. These tiles and the exclusive wood and mother-of-pearl jewelry boxes and hand mirrors are complemented by the oil paintings by painter Ergin Atlihan. You can make use of this spa center housing 3 different Turkish baths through membership or on a daily basis (www.fourseasons.com/bosphorus). The Caudalie Vinothérapie SPA operating within Hotel Les Ottomans harbors a magical world highlighted by the curvy dome designed as a starry sky. The separated sections which were traditionally called “halvet” took on the name “personal bath” at Les Ottomans. The hamam which is open for private parties and daily rentals provides live music with traditional instruments, belly dancers and delicious food and beverages (www.lesottomans.com).

Not to forget the bride and the groom

The classic rubbing sessions of the hamams are gradually replaced by the aromatherapy cures. For example, at the Sanitas Spa at the The Sofa Hotel, rubbing session is followed by the application of a peeling mixture which may include grape seed, coffee, brown sugar, crystal or honey, according to needs. Brides and grooms have private rooms allocated to them for use after the hamam session. This lounging room has fruits, Ottoman sherbets and herbal teas (www.thesofahotel.com). Amrita, the spa center at Swissôtel The Bosphorus, has special services for couples and newlyweds. Guests accommodating at the special Turkish Bath suite make use of both the hamam and the accompanying therapy sessions (www.swissotel.com.tr). You can take hamam sessions modernized to suit contemporary needs on your own or with your partner. The special “Bride to Be” package provides a perfect bridal hamam experience for the bride and 10 of her friends. They also make use of all the spa services. As you can see, the hamam culture continues to exist in Turkish and global cultures, albeit in different and modernized forms. It sure seems like it will continue to exist. You may also choose a place of your liking and let the hamam specialist lay you on the central navel stone. After a softening and smoothing rubbing session you can have yourself covered with a cloud of foams. When you get a taste of the relaxing massage you will see that this ritual is simply indispensable.



Swissôtel The Bosphorus

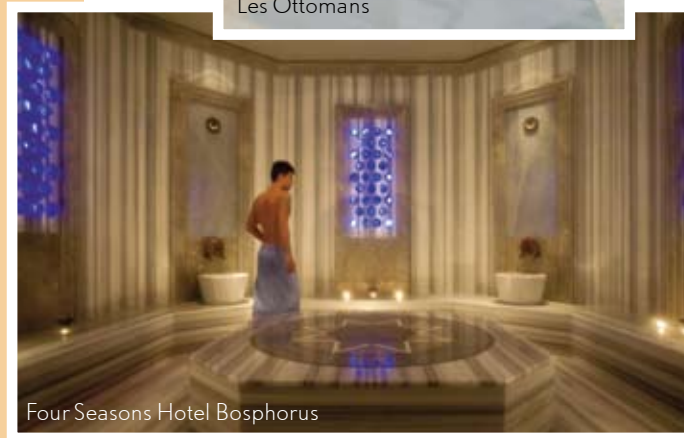


The Sofa Hotel

Spa centers housed in the luxurious hotels keep the Ottoman tradition alive.



Les Ottomans



Four Seasons Hotel Bosphorus

TrendSetter



HUSH LITTLE BABY

These fun baby products came out to play and turn bath into a fairground.

PHOTOS: GİZEM EKREN
STYLING: ECE ÇAĞLAR
STYLING ASSISTANT: ZEYNEP MERVE KAYA

Kayla shampoo (Kayla), **Dalin** shampoo (Kopaş),
Sen shampoo (Kozmoplus), **Farmasi** shampoo (Tanalize),
Canbebe shampoo (Ontex / Kopaş), **Aqua Vera** shampoo
 (Beyaz), **L'rouge** shampoo (Propa), **Cosmetiqs** shampoo
 (Euromis), **Gian Fabienne** shampoo (SCK Zeta),
Eci shampoo (Sora), **Dalin** baby cologne (Kopaş)





Disney hair shampoo (PLM / APS), *Cosmetiqs* kids shower gel (Euromis), *Disney* cologne (PLM / APS), *Canbebe* baby oil (Ontex / Kopaş), *Lana* baby shampoo (Global Horizon), *Akita* baby bath & wash gel (Akita), *Farmasi* baby powder (Tanalize)



TrendSetter

Dalin baby oil (Kopaş), **Canbebe** baby shampoo (Ontex / Kopaş), **Nesse** air-freshener (Gata), **Toyo** Baby rash cream (Türklab), **Eci** baby cologne (Sora), **Dalin** baby cologne (Kopaş)





Design Turkey

Numbers Bookcase by Yavuz Başören



Puzzle by Mirzat Koç Design



DESIGN TURKEY

REWARDING CREATIVITY!

The Design Turkey Industrial Design Awards which rewarded the best designs in various categories last December, portrayed the Turkish landscape of industrial design which turns human mind, creativity, imagination and functionality into a tangible product. **Words: Selin Miloşyan**

Modular Bookcase by Aziz Sariyer



The second Design Turkey 2010 Industrial Design Awards presents a first hand experience on how industrial design has developed in Turkey.

After Shave Lotion Packaging

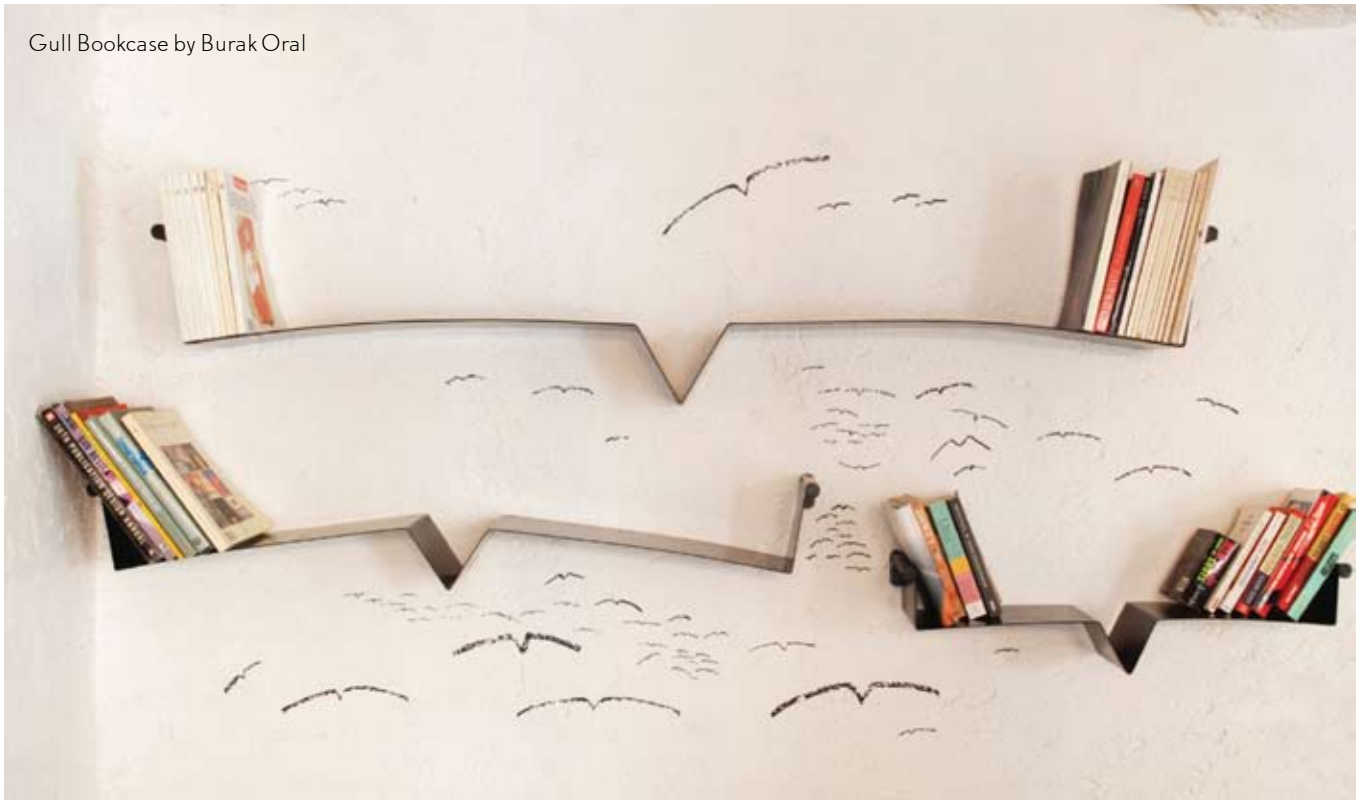


Turkey is experiencing a rapid strengthening in recent years in terms of production infrastructure and is consequently displaying a striking performance in its ability to present new products to the internal and external markets as well as a high-quality production able to compete within the global market. While the R&D investments of the companies equip the products with technological innovations and enhancements, the added value provided by industrial design render these innovations and developments much more attractive, efficient and functional. In fact, industrial design which provides companies with one of their strongest attributes in competitiveness, takes various criteria into consideration while trying to answer to customer needs and problems, such as aesthetics, functionality, ergonomics, knowledge of materials, marketability, production methods and possibilities. Moreover, while working on a product, an industrial designer aims for the product to be functional, usable and honest, harmless to health, security and the environment, to live up to customer needs and demands, to be balanced in terms of benefits and costs, and have the design elements suitable for a high quality production. The second Design Turkey 2010 Industrial Design Awards (the first of which was in 2008) presents a first hand experience on how creativity is in perfect harmony with functionality and how industrial design has developed in Turkey who aims to create a difference in production by valuing R&D, innovation and design in recent years.

Good Design, Outstanding Design and Conceptual Projects

The Design Turkey contest is organized by the Undersecretariat for Foreign Trade (DTM), Turkish Exporters Assembly (TİM) and the Industrial Designers Society of Turkey (ETMK) within the TURQUALITY® program in order to reward good design. The contest which evaluated 311 products and exhibited 230 successful products, handed out 47 “Good Design”, 19 “Outstanding Design” and 3 “Conceptual Design” awards. These categories refer to various specifications. Good Design refers to functional, aesthetic usable and honest products answering customer needs and respecting health, security and the environment, which are also balanced in terms of benefits and costs. The designs which took the Outstanding Design awards represent perfect harmony in innovation, aesthetics and functionality, provide brand new possibilities for users, and are beneficial for the development of the business environment, brands or the industry as well as the society, culture or the environment. Design Turkey 2010 gives the conceptual design awards to projects which are not in production and those which encourage creative ideas that pave the way to the future. The jury of the Design

Gull Bookcase by Burak Oral



Charm, Passion, Star, Angel Packaging Design

placed on the front side of the bottle, resembling a curl in the hair, visually underlines the function of the product and provides the necessary ergonomics to enable the flip-top cap to be opened. The Arko Nem Sun Care Sun Oil Package, for its efficient packaging that enables single handed use and its properties which perfectly reflect the contents of the product; and the Encore Liquid Soap Packaging, for its simple design resembling the stones used in Spa therapies, both received the “Good Design” awards.

Elegant and sleek designs dominate the categories of home and office tools and accessories. The “Outstanding Product” award winner Dervish Coffee Cup by designer Kunter Şekercioğlu invites all for a nice cup of coffee with

Turkey 2010 consists of designers with successful credentials both nationally and internationally as well as different opinion leaders and successful academicians from Turkey and abroad. This in turn demonstrated how developed and appreciated Turkish industrial design is in the international arena.

Award winning packaging of cosmetics products

We see that the products within the contest compete in various categories. The packaging category strikes out with award winning innovative designs, especially in cosmetics. The packaging of the Tattoo perfumes named “Charm, Passion, Star, Angel” which were regarded a success and were exhibited, feature an extraordinary and interesting design with integrated rooms reflecting the identities of young girls. The packaging of the Duru Shampoo Family which received the “Outstanding Design” award draws consumer attention with its innovative design philosophy. The design

1. Fixegoiste Encore
2. Duru Shampoo Family
3. Arko Nem Sun Products



Dervish Coffee Cups
by Kunter Şekercioglu



its elegance and minimal form. Another “Outstanding Design” award winner is Sema Obuz of ilio design. The Cube Tableware creates a sculpture-like formation resembling a rock pillar when its 12 plates and its lid are placed on top of each other.

Extraordinary forms at homes and offices

We come across colourful, vibrant and extremely imaginative designs within the house furniture category while browsing through various categories. The “Good Design” award winner Jolly Joker Furniture by Aziz Sariyer, the prominent designer and founder of Derin Design, brings a fresh new look at the classic sofa concept. The “Good Design” award winning Deer Furniture which can be regarded as a product of a mischievous thought breaks the monotony of home design and brings a whole new dynamism to modern homes, as a side table and a newspaper rack designed in the shape of a deer.

The Joy Collection Furniture Accessories is an “Outstanding Design” award winning 25-piece collection of furniture handles, buttons and hangers providing a fun filled experience of holding, pulling and hanging for all kids and those who keep on nourishing the child within. We move on from the home to the office with identity building, elegant and artistic furniture designs. The Puzzle Furniture which was selected and exhibited within the office furniture category represents a riddle in which a mathematical mind and unlimited possibilities are turned into an endlessly expanding garden of colors. Serkan Bilir’s Origami Armchair which takes its name from the Japanese art of paper folding, strikes out with its graphic form and its geometric and sharp lines. Also handing out awards to designers within the lighting, small house appliances, electronic products, medial gadgets and products, sports, hobbies, games and personal products, transportation and cargo vehicles, building materials and investment products categories, Design Turkey 2010, demonstrated Turkey’s rapid ascent in industrial design as well as creating awareness on the issue and promoting new projects in industrial design.

Prisma-P Furniture by Aziz Sariyer



Cube Tableware by Sema Obuz

Jolly Joker Furniture
by Aziz Sariyer



Deer Furniture by Mehmet Zeki Gürkan



The house furniture category contains colourful, vibrant and extremely imaginative designs.

Origami Armchair
by Serkan Bilir



“ISTANBUL'S FIRST WELLNESS BRAND”

Ayşe Tolga, the founder of the firm, tells us about her brand Aisha which brings together aromatherapy and healing.

Interview: Zeynep Merve Kaya
Photos: Tuna Yılmaz



You were a successful actress in Turkey when you suddenly decided to switch to a totally different sector and founded Aisha. Could you tell us a bit about the story behind Aisha and your aims?

I began to feel like I should find a job of my own when I started to get tired of spending all my time at sets. Since preparing mixtures and serving people really suits my personality, I was always interested in natural therapies and spas. My research and work led me first to aromatherapy and then to 'Aisha'. Aisha was born out of my family roots in Izmir and my pedantic personality. I wanted to create a brand which brings together aromatherapy and healing. Thus began my journey.

In what way were you involved during the preparation of the collection?

This was a long and quite stressful journey. I began working on aromatherapy 3 years ago. I was initially reading books and applied the things I was reading. Aromatherapy was really intriguing me. I was contacting the international entrepreneurs of the brands I liked and listened to all their adventures, taking advises in the mean time. Then I started to search for a school and went to an aromatherapy school in London called ITHMA. My teacher Gabriel Mojay is one of the few authorities of aromatherapy in the world. It was a thrilling experience and honor to be able to work with a teacher whose books I've been reading. I started the school and the training was really meticulous and detailed. I took lessons in anatomy, physiognomy, Chinese medicine, aromatherapy, organic chemistry and

massage. I also attended international fairs like Cosmoprof Bologna and other sectoral fairs on spas and natural organic cosmetics and earned some sectoral information. During my search for raw materials abroad I cooperated with many firms. I produced my own formulas with the samples I bought and did all the R&D work and production of these formulas at the Cosmetology labs of the Faculty of Pharmacy in Yeditepe University.

There's an increasing global interest towards natural raw materials and organic care products. What route does Aisha follow?

As the first wellness brand emerging from Istanbul, 'Aisha' wishes to spread its innovative and leading concept bringing together aromatherapeutic natural care products and therapy services to a wider audience and region through its boutique stores. It aims to become a role model by providing the consumer with a lifestyle and serve for healing and wellness as a brand which believes in the unity of spirit-body and mind together with its 100% natural products and therapies.

There are 6 product groups within Aisha: Mother, child, baby, home, face and body, and mature skin groups. There are bath products, baby and pregnant women products, home perfumes, herbal teas, tea sets, house products and much more; all prepared with natural raw materials. Moreover, I also aim to support the training processes of qualified professionals for the spa sector by providing therapy services and organizing training sessions.

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Here are what we tried and tested of Aisha, the brand which brings the pleasures of aromatherapy to the comfort of your bathroom..

Nil Otova Photos: Tuna Yilmaz

So far in Turkey, you only have shops in Istanbul and Izmir. Are there any countries you export to?

We also have online sales. Apart from that the Aisha home products can be found at Step Carpet stores all over Turkey. As far as exports are concerned, since we are a boutique brand, our export figures remain boutique too. Nevertheless our products are available in USA, Azerbaijan, Ukraine, Lithuania and Greece.

Do you take part in international fairs?

Our aim from the beginning is to ensure that this brand which emerged from our country to expose itself in the foreign markets and become successful. In accordance with this aim, taking part in important international cosmetic fairs is ranked highly among our short term goals.

The visual quality of the products is as important as the content. You have an elegant style. Do you do anything specific to maintain this level of quality?

I believe that cosmetics should also have some allure and that the packaging reflects the character of the brand. This is why I paid special attention on packaging. The matte amber colour and the coloured caps which are characteristics of our brand, demonstrate my intention of projecting the Ottoman grandeur on my brand.

Although consumers are convinced of the quality of brands like Aisha, they usually keep away fearing high prices. Do you feel yourself in competition with other products up in the market?

I was never concerned about our pricing policy. We have much better products and ingredients than many other local and global brands which claim to use natural products despite all the synthetic materials they use. Our prices are much reasonable compared to our competitors. The Turkish consumer will not be concerned about the price difference as it builds up awareness on the subject.

Are your products exclusively aimed towards women or is unisex consumption possible?

All our products are designed for unisex use.

Why should people use Aisha?

In order to protect ourselves from the negative effects of cosmetics which contain harmful chemicals, we must be using natural cosmetics and personal care products. It's especially important that pregnant women and babies should exclusively use natural care products. Teaching humanity the responsibility of taking care of their health and to become a wellness brand that promotes this consciousness is a solution we are trying to provide.

www.aisha.com.tr

REVITALISING FACE SERUM

This serum containing herbal oils has a double effect with its soft texture and herbal perfume. It softens and nourishes the skin while its scent relaxes the user. It is protected from light with its dark coloured glass bottle.



REFRESHING BATH SCRUB

The bath scrub with sea salt and herbal extracts is one of the most popular products of the brand. It is recommended for normal skin and is a pleasure to use, with a texture that would please all consumers.



UPLIFTING SHOWER GEL

Achieves a creamy texture once contacted with water and covers the skin with soft foam. It needs to be thoroughly rinsed with lots of water. Adjustable cap enables economical use.

FACE FLOWER LAVENDER

This lavender scented water provides a light floral perfume and creates a refreshing feeling on the skin after use.

Suitable for versatile use; as an after shave lotion, for skin cleansing, against rashes and as cologne.



ANTI-CELLULITE BODY SOAP WITH COFFEE & FIBER

Although the soap seems like it has a thick texture, it gets creamy with lots of foam once it's contacted with water. Provides olive oil scent during bathing.



A BRAND WITH 30-YEAR HISTORY

We spoke to the C.E.O. of Sora Cosmetics, Barış Elvan Kesme regarding their brand.

Interview: Zeynep Merve Kaya



Let's talk a bit about Sora. Could you tell us a bit about the story of your establishment?

Although Sora Kozmetik was founded in 2000, its history goes back 30 years. Our father Yilmaz Kesme produced the first aerosol machine in Turkey in 1981. The aerosol production that began at the time continued under the name of Sora Kozmetik as of 2000. As the Sora Kozmetik family with a young and innovative structure, we are maintaining our market domination in all the countries we export to by constantly adding new products to the market.

Which countries do you export to?

The areas we export to include the Middle East, North, East, West and Central Africa, Europe, North America, Asia, Russia and the Balkans.

What type of products do you have? How do you see yourself positioned within the Turkish cosmetics sector with your products?

Our products can be categorized in 2 groups. Personal care and cosmetics products, and house care, cleaning and hygiene products. Cleaning products include room sprays, washing up liquid, surface cleaner, furniture wax, softeners, glass cleaner and liquid soap. Personal care and cosmetics category includes deodorant, perfume, hair care products, hair styling products, shampoo series, shaving and aftershave products for men, body mists for women, body creams, shower gels and baby care products. Our difference lies in the fact that we provide all our products through a single firm, and send our customers both cosmetics and house cleaning care

products in a single shipment. The fact that we dispatch almost 3500 barcodes from a single warehouse renders us indispensable for our customers.

Do you have domestic sales?

We are firm that focuses mainly on exports but we have several points of sale in Turkey as well. Domestic sales make up about 5% of the total sales of Sora Kozmetik. We sell through exclusive cosmetics stores and perfumeries.

Do you take part in international fairs?

The fairs which we take part on an annual basis include the Plma Amsterdam, Cosmoprof Italy, Dubai Plme, Fia Algeria, Cosmetics Expo Syria, Iranian Fair of Cleaning Materials and Hygiene and Beauty Eurasia Turkey. Our calendar for 2011 will also include the Beautyworld Dubai.

What do you do regarding natural raw materials, organic production and recycling?

We use natural raw materials in our skin and hair care products, such as plant extracts, vitamins and corrective raw materials. Vitamins A, B, C, Aloe Plant Extract, Wheat Protein etc. We don't do organic production. We give all the barrels or carton packaging of our raw materials to licensed recycling firms like Çevko.

Why should people use Sora?

The products of Sora Kozmetik emerge following an intense process of R&D. We already know the products we'll be launching in 2012 and begin working 2 years in advance. We do not proceed with the production of any

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Here are what we tried and tested of the cosmetics products by Sora Cosmetics...

Nil Otova Photos: Tuna Yilmaz

products with questionable quality and stability. We are a firm which invests a lot in laboratorial research. All the machinery and the testing equipment in our laboratory feature the latest in technological advancements. All the products in production are constantly tested in order to maintain high levels of quality. Each product by Sora Kozmetik embodies a different theme, character and quality depending on the brand it carries. A person who buys and uses products by Sora Kozmetik connects with the product and continues to use it. It's similar to the way a perfume reflects your personality.

What are your production standards?

Production is in compliance with the cosmetics regulations (GMP applications) and the ISO 9001:2008 standards.

Do you have foreign partners or are you a 100% Turkish firm?

We are a Turkish firm. Internationally we work with distributors. We have distributors in many countries we export to. We see each one of our distributors as a Sora partner and conduct our activities with this mentality; I can say that we have many partners abroad. Since we stand firm as a producer and exporter company which supports its customers and distributors in all occasions, we are able to control our sales in the countries we export to and act in close cooperation with our distributors in order to increase our sales.

What's your most popular product?

Since we are a firm which constantly launches a new product, our latest product is generally the most popular one. This is because we work a lot in order to promote the product in all the markets. However some of our brands which have become extremely popular in many countries include the cleaning and house care brand GARDEN and Cool air; the personal care and cosmetics brands ECI – which is developed solely for men – and LADYS SECRET – developed solely for women – as well as the ECIBABY brand within the baby care category.

There are also many licensed brands and products such as Amore, Fashion and Gardeon. 6 of our brands are officially registered as Trade Mark in all the countries in the world.

What are your plans and investments for 2011?

We began constructing yachts in 2010. Our aim for 2011 is to carry this to the international market just like we did with cosmetics. Right now we have orders received from the Netherlands, Germany, Algeria and Ukraine. Our aim this year is to increase the number to 15 countries.

www.soracosmetics.com



AMORE This perfume comes in a heart shaped box decorated with pink patterns and a pink heart shaped glass flacon. Reflects an oriental feeling with long lasting sweet notes.



ECI HAIR SPRAY

Hair spray with a thin consistency which adds volume to the hair and fixes its shape. Suitable for professional use.



COOL AIR

Light and natural room sprays. Cleans the air wherever it is used and leaves a pleasant scent. This freshness and the feeling of clean air is pretty long lasting. Features different scents suitable for all tastes.



LADY'S SECRET

A body lotion with a wide selection for every type of person. Its formula enriched by vitamins has a light perfume. Settles on the skin applied as a light rain via a spray cap. Refreshes the skin and leaves a nice scent.



FOAM&FOAM

Softly textured and consistent. Generates an instant moisturizing effect after its spread on the skin. Covers the body with a velvety softness and turns into foam after contacting water. Packaging is safe and easy to use.



“R&D IS OUR FUNDAMENTAL ACTIVITY”

General Manager Şule Alpay tells us about Dr. Medica, a brand specializing on dermatological skin care products.

Interview: Zeynep Merve Kaya



Would you tell us a bit about Dr. Medica and its goals?
We laid the foundations of Dr. Medica in 2003 with the aim to produce clinically certified dermatological skin care products based on scientific research. Dr. Medica Laboratories which provide alternative solutions against hair and skin problems and signs of aging by applying measurable and verifiable scientific research is the first company of its kind in the industry. We embarked on this journey by aiming to become the first Turkish company to be able to compete with the foreign leaders of the dermatological skin care products and following the launch of 3 new products annually for 7 years, we are now continuing our walk in 20 countries.

What type of products do you have? Any new projects?
We first launched the Nutrigrow “Shampoo and Serums” with mitotic effect, which is a first in both the Turkish and global markets with its properties that prevent hair loss, increase hair growth to twice the normal rate and increase the production of hair cells. Next, we developed the Acnevit Anti-Acne series which heal the acne and prevent the generation of new acne with its content of herbs and vitamins. The skin whitener, body whitener, eye creams against dark circles and puffiness, anti-stretch mark creams, hand creams, creams against cracked soles, creams that cure swollen and tired legs, shampoos and conditioners within the organic BioBalance series are among the products we’ll be launching at the fair for

the first time. The Lipojen lip care series is the first lip enhancer produced in Turkey. The patented Oligopeptide complex in its content stimulates the collagen and the GAG synthesis in the lips and provides a lasting weight. We have the hair lessening product brand Episiva and Diapex baby care series. We’ll be launching a new product this year which relaxes muscle pain with its herbal formula.

Do you have international partners?

We have ongoing meetings. We’re researching possibilities of investment in Bahrain. Feasibility studies are currently underway.

You could actually be referred to as a science firm?

Yes, definitely. We are producing Dermocosmetic products that complete skin health, have scientific references and include clinically tested natural components. Our fundamental activity is R&D. Dr. Medica products are no medicine, but not regular cosmetics that just cover up and conceal problems either. They are “Dermocosmetic” products with proven benefits which you can use on a daily basis with confidence. Since they are not medicine, they have no side effects and show no systemic reactions. They enhance your quality of life with their significant benefits and meticulously prepared formulations.

We have 3 fundamental priorities which shed light on our R&D activities. Our formulas should be able to permeate into the skin and reach its inner layers (epidermis and dermis). The formulas should generate the promised benefits in a short period of time. The benefits should

be permanent. That's why we use scientific production techniques like emulsion, distillation and chromatography, and adopt a refined production similar to medicine production in order to create quickly absorbed products that have quick and permanent effects.

You have clinically proven products. Why should people trust Dr. Medica?

Dr. Medica works in close cooperation with Europe's most significant corporations that produce "Biotechnologic" active ingredients, mainly through R&D and information exchange. This method guarantees a supply of products which comply with international standards. Our formulations which pass through several control procedures like safety, effect, stability, are globally protected by the "International Patent" earned after all the tests. That's why the products prepared with Dr. Medica formulations are unique.

Do you think that with the proper use of correct products, the aging effects could be decreased and the need for plastic surgery could be eliminated?

Human skin, like all other organs, ages biologically. However we know that skin ages faster than our chronological age. External factors like sun, smoking, malnutrition, petrochemical pollution and stress cause the skin to age faster and earlier than the chronological process and lead to the creation of early wrinkles and lines. This process called external ageing is preventable and controllable. With timely and regular application and refraining from direct contact with sun and smoking, the signs of early ageing could be prevented. The sun is the primary cause of early aging and wrinkles. Even our daily moisturizers must contain UVA and UVB filters against the aging and burning rays of the sun.

We don't come across another firm in Turkey similar to Dr. Medica. What are its advantages and disadvantages?

Dermatological products have R&D lying in their foundations. The products are prepared following a research period of 2-3 years involving formulation, stability work and efficiency tests. You also need to invest in sales and marketing in order to forge a brand identity. It may not seem very inviting for all investors since it's a long term work. The increase in the number of firms investing in this segment which may eventually lead to a higher number of Turkish firms entering the international markets in the dermocosmetics category would definitely increase the visibility of the Turkish brand and strengthen its image.

Do you take part in international fairs?

Sure. In 2010, we took part in fairs organized in 6 countries. A tight program of international fairs is awaiting us for 2011. www.drmedica.com

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Here are the shampoos and liquid soaps we tried and tested by Dr. Medica which presents products in various categories...
Nil Otova Photos: Tuna Yilmaz



NUTRIGROW

A strong product which cleans and looks after fragile hair for those who suffer from hair loss. Its anti-hair loss formula also encourages a healthy hair growth. With its nice gel consistency and its long lasting perfume, the Nutrigrow shampoo is quite pleasant to use. Adequate information available on packaging.



LIPOGEN

The Collagen Lip Plumper has immediate effect after application thanks to its natural tripeptide content. Regular use ensures volumed lips. Has 6 colour options. Has a thick consistency. Can be used as a lip gloss too. Adequate information available on packaging, including the use by date.



ACNEVIT CARE SERIES

The brand has three products within this series: cleanser, serum and body lotion. Very well packaged. Detailed information available on each packaging. The acne skin care should be used as a set. The Anti Acne Serum has a thick consistency; immediately absorbed by the skin. Has a light scent which makes it pleasant to use. The Anti Acne body lotion can reach all areas of the body thanks to its spray cap.



BIO BALANCE SERIES

This series has detailed information on packaging as well. The Brightening Eye Cream is for the under-eye area and has a thin consistency. Only a small amount is sufficient enough for use. Immediately absorbed once applied. The Body



Whitening Cream is a cream with a thin consistency formulated to lighten up the colour on the thick and blemished areas of the body like the knees and elbows. The Mositurizing Foot Care Cream has a very thin consistency and is absorbed immediately. Leaves a pleasant scent and a refreshing feeling, softening the skin.

“DIFFERENT AND INNOVATIVE”

Erol Azaklı, the Deputy Director General of Tibet A.Ş., tells us about the successes of the Saloon brand.

Interview: Zeynep Merve Kaya
Photos: Tuna Yılmaz



Could you tell us about Tibet and its well-known brand Saloon?

We started by producing tiny room fresheners and shampoos under the name Saloon. Since 1997 we're active within the liquid soap market. At the time, the level of liquid soap use in Turkey was quite high where as the consumption of liquid soap was almost nonexistent. We wanted to take part in the market in order to enlarge the market rather than taking our share of it. When we look back we see that Saloon is one of the market leaders with its market share of 10%. We can say that we achieved our goal.

Is the Saloon brand known in countries other than Turkey?

Our brand is being sold in three continents. We examine a high level of growth especially in Africa. We have an annual production rate of 7 thousand tons. Within the personal care category, we aim to strengthen further our Saloon brand and hope to reach more regions.

What are your thoughts on cosmetics and personal care sector?

The market for personal care products and cleaning supplies which remained untouched by the economic crisis and austerity measures continues to grow rapidly compared to other sectors. Growth rates with double figures have been reached especially in the use of liquid soaps. 2009 ended with an annual growth rate of 23%. I believe the double figure growth rate will continue throughout 2011. The liquid soap market solely reached a level of 135 million Turkish Liras in 2009 and if the growth continues at this rate this level may reach 200 million Turkish Liras in 2 years time.

Could you tell us a bit about Saloon products?

We are accelerating our production of different and innovative products. In May 2010, we completely renewed the product range and the brand identity of our Saloon brand. The market researches we conducted showed us that consumers value products that provide skin care as

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much as pleasant scents and colours. Taking this consumer data into consideration, we launched the Saloon Liquid Soap Cosmetics Range. The 5 products we have in the cosmetics range are Flowers of Hawaii, Gardens of Capri, Breezes of the Maldives, Phuket Sun and Balinese Dream. They all have striking colours and exotic perfumes, all packed up in bottles designed by the famous industrial designer Aziz Sariyer. Our second series is the Saloon Liquid Soap Care Range. The liquid soaps in these series nourish, moisturize and rejuvenate the hands. They come in three types; olive oil, milk and honey, wheat extract. The package design for this range is also by Aziz Sariyer.

Personal care and personal hygiene draws much more attention lately. Modern lifestyles bring about new needs and this leads to the establishment of many companies. What would you say about personal care?

If we evaluate the past year in the liquid soap sector, we see that in 2010, the market has grown and people became ever more aware of the importance of personal care products. The economic crisis decreases the level of consumption within the entertainment and luxury sectors but people refrain from compromising their personal care during periods of economic decline. Personal care brings about small pleasures and when people cut down on this they become unhappy and depressed.

Natural and organic products are really popular lately. How natural are your products?

All Saloon Liquid Soap products contain natural active components. Thus, we confidently use the "Feel the natural" motto in all our consumer communications. And with all our product selections, we achieve a collection of product ranges that answer to all the different consumer demands.

Do you have any international projects of cooperation?

We are already exporting to 55 countries in North Africa, Middle East, Turkic Republics, Russia, Balkans, Central and Western Europe. With a new arrangement in the organizational scheme of the export department we will be focusing on new markets and continue our activities, further growing with our customers.

Do you have any predictions for the future?

Following years will witness the emergence of small sizes aimed for daily needs rather than large sizes for long term needs. Consumption habits of the Turks are changing and people at all strata of the society turn to the indispensable liquid soaps. At the end of the year, the growth rate of the Saloon brand will reach levels higher than the initially set targets.

www.tibet.com.tr

Here are what we tried and tested of the shampoos and liquid soaps produced by Tibet which produces a wide range of products...

Nil Otova Photos: Tuna Yilmaz



Inspire Me



DOUBLE SOLUTION ▲

IN HAND CARE

4Wet protects hands in packs of two. Antibacterial Hand Sanitizer is formulated to destroy 99,99% of all bacteria without the use of water. Comes accompanied by the hand cleansing gel Antibacterial Hand Cleaning Spray. The Antibacterial Hand Cleaning Spray's effectiveness over bacteria is clinically tested and documented. The Antibacterial Liquid Soap easily cleanses the skin thanks to its special formula of active ingredients. It is suitable for all skin types and pH levels. The antibacterial hand cream rids the hands of all the bacteria, viruses and spores. Generates softness and comfort on hands.

Turkuaz www.turkuazsaglik.com.tr



▲ ACROBATIC CLEANING

Banat Acrobat Toothbrush with its split body form helps to make the product lighter. This toothbrush has a flexible neck thanks to its structure potential damage to the gums does not exist. You have 3 different choices of colours for toothbrush. *Banat* www.banat.com



RICH SELECTION OF

ANTIBACTERIAL PRODUCTS ▲

The hygienic hand gels which we all must keep handy throughout our daily lives now appear in a myriad of selections. You may choose the one you like and achieve cleansing without water or soap.

Melissa: Blocks the bacteria from settling on the hands and protects from all bacteria generated illnesses. The moisturizer in its content keeps the skin soft. Comes in 500 ml bottles. *Melissa* www.melissakozmetik.com

Fakir: Fakir provides a high level of hygiene without water or soap. The hand cleansing gels that come in easily carried 475 ml packs leave a pleasant scent on the hands. *Saruhan Kimya* www.saruhan.com.tr

Hygienix: The antibacterial hand cleansing gel with apple extract appears in easy-to-carry small packs suitable for daily use. Hygienix comes as a promotional product by *Promaks*. *Promaks* www.promaks.net

Aron: Cleanses and softens the hands with its aloe vera and Vitamin E content. Comes in 500 ml packs. *Aron* www.aronkozmetik.com.tr

4Wet: Cleanses and disinfects the hands without water or soap. Easy to carry in 500 ml. bottles. *Turkuaz* www.turkuazsaglik.com.tr



WAKE UP MAKE-UP ▲

Atomizer produces different brands like Kajal, Carla and Lilyum. Kajal cream eyeliner provides perfect line and application for your eyes. Its creamy texture wears long time and won't smudge. You can try Carla gel eyeliner for excellent lines and spotless defined eyes. When you complete your make-up using Lilyum lip gloss you have shiny lips, more charming look. Carla lipstick creates irresistibly attractive lips and is available in matte colours.

Atomizer www.atomizer.com.tr



ALL YOU NEED IS IN THIS CASE

Complete your make-up with Catherine Arley's make-up set. This little set consists of 12 colours of eye shadows including eye shadow brush, bronzer and blush, eyeliner and a mascara. In this make-up case you have also a make-up mirror. It is suitable even you have little bag.
Alfar www.alfar.com.tr



FRESH & COMPLETE CELANSING



Medifresh cleanses effectively your face and neck, arms, legs, your back, chest and perineum with its extra soft and thick texture. It provides hygienic cleansing through its antibacterial agent. Medifresh consist of pro-vitamin B5 and Vitamin E, this formula helps relaxing the skin.
Kardeşler www.freshnsoft.com



JOYCE IN CHOICE

Joyce antibacterial liquid soap produced by Arba is now available in 3 different types. Joyce anti-bactérien liquid soap preserves the moisture balance of whole family's skin. Joyce Almond cleans easily your skin, Joyce Rose hand & body wash eliminates microbes. Arba www.arbatrade.com



SHAMPOO FOR THICKER HAIR

Crochet Hair Shampoo is suitable for all types of hair with a special formulation containing keratin and protein. Crochet cleanses the scalp while nourishing the follicles. Your hair turns fuller and healthier naturally with this shampoo. Adnan Akat www.aakozmetik.com



CLEAN & GENTLE

Depilatory cream is one of the most common unwanted hair removal solutions.

Blenior: You can use Blenior on your arms, legs, underarms and bikini line. It can be used for sensitive skins. Treda FMCG www.tredafmcg.com

Tüyo: Thanks to its formula based on Aloe Vera and Vitamin E, Tüyo cleans all unwanted hair. Yaşarlar www.yasarlar.com.tr

Saten: Saten removes effectively unwanted hair from your body and provides a long lasting silk-like effect for your skin. Aromel www.aromel.com

Sesu: Sesu removes unwanted hair in only 3 minutes. Its formula moisturizes and softens your skin. Kopaş www.kopas.com.tr



CLEAN HANDS WITHOUT TOUCHING

Discover Automatic Soap Dispenser protects your hands with its no-touch system and prevents cross contamination of microbes off people. Discover automatically senses your hand presence and dispenses amount of soap needed. All you have to do is to approach your hands about 2 cm below the nozzle of dispenser. You can use Discover for up to 500 hand washes per refill.
Güler www.gulerelektronik.com



DIFFERENT SCENTS IN HAND CLEANSING

With the antibacterial liquid soap by Fonex, hygiene is now much easier to achieve. The Pearl series by Fonex, with their modern bottle designs and the new formula enriched by the different fruit scents, is softly absorbed by the skin. The Fonex liquid soaps come in 500 ml and 1000 ml bottles. İtimat www.fonex.com.tr



STRIKING BEAUTY ON THE EYES

With the latest product by Pastel, the Dramatic Look Mascara 5X Volume, your eyelashes will look more voluminous than ever. The Pastel 5X Volume brings the eyes forwards and enables striking looks. Comes with black and blue color options.
Pınkar www.pinkar.com



LIPS ARE SHINING

Golden Rose Ultra Rich Colour Lipstick by Erkul Cosmetics gives rich and intense colour and makes your lips sparkle. Thanks to its formula with shea butter and Vitamin E, your lips are nourished and hydrated. You have three different choices: Metallic, creamy or shimmering. Erkul www.erkulkozmetik.com.tr



ALL KIND OF WET WIPES

Anti-bacterial wet wipes offer softly touch with vitamin E content and promote your health through hygiene. Fulya, offering 15 wipes in a pocket, is preferable with many different choices: Fresh Nemdil wet wipes with 2 perfume options; Magnolia and Violet. Fresh Runny having no alcohol content with 3 perfume options Love, Spring and Magic.
Fulya www.fulyakozmetik.com.tr



PERFECT FOLLOW-UP FOR YOUR HAIR



Try Imaj Hair Care Mask to get beautiful hair after shower. It is not hard to keep your hair strong with Imaj, which offers special formula for all kind of hair. Imaj Hair Care Mask for dyed hair has a thyme extract in its formula and it makes your hair more strength and shiny, repairs damaged hairs. Imaj Hair Care Mask for dry hair has a milk extract and Aloe Vera, it helps to nourish hair skin and prevents drying. Imaj Hair Care Mask for normal hair prevents hair loss, nourishes hair roots, gives healthy view with nettle extract in its formula.

Ukip www.ukipcosmetic.com



INTENSE SOLUTION FOR YOUR HAIR



Great hair is now supported by Farmasi vitalizing hair care cream. The vitalizing hair care cream restores and reinforces hair. It prevents future breakage of your hair and makes your hair stronger and more manageable. You can apply Farmasi after shower to the wet hair.

Tanalize www.farmasi.com.tr



SPOIL YOURSELF WITH GOURMAND



You will drift away into relaxation with Gourmand products. Gourmand liquid soap with raspberry cake is more hygienic to use than a bar soap. Taking shower with Gourmand products becomes very special. Apply Gourmand Chocolate bath foam into the hot bath and have a rest in the chocolate water at least 10 minutes. After this relaxing session leave your body to taste Gourmand Gum Mastic with body scrub. Take shower with Gourmand Caramel Candy shower gel. You need very little quantity to create a generous bubble. There is also a body mist produced by Gourmand with vanilla ice cream scent.

Pe-re-ja www.pereja.com.tr



HANDS CLEAN



Güleç offers two liquid soap in its Ailem line; Floral and Ocean. Pendy antibacterial liquid soap kills germs and other organisms. It improves your health, cleans deeply your hand. You will want to keep this soap close at hand in your kitchen, bathroom.

Güleç www.guleckimya.com.tr

GET RID OF UNWANTED HAIR!



Remove Waxing Strips provide to get rid of the unwanted hair on your body. 20 waxing strips for body, 8 for armpit and 8 for your face with 4 cleansing wipes are offered by Remove and give you a smooth skin for 4 weeks.

Treda FMCG
www.tredafmcg.com



COTTON BUDS

Lux: Lux Cotton Buds are safely used for cleaning of eyes, nails and ears and dressing wounds. It is made of 100% cotton and bleached without dyeing materials. *Era* www.cottonwoolcompany.com

Green Cotton Organic: 100% Organic Cotton Buds are made from organic cotton which does not contain genetically modified organisms. This product gives importance to human environmental health.

Doğatek www.dogatek.com.tr

New City: 100% Cotton buds offered by New City for easy clean-up, facial contouring and improve daytime beauty. *Gulf* www.newcity.com.tr

Deep Fresh: Antibacterial cotton buds are made from 100% pure cotton. *Aksan* www.aksankozmetik.com



REFRESHMENT FOR BABIES

Sansiro Baby Cologne which gives a sensation of cleanliness, refreshes your baby's skin. 4 varieties of Sansiro Baby Cologne; Weekend, Burberry, Love and Marine, make your baby's skin softer all day long. *Ahenk Kozmetik* www.sansiro.com.tr



ORGANIC BOTANICALS FOR HEALTHY HAIR

Natural hair styles performed with different fragrances.

Sector Super Brillantine: Moisturizes the hair with its natural oil content and provides well-groomed, shiny, smooth hair. It fixes rigid hair and gives your hair a healthy look. *Aycan* www.sectorwax.com

Imaj Fix & Shine Hair Wax: Imaj Fix & Shine Hair Wax gives permanent and natural effect to your hair without making it oily.

Ukip www.ukipcosmetic.com

Ossion Natural Mat Wax: Giving natural and shiny look to your hair, Ossion Natural Mat Wax creates freely stylized hair.

Adnan Akat www.aakozmetik.com

Klivya Hair Styling Gel Wax: This gel wax is for those who want to have shiny and wet looked hair. *Arı* www.arikimyasanyai.com

Totex Hair Styling Wax: Totex formulated for natural expressions of your hair, it allows you to control texture of the hair.

Kesenler www.kesenlerkozmetik.net



NATURAL LOOK FOR YOUR HAIR

Organicum is a daily hair care product that contains 100% organic botanical hydrosol helping to revitalize and to rejuvenate hair follicle with its direct effect. Thanks to organic hydrosol's rich and balanced vitamins and minerals hair and scalp problems diminish and at the end disappear. Organic Hydrosol Therapy Set consist of Organicum Dry/ Normal Hair Shampoo, Organicum Greasy Hair Shampoo, Organicum Intensive Care Conditioner, Organicum Active Hair Mask. *Işık Terapi* www.organicum.com

PLEASANT SCENTS

Se-luz Kimya which produces essences for perfumes, cosmetic products, personal care products, baby care products and industrial products, draws attention with its environmentally friendly products. Producing essences in compliance with European standards, Se-luz has easily obtainable and pleasantly scented products.

Se-luz Kimya www.seluz.com

TURKISH COSMETICS EXPORTERS'

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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
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SPAS & HAMAMS

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www.turkishcosmetics.org

Istanbul Chemicals and Chemical Products Exporters' Association



SKIN CARE PRODUCTS

MAKE-UP PRODUCTS AND COLOR COSMETICS



FRAGRANCES

PERSONAL CARE PRODUCTS

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PERSONAL CARE PRODUCTS

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