

Beauty LAND

TURKEY

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Beautyland Turkey /MAGAZINE OF TURKISH COSMETICS EXPORTERS

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*make-up *hair
*deodorant *nail polish
*baby care *skin care

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As a publication aiming to introduce Turkish cosmetics to the world, we are proud to welcome our foreign business partners and guests and meet up with buyers at the BeautyEurasia fair which takes place in Istanbul this summer.

We prepared a colorful magazine for distribution at the BeautyEurasia fair held in Istanbul, Turkey on 16-18 June 2011. Our main focus in the 11th issue of BeautyLand is the "bathing" culture, which has remained an indispensable part of human life and evolved in time into what it is now today. While the main feature demonstrates the importance attributed to bathing throughout history, the photo shoots in the rest of the magazine are of a supportive nature with regard to the main concept. If you're wondering about the latest bathing products for babies and adults, hair care products and what men are keeping in their cosmetics drawers, you just need to check our BeautySpy pages. The products you should be taking along to a perfect holiday spent at Hillside Su, one of Antalya's most outstanding hotels, and the elegant Sofa Hotel in Istanbul will also be presented in these pages.

We will also focus on an unknown facet of the cosmetics sector. The packaging special featured in the DesignWorld pages, outline the position of the Turkish cosmetics sector within the global industry in terms of packaging production and use, as well as provide detailed information regarding packaging exports.

The CultureWatch pages feature the best of Istanbul's museum stores, featuring the awe inspiring, valuable pieces of art exhibited in the museums' halls.

The guests of our Profile pages are the leading Turkish cosmetics manufacturers, B'iotia, Levanten, Beyaz Kozmetik and Ontex.

In the Trendsetter photo shoots, the spotlight falls on fruits, reminding us of the coming heat of the summer. The shoots we did involving colorful summer fruits feature the best products that protect us from the harmful rays of the Sun, refreshing and nourishing our skin at the same time.

We're extremely happy to welcome you in our magnificent city of Istanbul for the BeautyEurasia fair.

Hope to see you again.

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



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Cover Photo: Metin Bakırkaya
Styling & production: Ayşe Sönmez
Make-up: Ufuk Celep

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Vitamins and minerals within organic certified essential oils of grape seed, lavender, apricot seed, sweet almond, olive and sesame keeps your baby's skin moisturized and soft.

Its ingredients are effective against scurf and nappy rash. Fast absorbing precious essential oils leave skin with a long lasting satiny finish.

Organicare Baby Lotion

Vitamins and minerals within organic certified essential oils of grape seed, lavender and olive maintains oil balance while moisturizing and softening your baby's skin.

It contains ingredients effective against scurf and nappy rash. Ecolabel certified essential oils, vitamins E and B5 keeps baby's skin soft and supple. Adults with sensitive skin can use it safely for everyday use.



Organicare Baby products are free from; colorants, Paraben, synthetic perfumes, SLS, SLES, EDTA, Lanolin, Paraffin (mineral oil, petrolatum), animal fat and Silicone.

www.organicarebaby.com

Beauty Spy

PHOTOS: METİN BAKIRKAYA & TUNA YILMAZ
WORDS&PRODUCTION: ZEYNEP MERVE KAYA

MORFOSE Extra
strong hair spray.
Adnan Akat www.aakozmetik.com



AKITA Natural face cream.
Akita www.akitacosmetics.com



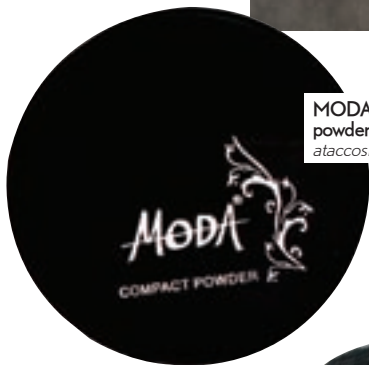
HER CAREER Eau de Toilette for women. 100ml. Atak www.atakfarma.com

Urban stays at the Sofa

With its perfect location in Istanbul's fashion center Nişantaşı, The Sofa Hotel is one of the city's hippest hotels. 64 rooms, 17 executive suits, Sanitas spa, a bookstore, different cafes and restaurants complete the hotel's urban look. But the best thing is the perfect Bosphorus view seen from Art*8 Lounge.



TAZE Hand & body lotion with olive oil.
Tariş www.ta-ze.com.tr



MODA Compact powder. Atac www.atacosmetics.com



FLORMAR Blusher blush. Kosan www.flormar.com

FE Blusher brush. Atas www.atasgroup.com



SNOB BLACK After shave cologne. Pinkar www.snob.com.tr



SEN Hand & body lotion. Kozmoplus www.sencosmetics.com

froma

Fragrances & Flavors

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Masquerade on hair

Sometimes shampoos and conditioners are not enough to keep hair healthy. That's when hair masks come to rescue.

1. **PIELOR Therapy hair mask.** Nourishes and animates the hair by profoundly diffusing to follicles with its enriched panthenol extract ingredient. *BFF* www.beautyff.com
2. **OSSION Hair care mask.** Deeply moisturizes and nourishes hair and makes it look stronger. *Adnan Akat* www.aakozmetik.com 3. **FARMASI Natural Line vitalizing hair care cream.** After shampoo cream with olive oil. *Tanalize* www.farmasi.com.tr 4. **MAXXEL Professional Salon hair care mask.** Reneving hair mask for damaged hair. *Kozmoplus* www.cosmoplus.com.tr 5. **IMAJ Hair care mask.** With milk extract and aloe vera formula, nourishes hair skin and prevents drying. *Ukip* www.ukipcosmetic.com

Colorful tips

It's time to get rid of those same old red and neutral polish colors and try some different colors on our tips this summer.



Base color & sparkle polish; **NIRVANA**
Kamelya www.kamelyacosmetic.com
Flowers; **GOLDEN ROSE**
Erkul www.goldenrose.com.tr



Base color; **GOLDEN ROSE Paris**.
Erkul www.goldenrose.com.tr
Designs; **FLORMAR** Kosan www.flormar.com
& **BOOTY** Aysan www.aysankozmetik.com.tr



Base color; **GOLDEN ROSE Fantastic**
color. Erkul www.goldenrose.com.tr
Designs; **IRIS** Kamelya www.kamelyacosmetic.com & **FLORMAR**
Kosan www.flormar.com



Base color; **VERYVERNIS**
Monna www.monna.com.tr
Designs; **PASTEL**
Pinkar www.pinkar.com



Hear your hair

We need to listen what our hair tells us and care for it with right products.



- 1. GUMMY Hair mousse.** Its specific formula adds body and volume to hair, makes styling easier and gives hair shine and flexibility. *limat* www.fonex.com.tr
- 2. FONEX Bi phase nutritive conditioner spray.** Prevents from static electric. With wheat protein. *limat* www.fonex.com.tr
- 3. TRESAN Hair tonic.** With herbal extracts, caffeine and vitamins, nourishes hair and controls dandruff. *Fulser* www.fulser.com.tr
- 4. AKITA Herbal hair care tonic.** Contains vitamins important for hair and scalp. Prevents hair loss. *Akita* www.akitacosmetics.com
- 5. ORGANICUM Organic conditioner.** Speeds up the healing process with formula that contains setified nettles, bay, sage, olive, sesame and vitamins. *Işık Terapi* www.organicum.com
- 6. D'OLIVE Hair care cream with olive oil.** Made from Aegean olive oil and wheat protein, conditioner nourishes, strengthens and repairs damaged hair. *Dalan* www.dalandolive.com
- 7. OTACI Hair repair tonic for all hair types.** Does not contain animal derivatives, color or fragrances. *Kurtsan* www.otaci.com
- 8. SECTOR Style and care cream for hair.** Smooths the hair and creates anti-static hair styles. *Aycan* www.sectorwax.com

GOLDEN ROSE Extreme Sparkle eyeliner. Erkul www.goldenrose.com.tr

Lady's Secret Chic Edt. 100ml. Sora www.secretoflady.com

FLORMAR Diamonds Terracotta Eyeshadow. Kosan www.flormar.com

LANA Hair gel. Global Horizon www.globhorizon.com

ORKIDE FLOWER Dipliner. Orkide www.orkidecosmetics.com

FIRST TIME Twist-up lipstick & eyeshadow. Erman www.ermankozmetik.com.tr

GOURMAND Raspberry Cake body butter. Pereja www.pereja.com.tr

GOLDEN ROSE Terracotta Glitter Eyeshadow. Erkul www.goldenrose.com.tr

ORKIDE Glitter spray. Orkide www.orkidecosmetics.com

REBUL Lavender Spa body and massage oil. Rebul www.rebul.com

MAXXEL Enriched intensive hand care cream. Kozmoplus www.maxxel.com.tr

Disco dreams at Hillside Su

Hillside Su Hotel is one of the best hotels of the Mediterranean with disco-like decoration by world famous Turkish designer Eren Talu. Situated on Konyaaltı, Antalya, Hillside Su offers a perfect summer holiday with its white and soft color combinations and 294 beautiful rooms. www.hillsidesu.com

ORKIDE FLOWER Ball blusher. Orkide www.orkidecosmetics.com

KAJAL Shimmer & pearly eye powder. Atomizer www.atomizer.com.tr

ADATEPE Bay Leaf soap. Ada Çiftlik www.adatepe.com

MACHRIQUE Dead Sea salt. Levanten www.machrique.com

Beauty Spy

Round your corners

Their shapes can be different but these are the products you need for a successful personal care.

KATRE Candle. Decorative candle inside a natural herbal soap. *Katre* www.katrenatural.com

ISABELLE DUPONT Soft Velvet Skin Perfection compact powder. *Giz* www.gizcosmetics.com.tr

AKIDE Olive oil soap. With lavender extracts. *Akide* www.akide.com.tr

REANIMA Body cream. It softens the skin with almond oil, jojoba oil and vitamin E. *Sudesan* www.sudesan.com

VERDAA Traditional laurel soap. Suitable for hair and body use. *Gülteks* www.gulteks.com.tr

KATRE Natural soap. Made with 100% vegetable oils. *Katre* www.katrenatural.com

GOURMAND Caramel Candy body butter. This product helps to immerse in a sea of caramel without taking any calories. *Pereja* www.pereja.com.tr

SHIVAJI Powder 454. *Shadia* www.shadiacosmetics.com

OTTOMAN HAMAM First quality olive oil soap. A natural cleansing and moisturizing soap produced with traditional techniques. *Akide* www.akide.com.tr

DURU Bath soap. With honey and camomile extracts. *Ev yap* www.ev yap.com.tr

REBUL Lavender bath soap. With essential lavender oils from France region Grasse. *Rebul* www.rebul.com


CATHERINE ARLEY Silky Touch compact powder. *Alfar* www.alfar.com.tr

Shining bright

Why not race with shiny sun beams with these gold sparkled products.



KATRE Candle-soap. Nourishes the skin with coconut and palm oils content. *Katre* www.katrenatural.com



FONEX Hair gel. Wet hair gel gives a long lasting shiny look to hair. *Foneks* www.fonex.com.tr



REANIMA Hand cream. Delivers effective relief for dry and chapped hands. *Sudesan* www.reanimacosmetiques.com




VERDAA Herbal myrtle shampoo. Herbal myrtle shampoo gives vitality to the hair thanks to its natural content. *Gülteks* www.verdaa.com



SHIVAY Vertiginous mascara. Brings the eyes forward and makes the look more flashy. *Shadia* www.shadiacosmetics.com



GOURMAND Vanilla Ice Cream Body mist. Leaves a charming scent of vanilla on skin. *Pereja* www.pereja.com.tr



SECURE After sun aloe vera gel. With Aloe Vera extract and soluvit richter complex, provides a real freshness after sunbathing. *Arı* www.arikimyasanyai.com



ORKIDE Lake meche spray. This gold colour spray gives hair a shiny look. *Orkide* www.orkidecosmetics.com

Beauty Spy



Germs out

Nowadays, antibacterial gels are indispensable parts of our lives. It's not hard to pick the right one.

1. PROACTIVE Sterigel. Aslanbaba www.aslanbaba.com 2. VIRE-X Hand sanitizer. İtimat www.fonex.com.tr 3. FRESH'N SOFT Antibacterial hand gel. Kardeşler www.freshnsoft.com 4. 4WET Antibacterial hand sanitizer. Turkuaz www.turkuazsaglik.com.tr 5. LANA Antibacterial hand gel. Global Horizon www.globhorizon.com 6. AKİTA Hygienic hand sanitizer. Akita www.akita.com.tr 7. DEEP FRESH Antibacterial hand gel. Aksan www.aksankozmetik.com 8. ELENOR Instant hand sanitizer. Seba www.sebakimya.com.tr 9. AKAT GARDİ Antibacterial hand gel. Akatlar www.akatkozmetik.com.tr 10. ARON Antibacterial hand gel. Aron www.aronkozmetik.com.tr 11. COOL CARE Antibacterial hand gel. Eyüp Sabri Tuncel www.eyupsabrituncel.com 12. AQUA VERA Hand sanitizer gel. Beyaz www.beyazcosmetic.com 13. New City Antibacterial hand gel. Gulf www.newcity.com.tr 14. COOL CARE Antibacterial wet towel wipes. Eyüp Sabri Tuncel www.eyupsabrituncel.com 15. ARON Antibacterial wet towel wipes. Aron www.aronkozmetik.com.tr 16. DOAL&DOAL Antibacterial hand cleaning gel. Yaşarlar www.yasarlar.com.tr

Men's Wonderland

What do men hide in their cosmetics drawers? They are full of masculine products that only men can use.



1. FLOWERLINE Shampoo. *Pereja* www.pereja.com.tr 2. ETRUSCHI In Dark Yellow For You 50 ml. Edt for men. *Atak* www.atakfarma.com
 3. BLUENESS 80 ml. Edt for men. *Adnan Akat* www.aakozmetik.com 4. WOODS BLACK Deodorant body spray. *Kozmo* www.kozmokimya.com
 5. ENERGY Sport after shave cologne. *Matsan* www.dalize.net 6. SECTOR hair spray. *Aycan* www.sectorwax.com 7. MORFOSE Anti hair loss serum. *Adnan Akat* www.aakozmetik.com 8. FRESH&DRY Sweat absorbent pads. *Kardeşler* www.freshnsoft.com 9. ALTIN YAPRAK Hand and body cream. *Aron* www.aronkozmetik.com.tr 10. SEN Foot cream. *Kozmoplus* www.sencosmetics.com 11. DISCOVER Car gel. *Güler* www.discover.com.tr 12. NUTRIGROW Hair nourishment system. *Dr. Medica* www.nutrigrowhair.com 13. MAXOR Shaving foam. *Gata* www.gatakimya.com 14. REBUL For Men After shave balm. *Rebul* www.rebul.com 15. ECI Brillantine gel. *Sora* www.soracosmetics.com

From bathing TO THE SPA

Let's take a look back at the times before the SPA, the heaven-on-earth which brings together herbal essences and oils with a human touch, in a fairy-tale atmosphere...

Words: Aydan Sümercan



Throughout history, the close relationship between water and humans appears as one of the most important rituals.

According to scientists, water appeared 4 billion years ago and started life on earth. The life that was born out of it went on to flourish on land and air. Like all living things, humans have also used water, remained dependent on it, wanted to know it better, drank it and laid in it.

Then when exactly did humans enter the water in order to get cleansed, in other words, to bathe?

As time passed by, civilizations emerged, the more people got to know water the more they learned the ways to keep it under control.

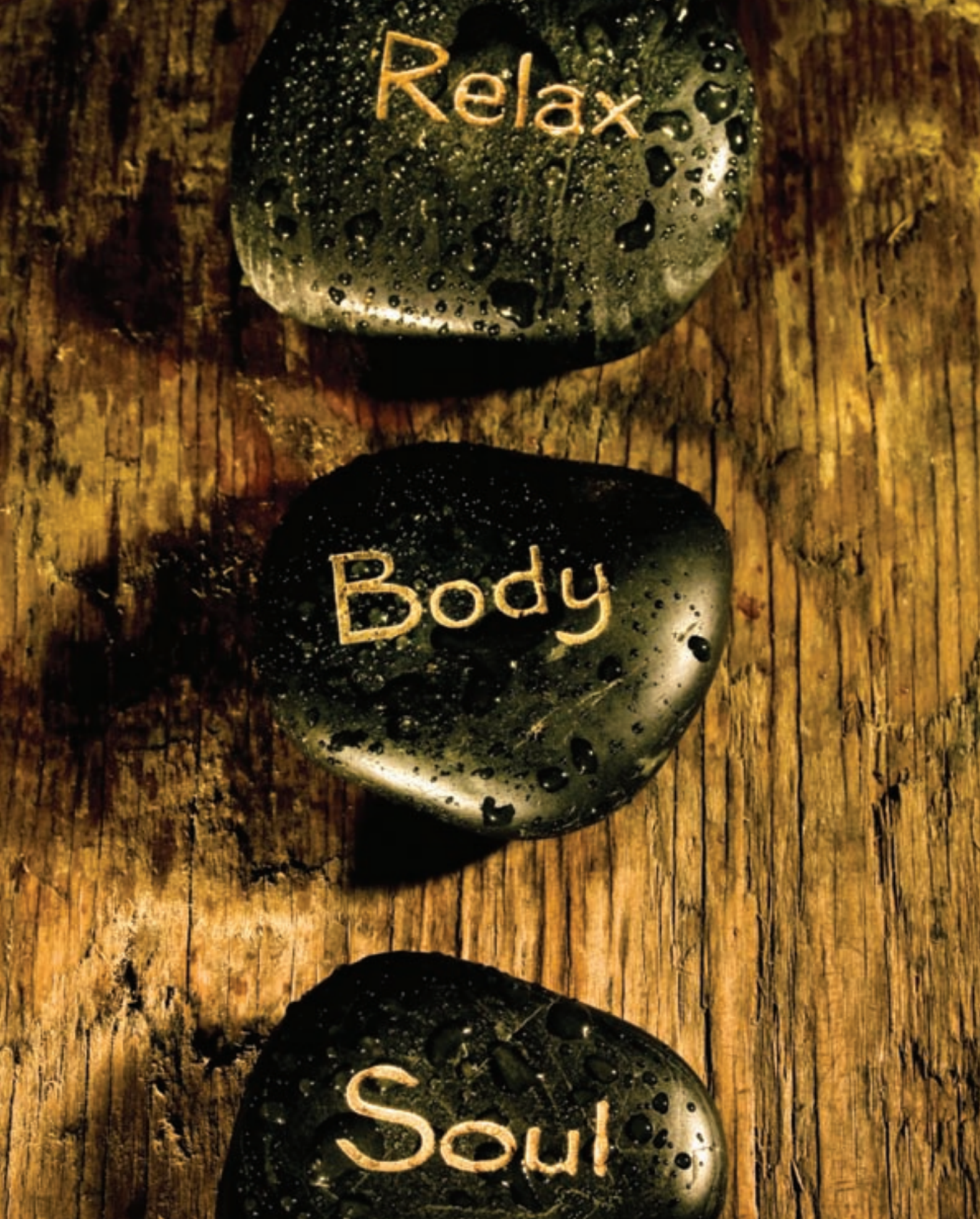
So when did the humans enter the bath and discover to take pleasure from water?

On their way, humans did not settle with this. They began to enter water not just to bathe and relax but also to achieve youth, beauty and joie de vivre through what we now call the SPA. A pleasant adventure throughout the process in which the term for bathing became synonymous with the SPA.

Humans and water.

The first human communities always settled near water, places close to the springs through which underground waters reach the ground. When they moved on to permanent settlement they gave water to their animals and their land. Realizing the power of water, they regarded it as god, goddess or an immortal hero. They believed that the oceans, rivers and lakes had spirits. Seeing that it both heals and destroys, they cried to their gods and presented them with gifts, wherever there is water. Although every society has a different view of water, the importance attributed to it has always been the same everywhere:

The eastern myths of creation place water above everything. For example, according to the Altaic Turks, before there



Scope

was land, there was water. An Altaic legend begins with this quote: “at first there was water, no land, sky, moon, sun”. In the courtyards of Babylonian and Assyrian temples there were water reservoirs. In the Sumerian epic Gilgamesh, the King Gilgamesh sends a beautiful harlot to tame the savage Enkidu. Enkidu who arrives at the city following the woman, is welcomed like royalty and gets bathed in nice scents, handed clean clothes, and becomes a human by learning etiquette. In this thousands of years old legend hygiene is underlined as a vital ingredient of humanness.

Throughout history, the close relationship between water and humans appears as one of the most important rituals. These rituals gradually evolved into a bathing habit, a physical and spiritual purification. At the ruins of ancient civilizations there are hamams, baths and bathing apparatuses. It is known that the hamam culture emerged with the Summerians and then underwent some changes. Indians who believed in the sanctity of water bathe in the River Ganges in order to purify their bodies and souls. Ancient Egyptians who paid great attention their hygiene, bathed with a soap-like substance produced using animal fats, vegetable oils and alkali salt. It is known that water was used for its soothing effects during therapies in ancient Greece while Romans were greatly interested in thermal baths. Hygiene also evolved into a prerequisite with all religions dictating purification before prayers. In short, the history of bathing goes way back in history and it also marks the beginning of the story of soap and eventually all the other bathing cosmetics.

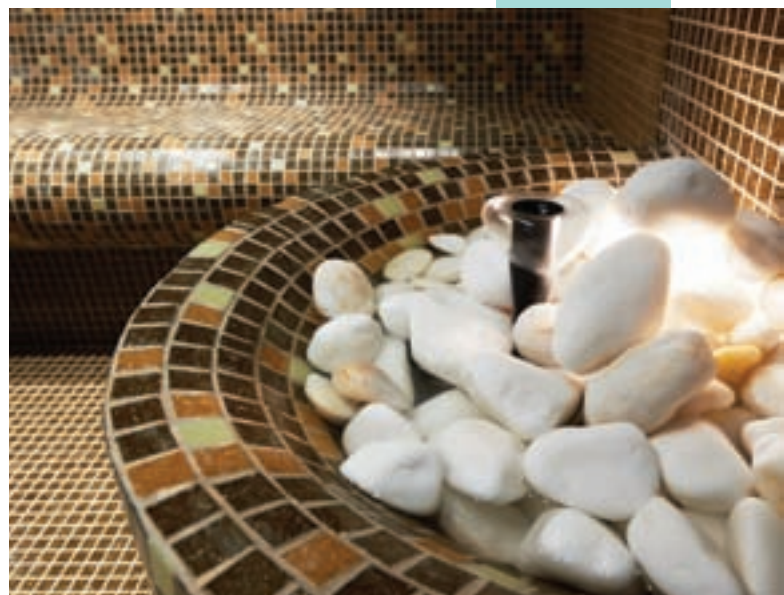
Bathing or the hamam

Unlike the act of bathing itself, bathing culture involves a sense of pleasure in it. During the heyday of the ancient Roman Empire, there were numerous baths of exquisite beauty, intended both for private and social uses. The baths of the time held a great deal of social functions. The first baths in Rome emerged during the 4th century BC. The Romans used to converse about their daily matters, relax and enjoy their regular meetings with water and then proceed to dinner. The baths in Rome continued to exist until the empire’s downfall. The abandoning of this habit led to many diseases to emerge in Europe.

During the Middle Ages and until the end of the Renaissance, people especially in France and England regarded water as the main cause of the diseases and they only bathed if they were told to do so by the doctors. They had no sewage system and they concealed their own odor with perfumes. During these ages in which the Europeans feared water, Turks were already using the interpreted versions of Roman public baths in their cities, namely the hamams. The Turkish hamam can be regarded as the oriental predecessor of the modern day SPA. The hamams had many social functions other than its usual ones like bathing, purification by rubbing, relaxing by massage, skin care, entertainment, steam bath and relaxing in the cold room. Various social activities such as meetings, celebrations and bride choosing were among these functions. During the Crusades the Christians who got to know the hamams of the Muslim world, tried to adopt



It is known that the hamam culture emerged with the Summerians and then underwent some changes.





Today, bathrooms are started to turn into miniature versions of SPAs.

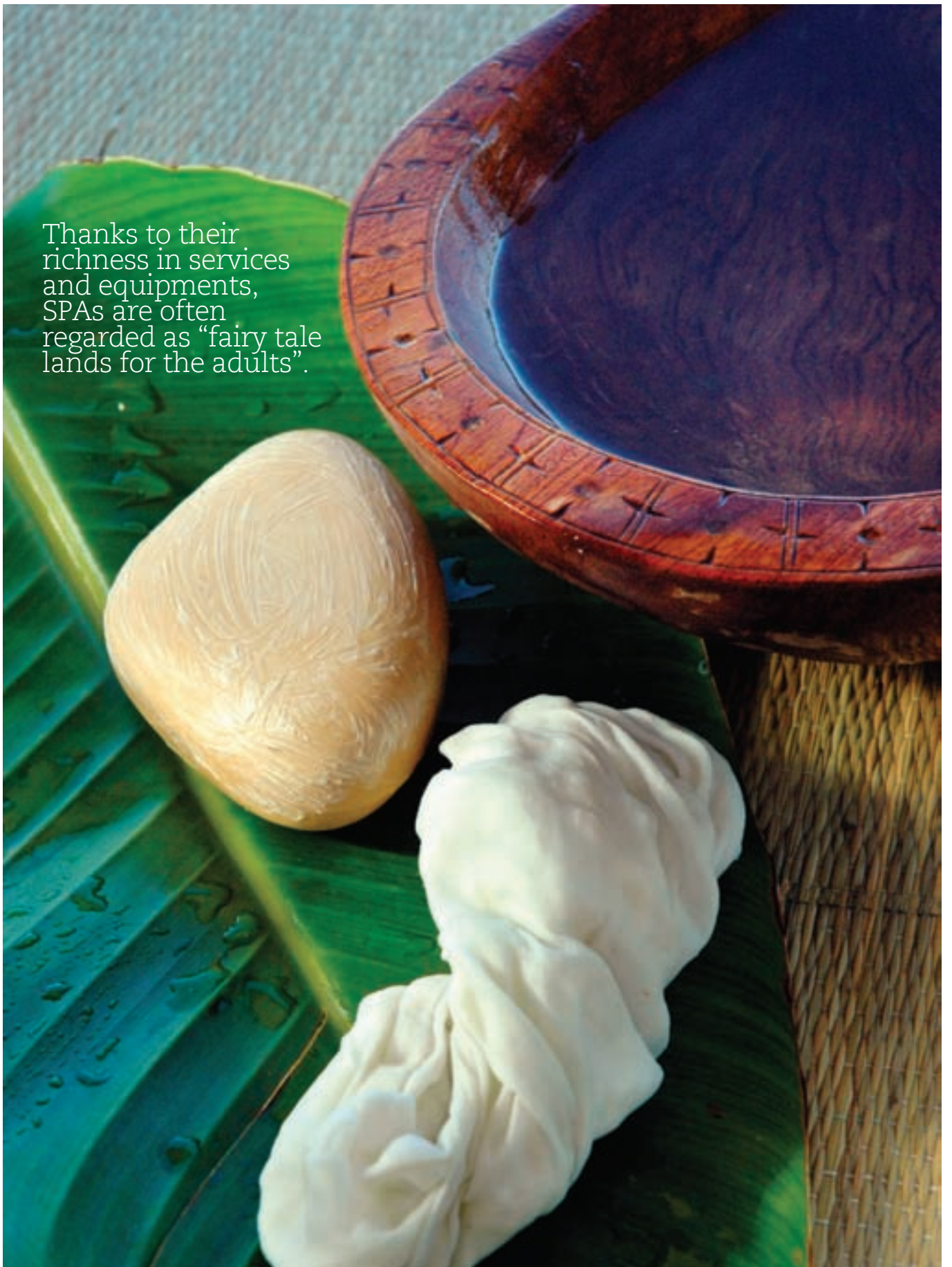
them at their homelands on their return. Bathing habits were reemerging and the importance attributed to hygienic principles by a certain scientist, Pasteur, eventually ended this dark period in history. During the 19th century, many important developments related to hygiene took place.

Bathrooms in the houses

During the early 20th century, creating a special zone in houses for such natural needs were regarded as utmost luxuries. However, the arrival of running water in residences, the connection of sewage waters to an urban system and the strengthening of bathing habits led to the triumph of the bathroom, earning its rightful place as an independent section of every house.

Today, the bathroom is not a place where we visit temporarily anymore; it transformed into a zone of relaxation and personal care. This, in turn, led to a boom in bathing and cleansing products within the cosmetics sector. While people used to go to the bathroom only to clean up, they eventually looked for ways to take more pleasure in it, keeping the area much wider to house rectangular tubs in which they can lay comfortably. They used marbles, glasses, mirrors and they paid great attention to lighting. Bathrooms of the 19th century were decorated with mirrors, small statues and elegant racks, just like a small lounge. Later on, minimalist principles began to influence decoration and the use of shower cabins as well as tubs became much more widespread. Bathroom racks started to house shower gels, scented bathing foams, after-bath creams and deodorants bearing the scents of popular

Thanks to their richness in services and equipments, SPAs are often regarded as “fairy tale lands for the adults”.



perfumes in elegant flacons, tubes and boxes. Today, bathrooms are keeping up with the modern trends and started to turn into miniature versions of SPAs.

Heritage with a new name: SPA

The story of what we call today the SPA – health providing bathing care – begins with Cleopatra. We all know about the beauty baths she takes in tubs filled with donkey’s milk. The women of the Ottoman harem owed the beauty of their satin-soft skin to the Turkish baths in which they took baths of herbal essences and oils. The convergence of all these cares, their environments and their diversification under the single concept of SPA took a long time in happening. Today, SPAs cover wide spaces with water at their center stage and they provide all kinds of indulging services and products which protect the youth and cure the body and the soul. Thanks to their richness in services and equipments they are often regarded as “fairy tale lands for the adults”. There are two explanations for the meaning of the word SPA: The first one is the Latin phrase for health by water, “sanitas per aqua” and the second one is a shortened form of an old thermal resort. SPA takes its name from Spau near Liege in Belgium. This is a thermal center well known by its mineral-rich hot spring waters which has drawn many people seeking health cure since very old times. Its name was not SPA back then but it emerged as a popular place of retreat for the ancient Roman nobility.

Today’s SPA centers provide the most sophisticated cures and therapies available from all around the world. They also are not limited to holiday getaways. DAY SPAs have arrived right to the very hearts of big cities and SPA therapies eventually found their ways into the home.

The products that bring SPA therapies to the home all embody a philosophy of their own. Accordingly, they not only serve as agents of personal care but as tools that create a very personal ambiance at the luxury of their own house. Colors and forms, as well as scents, play an important role in this. The aim is to create a direct link between the body and the soul during the therapy sessions. A beautiful sight, a color that touches deep into the soul of a person, a scent that relaxes. It is very important to make sure that the textures and the active ingredients of such products are compatible with human skin. This is due to the fact that in order to be beautiful, a person has to feel beautiful too. The cares, therapies and tools that aim this, lead the SPA’s promises of youth and beauty right to your doorstep!



During the ages in which the Europeans feared water, Turks were already using the interpreted versions of Roman public baths in their cities, namely the hamams.



Beauty Spy

Gems of the bathrooms

One can always give these relaxing and exotic products a try if they want to add color to their bathing experience.



3



4



5

1. GOURMAND Chocolate Fudge shower gel & Gum Mastic bath foam. A wonderful excuse to smother the body with delicious tastes. *Pereja* www.pereja.com.tr
2. EGERIA bath salt & bath foam. With lavender extract. *Tim* www.timkozmetik.com
3. AISHA Uplifting shower gel & Lime & peppermint body wash. A creative blend that cleanse and relaxes the body. *Aisha* www.aisha.com.tr
4. 4WET Apricot bath salt & Apricot bath foam. Helps body to be saved from fatigue and got relaxed by the exotic fragrances those consist of natural herbal extracts. *Turkuaz* www.turkuazsaglik.com.tr
5. REANIMA Volume shampoo & VI Bath salt. Shampoo gives volume to hair from the bottom to the end. Bath salt includes dead sea minerals. *Sudesan* www.reanimacosmetiques.com

Beauty Spy

Matchmaker

Declare a war to body odour and match your scents with your significant other this summer.

MY LIQUID Man. Perfumed body spray for men. *Atak* www.atakfarma.com



NESSE Sport. Body spray for women. *Gata* www.gatakimya.com



XO Extraordinary Charismatic. Perfumed deodorant for men. *Kopaş* www.kopas.com.tr



ROSETTA Sun dance. Perfume spray for women. *Crea* www.creakozmetik.com



DOLCE Mia. Body spray for women. *Pinkar* www.pinkar.com



HERACLES. Deo spray for men. *Matsan* www.dalize.net



GT Night. Body spray for men. *Gata* www.gatakimya.com



TOUCH. Deodorant for women. *Kosan* www.flormar.com



ALWAYS LOLITA Lovely sun. Perfumed body spray for women. [Atak www.atakfarma.com](http://www.atakfarma.com)

SANSIRO. Deodorant for men. *Ahenk Kozmetik* www.sansiro.com.tr

STARX. Perfumed body spray for men. *AtakFarma* www.atakfarma.com

MAJORICA. Deo spray for women. *Matsan* www.dalize.net

DUNLOP. Deodorant spray for men. *Pinkim* www.pinkim.com

SANSIRO K79. Deodorant for women. *Ahenk Kozmetik* www.sansiro.com.tr

Gourmand Vanilla Ice cream body mist (*Pereja*), **Aisha** Lavender body oil (*Aisha*), **4Wet** massage oil with apricot (*Turkuaz*), **Réanima** VI hand&body lotion (*Sudesan*)

A YUMMY SUMMER

What is a summer without fruits? It's time to pick colorful and fruity products to liven up summer holidays.

PHOTOS: METİN BAKIRKAYA
STYLING: ZEYNEP MERVE KAYA
STYLING ASSISTANT: MELİS TÜZMEN



Esse cocoa oil (Aron), **Hammam** body scrub (BFF), **Verdaa** herbal laurel hair and body care oil (Gülteks), **Hammam** body splash (BFF), **Aisha** soothing face flower (Aisha)



Farmasi body scrub (Tanalize), Dalan Therapy hand cream (Dalan), Kontes care cream (Kozas), Angie Hot deodorant (Rebul), Dalan Therapy shower gel (Dalan),

d'Olive body oil with olive oil (*Dalan*), **Sen** body scrub (*Kozmoplus*), **M. Asam** day and night cream (*Tresan*), **Shayna** hand & body mousse (*Crea*)



TrendSetter

Pielor shower gel (*BFF*), **Arko Nem** face, hand and body cream (*Evyap*), **Katre** orange soap (*Katre*), **Farmasi** body splash (*Tanalize*), **Symphony** body splash (*Atak Farma*)



Réanima VIII shower gel (*Sudesan*), **Esse** sun milk (*Aron*), **Snob** Classic after shave cologne (*Pinkar*), **Pielor** hand & body cream (*BFF*), **Jane Ashley** sunblock cream (*Shadia*), **Blueness** shaving gel (*Adnan Akat*)





Turkey can become a global giant in packaging

While the Turkish Packaging Industry is as advanced as the developed nations in terms of equipment, it is also technologically far more advanced than many EU countries thanks to all the investments made during the last decade.

Words: Yaşar Burak Meriç

What's fundamentally expected of a packaging is to wrap up its content and increase its sales in a continuous manner. However as much as its production quality, its design has to be original, different and awe inspiring too. In fact, this is one of the main factors that affect the sales figures of a product. This attributes a great deal of importance to the packaging's country of origin, as well as the product's. Turkey is one of the most promising countries with 5,490 tons of packaging production worth 6,875 billion dollars. With the ongoing investments of the last 10 years, it is now technologically much better equipped than most EU countries. It is strong, dynamic and innovative enough to compete with its European competitors. So what types of packaging is produced in Turkey? A wide variety of packaging is available, from plastic to glass, paper-carton to plated steel, aluminum to natural fibers.

Exporting to 179 countries

Exporting to 179 countries, including Germany, France and the UK – the most selective markets in Europe in terms of packaging – Turkey is now the leading country within the Eurasian region. Koroza Ambalaj San. ve Tic. A.Ş., Assan Alüminyum San. ve Tic. A.Ş., Türk Henkel Kimya San. ve Tic. A.Ş., Gülsan Sentetik Dokuma Sanayi ve Tic. A.Ş., Sarten Ambalaj San. ve Tic. A.Ş., Naksan Plastik ve Enerji San. Ve Tic. A.Ş., are only a few of the companies that put Turkey on the fast track of global packaging industry. So, what are the factors that enable Turkey to enjoy this advantageous position

within the packaging industry? The efficiency and success of the packaging to protect and preserve the product it contains and the originality, difference and appeal of the packaging are the first two that instantly come up to mind. The suitability and the cost of the materials used is also a significant plus. The arguments that enable Turkey to present a strong hand in the global packaging industry are not limited to these of course. Its geographical position right at the center of Eurasian countries presents Turkey with a golden opportunity to provide easy communications and swift accessibility that many companies in China and the Far East cannot provide. It's true that there are many types of packaging. However, the main product that pushes Turkey to the forefront within the global packaging market is the large scale, sack-type industrial packaging produced with woven plastic fibers called FIBC. It wouldn't be wrong to say that the Turkish producers engaged in such production are the global leaders in this field. There are also powerful producers engaged in the production of various films used in the production of flexible packaging. Turkish producers enjoy increased visibility thanks to all the investments they make in the neighboring countries. For example, as of today, many countries like Italy, Russia, Greece, Bulgaria, Romania, Ukraine, Kazakhstan, Kyrgyzstan and Georgia are centers of Turkish investments.

An exporter of packaging: Turkey!

Around 50% of the packaging production in Turkey is used for products of daily use, with the main focus on foodstuff. Around 20-30% is directed to non-foodstuff products. The significance of these figures is that the products that are



wrapped up, hygienically preserved and distributed by the Turkish packaging industry provide a giant economic input worth around 120 million dollars annually!

The situation is not any different in the export front. Turkey exports packaging in two ways: it either packs the packaging products and sells them abroad or engages in indirect export by packing the products it imports from abroad. The figures appear to be quite impressive. In fact, during recent years packaging exports demonstrated an annual increase of 16%. The biggest piece of the pie chart is enjoyed by plastic packaging products with a 70% share. Especially the export of PP woven bags and sacks is worth 295 million dollars. On the other hand, Turkey is the second biggest exporter of flexible intermediate bulk containers (FIBC) after China. Plastic packaging is followed by paper and carton packaging products. Today, this group of products provides export revenue worth around 300 million dollars. Metal packaging products follow with a 9% export share.

Significant efforts by the industry

The Turkish packaging industry is an industry worth 6,8 billion dollars with an annual production volume of 5,5 million tons. The Turkish packaging products are exported to 179 countries around the world. At the moment, the global packaging industry is worth 450 million dollars. It is estimated that in three years the market will be worth 600 million dollars. Is it possible to ignore the share that could be taken from this global pie chart? Especially at a time in which packaging is regarded not only as a protective feature of a product but as a marketing tool that makes the product much more appealing in the eyes of the consumers. That's why as far as the packaging industry is concerned; everyone is after "awareness" and "originality". For example, many countries including Turkey host packaging fairs. Thousands of representatives from various industries seek alternative packaging for their products in these fairs. Many institutions and NGOs including the Turkish Packaging Manufacturers Association, the Turkish Standards Institution and even professional associations bringing together graphic designers, organize packaging design contests in order to achieve "the best" in the field of packaging. As a result, an industry worth 6,8 billion dollars is, in a sense, packing itself up for new opportunities, cooperative projects and even for a leading position as a global giant!



Turkey is one of the most promising countries with 5,490 tons of packaging production worth 6,875 billion dollars.



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1

Museum shops of ISTANBUL

Prepare to discover the rare design objects, art reproductions and objects that remind us of the exhibitions visited at the museum shops of Istanbul.

Words: Tuğçe Kayar



2

As the number of museums which keep a pulse on the art and culture scene with numerous exhibitions increase, the number of museum shops increase accordingly. Museum shops appeal to a wide range of visitors not only with their architectural charm but also with the various design products, museum and exhibition catalogues as well as the objects inspired by temporary exhibitions and permanent collections they present to the customers. Mainly situated within the museum complexes, these shops appear to gain increased popularity with branches opened in other locations as well.

From Istanbul Modern to the Topkapi Palace Museum Shop

The transformation of museum shops in Turkey into design stores resembling those in Pompidou Museum, Tate Modern or MoMA is largely initiated by Istanbul Modern, one of the privately owned museums of Istanbul. The Istanbul Modern Museum Shop was formed as an inseparable part of the museum, just like its other sections when it was opened in 2004. The museum officials define the process as such: "There was no other such application in Turkey which we could take as an example. We made serious research on how the retail culture is applied in the museums abroad, the message that the museum shop should be reflecting to the visitors and the need for such visibility and its place within the economy. We adapted the findings to our own administrative and operational model." The products are mainly designed to be instructive for the sake of introducing and endearing the art and the artist. Istanbul Modern Museum Shop also has a branch in Point Hotel Barbaros.

The state museums are not indifferent to the developments in this field too. The modern Museum Store opened in the first courtyard of the Topkapi Palace in April 2010 presents a vast amount of objects ranging from traditional Turkish handicraft products to the replicas of objects from the museum, from various postcards to books on the history of art. The shop provides a pleasant atmosphere in which you can sit down in



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1. Topkapi Palace Museum Shop
2. Istanbul Modern Museum Shop
3. IKSVD Design Store



3



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one of the tables in the shop and browse through the books while you enjoy your hot coffee.

Two museum shops on the Şişhane-Pera axis

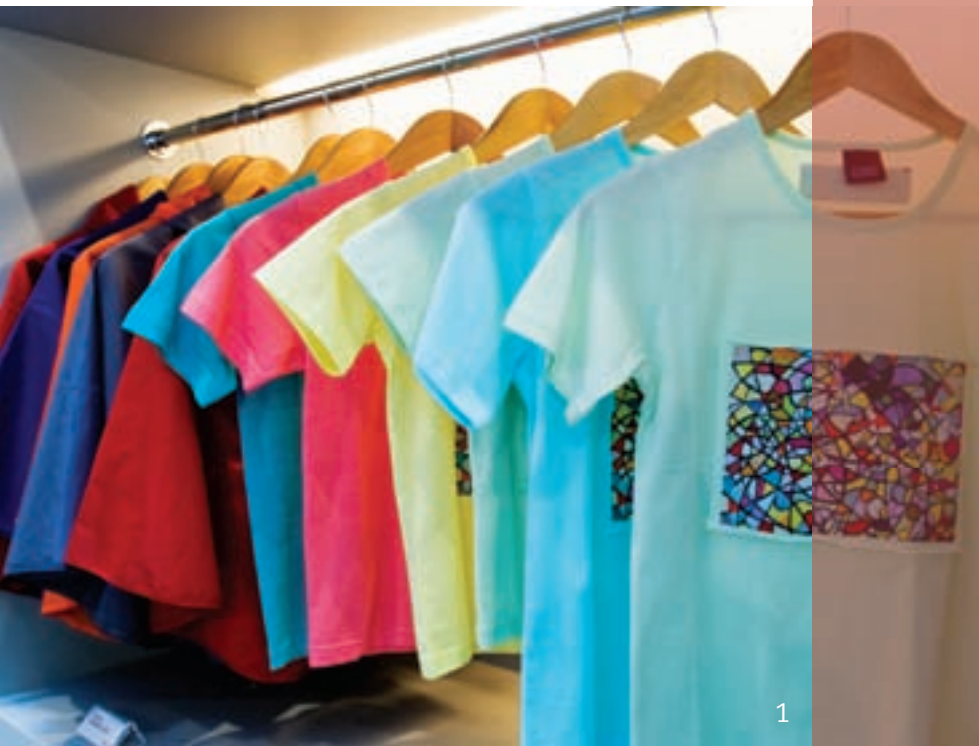
The Design Store of İKSV (Istanbul Foundation for Culture and Arts) opened last year at the foundation's new home in Deniz Palas – Şişhane, emerges as the meeting point of all design and art buffs. Architecturally designed by Nazlı Gönensay, the shop features works of local and foreign designers in weekly renewed collections. Ela Cindoruk's charm bracelets and Alos's dream catcher bracelets are the latest additions to the collection. Alongside exhibition catalogues and books, the İKSV Design Store also houses books published by the İKSV. The store also draws attention as the only place in Turkey to sell products by the MoMA Design Store (Museum of Modern Art in New York). Alongside exhibition catalogues and books, there are also books published by the İKSV. For example, the "Mevlânâ Celaleddin Rumi: 99 Poems 99 Images", prepared in honor of the 800th anniversary of Mevlânâ's birth, is a true work of art. "Exile, A Hard Trade" brings together the best poems of Nâzım Hikmet and Abidin Dino's designs. "Impressions from Beyoğlu" prepared by Doğan Hızlan, gathers extracts out of 100 precious works of literature dealing with or taking place in Beyoğlu, accompanied by special designs by Tan Oral prepared exclusively for these extracts. The biography of Leyla Gencer – regarded as one of the most important

sopranos of the 20th century – who passed away in 2008, penned in English by Zeynep Oral, titled "Leyla Gencer – A Story of Passion" is also among the publications.

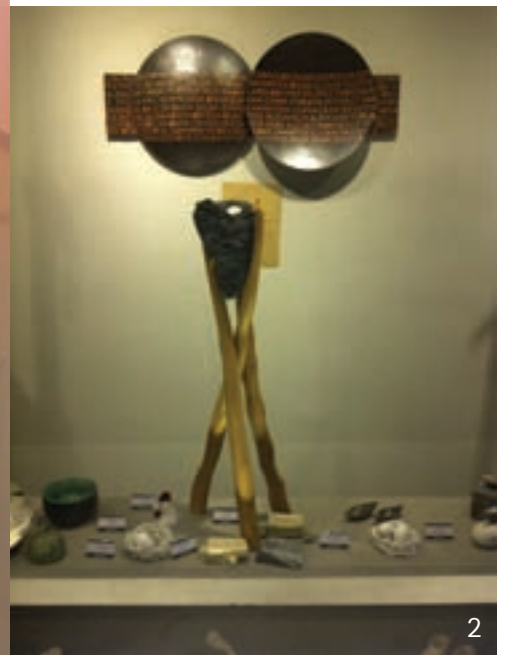
A short walk away from Şişhane you'll find the Pera Muesum and its store Retail Artshop with its wide range of products. The Retail Artshop which is popular with its new products introduces with each new exhibition, also houses accessories, decorative pieces, plates, table cloths, stationeries and replica pieces. Among the striking pieces are various design products that lend new lives to the replicas of the pieces in the permanent collections of the Suna and İnan Kiraç Foundation – the Kütahya Tile and Ceramics and the Anatolian Weights and Measures.

Santraldükkan and Sabancı Muesum Store

Santraldükkan, the store of the Santralistanbul museum within the campus of the Istanbul Bilgi University, operates as an independent operation in the central hall at the entrance of the Contemporary Arts Center and the Museum of Energy, since September 2010. The store is designed in keeping with the original texture of the building which used to be the Silahatağa Power Station. Santraldükkan features pieces with a wide range of prices, from 5 TL magnets to 1600 TL chairs or lighting fixtures. The "Eastmeetswest" tea glasses designed by Erdem Akan are available at 25 TL, while the Zula coffee cup from the 2010 Design Turkey award winning "Dervish" series by Kunter Şekercioğlu is available at 180 TL.



1



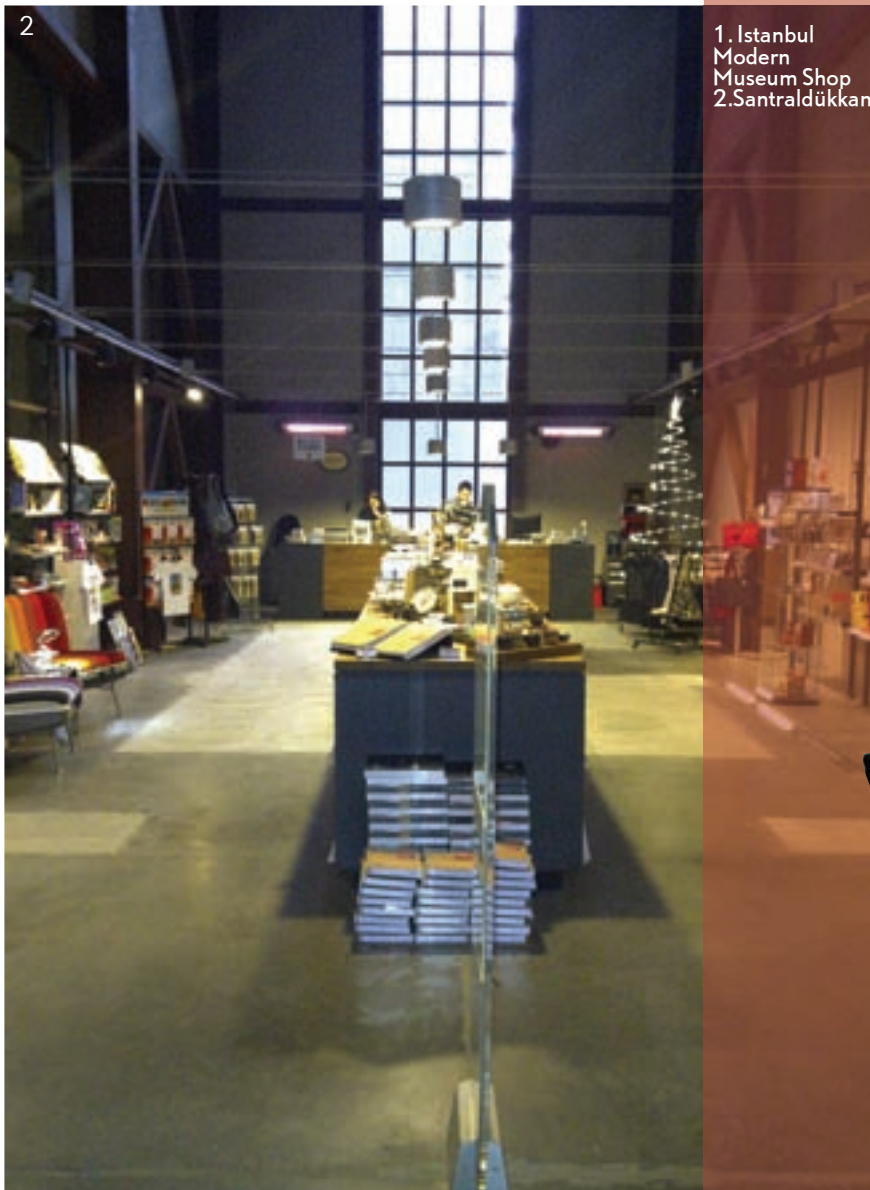
2

The Sabancı Museum located in Emirgan, one of the most pleasant areas along the Bosphorus, features two stores, one in the mansion and the other in the gallery, featuring many original pieces. Enamelled silver necklaces, Avanos pottery, lacquered frames with Iznik tiles, caftan shaped vases, rose water flasks and cologne bottles all successfully enrich the museum experience.

Shortly, museums which emerge out of the stereotypically cold places from the past, by incorporating their own design stores, are now entertaining places combining culture, art and shopping, in which one can browse through the pages of a book while enjoying a cup of coffee or engage in a pleasant conversation. Those who are drawn to rare products which are not commonly found in our daily lives and those who would like to keep a piece reminding them of the exhibition they just visited, museum stores are the places to be!



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1. Istanbul Modern Museum Shop
2. Santraldükkan

“OUR PRODUCTS SET THEIR OWN STANDARDS”

Özlay Yılmaz, the General Manager for Beyaz Kozmetik tells us about their recent breakthrough in exports and their latest strategies for reaching out to the consumers.

Interview: Melis Tüzmen
Photography: Tuna Yılmaz



Could you tell us a bit about Beyaz Kozmetik and your brand Aquavera?

Literally meaning “the reality inside water”, Aquavera is a culmination of our know-how accumulation and experience of 15 years. Its packaging, color, perfume, durability, domestic consumer behavior and sales trends were set in close cooperation with our national distributor companies. These demands and consultations enabled us to construct our Aquavera product concept. The raw materials we use and our production is in full compliance with Turkish standards. Since we use raw materials in compliance with the REACH regulations, they also are within European norms too. The products are subjected to physical, chemical and biological tests in our laboratories. If the test results indicate that they are 100% compatible, we proceed to the packaging process.

How do you conduct your laboratorial processes?

We have an in-house laboratory. A staff of chemists helps us both improve our existent products and develop new products.

What type of products do you have?

Among our personal care products are shampoos, liquid soaps, shower gels, conditioners and anti hair loss products. We also produce baby shampoos and antibacterial gels.

How do you regard your position within the industry?

Since the day of our foundation, our aim has been to produce good products and set our own standards. Many exporting companies try to survive through price competition, but we never had such objectives. We tried to make sure that our products harbored the high quality

that would meet the consumer demands. As a result, we now have high quality products with reasonable prices.

Foam products are gaining popularity by the day. What do you think lies in the future for liquid soaps?

In the past there was just the soap bar. Then liquid soap was introduced and everyone started using these products. Now liquid soap appears to be common and it needs a new sibling product that can share the market with it. That's how foam products emerged.

Do you have any foreign partners?

I established this firm with my sister Özlem Özbay. We are a 100% Turkish brand.

Do you have domestic sales?

We don't have any domestic sales. We only do export.

Which countries do you export to?

We do exports to many countries in Europe, Africa, Middle East, Asia and the Far East. We're also in the middle of negotiations for distributorships in many other countries.

What are your new projects and objectives?

Our ongoing R&D work is focused on anti hair loss shampoos, perfumes and baby products. We are also aiming to further improve our existing products.

Our short term target is to start exporting to the countries of the Commonwealth of Independent States (CIS) and America. Most of our R&D processes involving various products will be finalized by autumn and we will start launching and presenting them to our international distributors.

What kind of eco-friendly precautions are taken during production?

No wastes that threaten or harm the environment are created during our production process.

Why should consumers prefer your products?

Aquavera personal care products go through a meticulous process of management, from the production phase up until its presentation to the final consumer.

Our production is in compliance with European norms and REACH regulations. We pay great attention to "Hidden Sales" studies that lead consumers to choose specific products from store racks. When our knowledge of specific information regarding the consumers' choices of perfume, colors and the variations in product contents come together with our meticulous production processes it eventually becomes inevitable for the consumer to reach out and pick our products.

www.beyazcosmetic.com

TRIED & TESTED

Specializing in shampoos, here are what we tried and tested by Beyaz Kozmetik...

Nil Otova Photos: Tuna Yilmaz



AQUA VERA SHAMPOO

This range features products designed to combat hair problems. They all cleanse the hair by moisturizing, providing a pleasant perfume. The products help the users rid their hair of problems. Hair also benefits from the softening properties of the shampoo.



AQUA VERA SHOWER GEL

All the shower gels create a good amount of foam and leave a trace of their perfume on the skin. They also have a refreshing effect thanks to their soft touch.



AQUA VERA BABY

Very thin and fluid gel. Instantly foams up creating wonderfully thin textured foam. Easily rinses off. Cleanses the hair and the body without causing any tears. Babies will now bathe in comfort.



AQUA VERA LIQUID HAND SOAP

The liquid soaps provide a pleasant floral scent and are easily applied thanks to their pump cap. All the products create a wonderful cleansing experience with the high amount of foam they create, without causing any dryness on skin.



“WE INITIATED THE HAIR REDUCTION PRODUCT CATEGORY IN TURKEY”

We talked to Ahmet Atçı, the Foreign Trade Manager of B’iota regarding the products and the international strategies of the brand specializing in 100% herbal products.

Interview: Melis Tüzmen
Photos: Tuna Yılmaz



Could you tell us a bit about B’iota?
The B’iota Laboratories were established in 2002. We revealed through our market observations that women who suffer from unwanted hair tend to conceal their faces.

Having determined this fact, we noticed that the special formulation we used to rid the skin of pimples, also managed to induce hair reduction. Consequently we developed the product range know in Turkey as Bioder and internationally as Bioxet and launched clinic research. When the hair reducing properties of the formula was approved the firm decided to enter the market in 2002. The adventure which began that year with the Bioder brand continued with the launch of the product range known as Bioxcin in Turkey and Bioxsine abroad in 2006. The Deracine, Biomeen and Bioblas products joined the family in 2008. We have no foreign partners. We’re a 100% Turkish company.

What are the most significant properties of B’iota?

Bioxet is a hair reducing product. We have a 95% market share in Turkey and we’re the second best known brand in Turkey.

Bioxsine is an anti hair loss product. The shampoo halts hair loss while the serum generates the growth of new hair. The newly improved Bioxsine range was reinforced with the addition of the Bioxsine Fort intended for those who suffer from intense hair loss.

Deracine is product offering solutions for all kinds of skin

problems. From anti-aging to cellulites, moisturizing to sun block, our products cover a wide range of needs.

The supermarket sales channel includes the Bioblas products. It’s intended for those who suffer from female-type hair loss.

The Biomeen product range is developed to provide care for men who suffer from hair loss. It also includes skin care and aftershave products. All our products are a combination of technology, herbs and sciences. There are around 10 thousand types of plants and herbs in Turkey and 3200 of them are endemic. The outturn we achieve from these plants and herbs are quite high. Our products are 100% herbal and are fully compatible with the latest technologies. We provide solutions that take the power of the plants and herbs from the nature and combine it with the human body.

What does the “B’iota 59 Elements” inscription in your logo mean?

There are 59 elements both in nature and in the human body. The correct combination of the 59 elements that come from the soil with the body is totally sufficient for the health of an average person. As it is one of our fundamental principles to produce our products in accordance with this philosophy, we decided it is suitable to use this inscription in our logo.

What are the sales channels of your products?

Some of our products are intended for pharmacies while

others are intended for supermarkets. Bioxsine and Bioxet are our pharmacy products while Bioblas and Bimoeen are available in supermarkets.

Could you tell us a bit about the B'iotia Foundation?

The B'iotia Foundation established in 2007 is an institution which aims to protect Turkey's endemic plants and support relevant training programs. In 2010 we emphasized our mission by providing scholarships to 500 students in various Turkish universities. With our in-house professor, we conduct various educational programs focusing on the importance of the 59 elements, the knowledge of the plants and their protection.

What kind of eco-friendly precautions are taken during production?

There are relevant standards and certificates, and the B'iotia Laboratories have proven its adequacy. We take part in the world's one and only state supported branding program, the Turquality. I believe we're one of the first companies to work with herbal products. We took all the correct steps within the global arena, from the standardization of production to the standardization of branding.

Which countries do you export to?

We export to 35 countries around the world. Our North American headquarter is in Connecticut and it's led by an American manager. We have a distributor in Canada and we'll soon start presenting our products to the market. Right now we're engaged in investments that will further develop our presence in Germany. We're further expanding with the new joint venture model we're adopting. Instead of taking a product and leaving it there to survive, we prefer increasing our brand identity in that region.

Do you take part in international fairs?

The fairs we take part in include the Intercharm Moscow, Cosmoprof Italy, Intercharm Italy and the BeautyWorld Dubai. In order to expand more efficiently we are planning to become more selective with regard to the fairs we'll be taking part in.

What are your new projects and/or objectives?

Today we are building Turkey's largest pharmaceutical factory. It will cover an area of 35000 square meters in Sancaktepe, Istanbul, becoming the 3rd largest factory in Europe. With the expansion of our factory, our product range will also diversify. There is also the botanical garden issue we have been long suffering from as they are quite limited in Turkey. We're planning to establish a botanical garden right next to our factory in Sancaktepe.

www.biotialab.com

TRIED & TESTED

Our editor tried B'iotia's hair reducing and hair loss products.
Nil Otova Photos: Tuna Yilmaz



BIOXET & BIODER HAIR REDUCING FACE CREAM

The products feature specially formulated options for all skin types. They weaken the hair, moisturize the skin and enable a comfortable use. They feature a thinly textured cream. They come packed in jars. Sufficient information available on packaging.



BIOXET HAIR REDUCING BODY CREAM

Information regarding the product that comes packed inside a tube is available on its box and the product itself. The cream is very thinly textured and is instantly absorbed by the skin. It also leaves a pleasant scent on the skin.



BIOXSINE

A 24-day care product with scientifically proven anti-hair loss properties. Perfectly presented. Its appearance alone generates confidence. Information and instructions regarding the structure of the hair and causes of hair loss are featured on the box and the brochure that come with this 100% herbal product. For functional use of the serums, various accessories are also presented in the box.

“OUR PRODUCTS ARE 100% ECOLOGIC”

Alper Toguz, the Project Manager of Levanten, tells us about the firm which is inspired by many civilizations and cultures.

Interview: Melis Tüzmen



Could you tell us a bit about Levanten?
Levanten Home Textile was established in 2004. With our brand Machrique, we tried to combine the thousands of years old products of our geography with universal ideals and high quality. We sought for great masters who still continue the traditional crafts in Anatolia and Mesopotamia. We eventually found them and worked with them for 3 years to combine these arts with universal standards and we finally established our Machrique brand.

What about Levanten’s product range?

From the hand-woven cotton towels of the Aegean mountain villages to the bay leaf soaps made with olive oil in the Aegean, Mediterranean and Southeast Anatolian regions, copper products handmade using thousands of years old techniques in Aleppo to silk loincloths woven in old Anatolian handlooms, we produce a total of 106 products.

What are your product categories?

We may categorize our products in 3 general categories; home, bath (Hamam) and textile collections.

What inspires you during the design of your products and the packaging?

With the Machrique brand, we aim to present products which are parts of a huge Anatolian and Mesopotamian heritage without ruining their essences but modernizing them at the same time with small aesthetic touches. We also aim to produce pleasant, functional and even healthy products that will live on, instead of products that will remain unused or left rotting at some obscure corner of the house.

Lately the use of organic products is increasingly popular. How ecologic are your products?

Our products are 100% ecologic and contain no chemical additives. They are eco-friendly. They do not contain any

TRIED & TESTED

materials that may harm the environment as wastes.

What kind of eco-friendly precautions are taken during production?

The most important property of our products is that they are produced using traditional methods. As a result, energy consumption is at a minimum level and there is certainly no environmental damage. Most of them are handmade or hand-woven. They are eco-friendly as they contain no chemicals in their raw materials.

You point out that production is mainly focused on all-Turca designs and that you are highly influenced by the Ottoman periods. What attracts you to this period in history?

We're influenced not only by the Ottomans, but by all the cultures and civilizations that flourished in this geography; Sumerians, Hittites, Assyrians, Hellenes, Romans, Byzantines and the Seljuks, adopting their own historical experiences and artistic perspectives into the products we design, in line with our contemporary artistic perspectives and the requirements of the times we live in. What draws us back to the ancient periods is the magical beauty of the cultures which are all parts of a global heritage and the idea to pass them on to the coming generations.

Do you do exports?

Yes. We mainly work with European countries, mostly Switzerland, Germany and Latvia.

Do you have any foreign partners?

No we don't. However, we're currently continuing negotiations to structuralize our distributorships in France and Germany.

Do you take part in international fairs?

In 2011, we took part in the Maison&Objet in Paris and the Ambiente in Frankfurt. We'll be attending new fairs. We're currently exploring the possibilities.

What are your aims for 2011?

2011 will be our first year in the international market. So far we've made significant progress in the first quarter. One of our most important contacts is the Globus stores. As part of the agreement we reached earlier this year, our products will be available as of May, in the Globus stores in Switzerland. We're currently in the middle of an agreement process with another chain store in Germany. Our main objective for this year is to establish a wide international network and transform Machrique into a European brand. In accordance with this aim, we're working on establishing a wide distribution network which would enable small scale sales in boutique stores among Europe. www.levanten.com.tr

We tried ecological soaps, sea salts and shampoos from Leventen's Machrique brand.

Nil Otova Photos: Tuna Yilmaz



MESOPOTAMIAN SOAP

There is a nostalgic feeling in the presentation of all the products. The Mesopotamian soap reveals the quality of its content right away. The scent of olive oil, combined with the smooth cleansing it provides, creates a pleasant feeling for the user.



MACHRIQUE ORANGE SOAP

The soap from the Hamam series comes packed inside a handled zinc box. It has a nostalgic feeling. The soap contains 2% orange oil. Generates a creamy cleansing effect once in contact with water.



MACHRIQUE PERFUMED SOAPS PACK

The pack contains different bars of soap, each 100% pure. The soap bars contain extracts of rose, jasmine, orange or clay. Contains no color additives or antioxidants.



MACHRIQUE DEAD SEA SALT

The Dead Sea Salt, known for its medical properties come in bags of 200 grams packed in cartoon boxes. Sufficient information regarding the product and its use is available on the box.



MACHRIQUE OLIVE OIL SHAMPOO

This shampoo containing bay leaf flavored olive oil effectively cleanses and softens the hair as well as providing increased volume.



“WE’RE ONE OF THE MOST PREFERRED BRANDS IN TURKEY.”

Özgür Akyıldız, the General Manager of Ontex, one of the leading firms in Turkey, tells us about their export objectives.

Interview: Melis Tüzmen



Could you tell us a bit about Ontex brand? The roots of our firm go back to Astel Paper Industry. Astel Paper Industry began its operations in 1977 by producing packaging tape. In 1990, it started producing diapers with the Canbebe brand, and sanitary napkins in 1994 with the Canlady brand. In 1998 it started disposable underpads with the Canped brand. Also producing wet tissues and baby care products, Astel was bought by the Belgian Ontex Group in 2000. It became a 100% foreign company and continued its domestic operations as Ontex Turkey. In 2010, the American investment bank Goldman Sachs Capital Partners and the investment firm Texas Pacific Group bought the Belgian Ontex which operated in Turkey with the Canbebe, Canped and Helen Harper brands. This sale is the biggest sales interaction that took place in Europe in 2010.

Now, we produce baby diapers, baby cosmetics and wet towels, as well as sanitary pads for women and adult patients.

When you compare the sanitary pad market in Turkey and the rest of the world, how do you regard Turkey’s and your company’s position respectively?

The sanitary pad market in Turkey is worth 315 million Turkish Liras. Brand loyalty and competition is quite high.

Our aim with the Helen Harper is to become one of the top 3 brands. In order to achieve this we’ll use our strong sales network as efficient as possible and continue to invest in new products and brands. According to our research, the success of the Helen Harper brand may lie in the fact that the performance of the product is higher than the expectations.

Sanitary pads are essentials for women and babies. How do you conduct your laboratorial work?

We conduct our tests through the Pediatric Dermatology Foundation, Istanbul Cerrahpaşa Faculty of Medicine and the German Dermatest Institution. These institutions approve our products and we present these approvals on our products.

What are your official standards?

We have the ISO 9001 certificate. The Ministry of Health of the Turkish Republic has a declaration regarding the production, import and rules of notification of tampons, sanitary pads, breast pads, diapers and similar products. Our production is in full compliance with these regulations.

You have domestic sales too...

Yes, we’re one of the most preferred brands within the Turkish market. Our estimate for the adult sanitary pads is

TRIED & TESTED

As one of the Turkey's biggest hygienic pad and diaper firms, Ontex lends us its products for Friend & Tested.

Nil Otova Photos: Tuna Yilmaz

a 60% market share with a clear lead over our competitors. The Helen Harper brand which entered the sanitary pad market quite swiftly, gained us a 3.5% market share within the first three months and we are now fourth in the market. Within the wet tissue group we enjoy the third place with a 7% market share.

Which countries do you export to?

Initially Algeria was leading the list. When we established a factory in Algeria, the highest spots were shared by India and Macedonia. Most of our sales take place in Algeria, India and Macedonia, countries where we are the market leaders. We're nicely positioned in Azerbaijan too. The export of our own brands from Turkey is worth 15 million Euros. The products we manufacture in Turkey and send to Eastern Europe are also worth 15 million Euros. Our total export is worth 30 million Euros. With our production in Algeria, I can say our international business is worth around 50 million Euros. The Helen Harper brand produced in the Turkish factory will be initially exported to 35 countries in the Middle East, Caucasus and Africa.

Why should mothers and babies prefer your products?

Although we were bought by a European firm and continuously developing our technology and quality, we managed to maintain our advantageous prices. Another important factor is that Canbebe, as one of the first diaper brands in Turkey, is available even in the smallest supermarkets and remote villages.

Do you have any awards?

As the 3rd most exporting company, we received awards given by the General Secretariat of Istanbul Exporters' Associations and the Wood and Forestry Products Exporters' Union, as well as the 2010 Human Respect Award given by Kariyer.net.

Ontex was recently acquired by TPG and Goldman Sachs. How has this acquisition affected your sales?

This investment made on our company is also an investment made in Turkey. This investment led to significant increase in export growth, one of the most important objectives of the group. For Ontex Turkey, the 29% increase in export growth compared to the figures of 2009, demonstrates the emergence of brand new opportunities in enhancing the current position and strengthening, as well as enjoying a much stronger financial support. The Helen Harper brand in the sanitary pad category and the renewed Canbebe brand featuring new elastic side bands are the two initial results of this investment. It has affected our sales in a very positive way.

www.canbebe.com.tr



HELEN HARPER PAD

Every detail is thought of. Practical and comfortable. Each pack contains 10 pads. Each pad is wrapped inside a bag. Pads maintain their hygienic state right from their unpacking to their use. This is positive in terms of consumer trust. There are pads of various sized and properties for each phase of the period, including specific pads for day and night use.



HELEN HARPER DAILY PAD

Sufficient information and instructions available on packaging. There are packs of 16, 20, 32 and 40 pads for various uses, ranging from thin to normal and long. Features a very soft texture. Safe and comfortable during daily use thanks to its absorbent and gripping properties.



CANBEBE ELASTIC

Prepares specially for the newborn, this diaper with a soft texture is an ideal product with its comfortable grip, elasticity and highly absorbent texture, not causing any discomfort for the baby. I think it will be a favorite among mothers thanks to its functionality.



CANBEBE CLEANSING TOWEL

Extremely soft and wonderfully scented. A pleasure for the mother and relaxing for the baby. Comes in packs of 40 and 72.



Window



TOTEX Wax cleanser and massage oil.
Kesenler www.kesenlerkozmetik.net



PELAY Can wax.
Cesa www.cesakozmetik.com.tr



PAXI Liquid hand soap.
Seba www.sebakimya.com.tr



IMAJ Shaving foam.
Ukip www.ukipcosmetic.com



LANA Nail polish remover.
Global Horizon www.globhorizon.com



CAXA Whitening toothpowder.
Bağdatlı www.bagdatlias.com



BAMBOLA Intimate wet wipes.
İda www.idaldtd.com



HYGIENIX Antibacterial sprays.
Promaks www.hygienix.com.tr



BIX Beauty soaps.
Bilal Soap www.bilalsoaps.com.tr



COLOR TREND Temporary hair dye.
Treda FMCG www.tredafmcg.com



FOMY Herbal cleansing foam.
Sebat www.fomy.com.tr



SHIFFA HOME Juniper oil.
Aksu Vital www.aksuvital.com.tr



KONIX cosmetic gel.
Turkuaz www.turkuazsaglik.com.tr



Q-XTRA Shaving foam.
Crea www.creakozmetik.com













CARLA Make-up remover.
Atomizer www.atomizer.com.tr



FARMASI Hair conditioner.
Tanalizer www.farmasi.com

shopping

 <p>HAIR KOZZ Hair spray. Crea www.creakozmetik.com</p>	 <p>FRESH'N SOFT Hygienic wet wipe for external genital use. Kardeşler www.freshnsoft.com</p>	 <p>SESU Waxes. Kopaş www.kopas.com.tr</p>	 <p>NUE Sexy perfumes. Natur www.natur.com.tr</p>
 <p>FRESH'N SOFT Newborn cotton wet towels. Kardeşler www.freshnsoft.com</p>	 <p>ELA Vaseline. Ela www.elacosmetics.com</p>	 <p>DEX Antibacterial soap with red rose. Tat Kimya www.tatkimya.com</p>	 <p>PRONWER Cream body scrubs. Naturel www.pronwer.com</p>
 <p>SUNSHINE Hair mask with cream. Koztaş www.kontes.com.tr</p>	 <p>AKAT Souvenir hair spray. Akatar www.akatkozmetik.com.tr</p>	 <p>JOYCE Shampoo and conditioner. Arba www.arbatrade.com</p>	 <p>Lilafix Oxidation creams. Lila www.lilafix.com</p>
 <p>ORGANIC Color Systems Oxidation creams. Doğatek www.dogatek.com.tr</p>	 <p>KOKU Edt for women. Treda FMCG www.tredafmcg.com</p>	 <p>LIPOJEN Collagen lip plumper. Dr. Medica www.drmedica.com</p>	 <p>ORKIDE Glitter spray for hair. Orkide www.orkidecosmetics.com</p>

Window



EXICOLOR Oxidation cream and permanent hair color cream.
Neva www.nevakozmetik.com.tr



BEBEM Baby diapers.
Hayat www.hayat.com.tr



NEVACOLOR Oxidation cream.
Neva www.nevakozmetik.com.tr



LADY'S SECRET Body splash.
Sora www.soracosmetics.com



ULTRA COMPACT Liquid hand soap.
Arşan www.arsankimya.com



OSSION Repairing hair care mask.
Adnan Akat www.aakozmetik.com



ELENOR Antibacterial liquid soap.
Seba www.sebakimya.com.tr



KATRE Bath salt.
Katre www.katrenatural.com



ALIX Salon professional cream hair dye.
Kopaş www.kopas.com



PERI POLL 75 professional hair brush.
Bağdatlı www.bagdatli.com



MONO CLEAN Single use manicure towels.
Art www.artkozmetik.com



FRESH WHITE Anti-tartar and Smokers tooth pastes.
Yaşarlar www.yasarlar.com.tr



LANA Facial wet wipes for men.
Global Horizon www.globhorizon.com



TOTEX Hair gel.
Kesenler www.kesenlerkozmetik.net



MORFOSE Professional Bleaching powder.
Adnan Akat www.aakozmetik.com



HOPS MEDICAL Antibacterial hygienic disposable wash cap.
Sapro www.hops.com.tr

shopping



LANA Hair gel.
Global Horizon www.globhorizon.com



DEX Beauty soap with honey.
Tat Kimya www.tatkimya.com



VK TECHNICOLOR Hair base stick.
VK Kozmetik www.vk-cosmetics.com



IRIS Ultra shine lipgloss.
Kamelya www.kamelyacosmetics.com



EGERIA Body lotion.
Tim www.timkozmetik.com



MONOCLEAN Professional epil roll.
Art www.artkozmetik.com



BIO BALANCE Moisturizing foot care cream & facial whitening cream.
Dr. Medica www.drmedica.com



ZEYTIN VS. Shower gel.
ZVS www.zeytinvs.com



L'ROUGE Rash cream.
Propa www.hepsipropada.com



KAJAL Waterproof lipliner.
Atomizer www.atomizer.com.tr



OSSION Liquid hair dye.
Adnan Akat www.aakozmetik.com



Lilafix Professional bleaching powders.
Lila www.lilafix.com



SEN Hair gels.
Kozmoplus www.cosmoplus.com.tr



MISSROSE FANTASIA Edt & deodorant set for women.
Alamo www.alamokozmetik.com



AQUA Beauty soap.
Alaeddin Sunucu www.sunucusoap.com



WOODS FLOWERS baby wipes.
Kozmo www.kozmokimya.com

Inspire Me



PRODUCTS THAT CARE FOR THE BABIES

Babies are much better groomed now with Lana's new baby range. The range features a shampoo, lotion, baby oil and body spray with an adequate level of pH 5.5, considering the sensitive skins of the babies. Striking out with the motto "Hygienic cleansing", Lana baby products cleanses and cares without causing any allergies and turns cleansing into a fun activity with its "no tears" formula. The pretty pictures on the packaging appeal to the babies and children and thus make the whole process easier for mothers. *Global Horizon www.globhorizon.com*



"FRESH" PRODUCTS BY FRESH'N SOFT

The newcomers to the Fresh'n Soft family represent a groundbreaking innovation in tissue based cleansing. The new honeycomb textured Fresh'n Soft Soft Baby Care Tissues with chamomile extract can be confidently bought by mothers who will enjoy its enhanced durability, non-alcoholic formula and chamomile perfumes. The new Menthol tissues, on the other hand, have decongestive properties with the menthol in their content. The female oriented Intim External Genital Cleansing Tissue blocks the formation of harmful microorganisms while maintaining the beneficial ones, with its pH level that is suitable for the genital area and the Lactic Acid in its content. *Kardeşler www.freshnsoft.com*



ORGANIC ENEMY OF THE SUN

Those who want to feel the touch of the sun on their skin can now reach their dream bronze with bronzing speeding products. Turkey's first certified organic cosmetics brand Rare Blossom, protects the skin against harmful sun beams and provides healthy bronzing with its Rare Blossom Sun Oil and Bronzing Sun Oil. Rare Blossom After Sun Spray and After Sun Lotion also protect the bronze skin against fading. *Rare Blossom www.rareblossom.com*



HEALTHY POLISH REMOVALS

Şelale Acetone-free nail polish remover, prevents drying cuticles and nails while removing the nail polish. Gives a full care for those who have sensitive skin with lotions and moisturizes nails and cuticles. As effective as acetone itself, helps nails grow healthier with vitamin E and moisturizers. *Ataman www.uni.com.tr*

FOR MASCULINE MEN ONLY

Lately renewed Jagler series now contain Jagler Sport with new packaging and improved formula. As the most masculine product of the Jagler series, Jagler Sport brings together the traditions and mystery of the east and modern and contemporary lines of the west, leaves a scent that is remembered for years. Specially made for attractive men, Jagler Sport has a warm and long lasting scent. *Hunca www.jagler.com.tr*



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