

Beauty

LAND
TURKEY

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Beautyland Turkey /MAGAZINE OF TURKISH COSMETICS EXPORTERS

SCOPE

A Fresh
Scented
Milestone:

SOAP

284

PRODUCTS

- * Deodorants * Blushers
- * Air fresheners
- * Hair care * Skin care
- * Men cosmetics

TREND SETTER

One is for you:
GIFT SETS

INTERVIEWS

Aksan, Euromis,
Doğacı, Kamelya



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INTERNATIONAL
FRAGRANCE COMPANY

for the love of fragrance

MG Gülcicek, 是一个设立于亚欧板块交界处——伊斯坦布尔的国际香精机构。自 1961 年成立至今，一直凭其在当地同类产品中生产、销售及交易额的对绝对优势与全球 57 个国家的客户保持着良好的合作关系。

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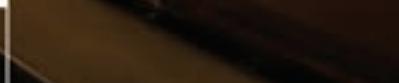
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Greetings,
Turkey impresses with its export to its neighboring countries of cosmetic, beauty, personal care and cleaning products and it is racing for the regional leadership thanks to its authentic bottle and packaging designs, and the original formulas designed as a result of the R&D works.

There are many success stories about Turkish cosmetics producers. Some have brands with GMP certification, some export their products to 120 countries. Remarkable number of them appreciated in the world with their products and brands even unknown in the Turkish market as they can barely meet the high international demand. Nearly every one of them develops different products for different countries after conducting market research; and they continue to make Turkey proud. The brands of Turkish companies are rightfully appreciated like any other authentic product possessing high quality from presentation to the standards of the ingredients.

Cosmoprof Asia 2012 –Hong Kong is just a door left ajar for this success to reach the customers in Asia. As IKMIB (Istanbul Chemicals and Chemical Products Exporters Association), we will, as always, do our best to wide-open this door.

A crazy New Year shopping will start in approximately a month from now. Thinking of this shopping, we wanted to include beauty, cosmetics and personal care gift options in these pages. We started out from the fact that winter is hard on hair and skin and therefore made a collection of skin and hair care products of Turkish cosmetics manufacturers.

We also included wet wipes and towels so that you can carry them with you throughout the months in which seasonal illnesses threaten your health. Additionally, we wanted to present soaps and deodorants to be and feel clean, air fresheners to carry scents to your room and colorful blushers to bring warmth to women's cheeks.

In our Culture Watch pages, we talked about the multicolored art of Ebrû, which can be described as the art of painting on water. The guest of Design World is Pınar Hakim with her glass beads molded in fire, which keep an Anatolian tradition alive.

And the last word: We wish you a merry 2013 that you will remember with beautiful colors, nice scents and happiness.



With kind regards,
Murat Akyüz
IKMIB Executive Board Chairman

New Hobby Beauty Skin Care Line

NEW



38th Year



Indulge Your Skin!

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Beauty Spy

Ultra Compact Angels Wet Towels, in it's 120 pieces advantage package. *Arsan Kimya*, www.arsankimya.com

Freshmaker Wet Wipes are perfect choices who likes the smell of fruits. *Fulya Kozmetik*, www.fulyakozmetik.com.tr

Starex Wet Towel Wipes, will look so chick especially in the pockets and bags of young people. *Aron Kozmetik*, www.aronkozmetik.com.tr

Euromis Happy Baby, dermatologically and microbiologically tested wet wipes. *Euromis*, www.euromis.com

Ultra Compact Wet Wipes Moscow, Milano, Paris, London will be a perfect choice for young and healthy ladies. *Arsan Kimya*, www.arsankimya.com

Every pocket must have,
every hand must wipe!



Esse Wet Towel Wipes is an alcohol free and hygienic wet towel alternative. Aron Kozmetik, www.aronkozmetik.com.tr

Pielor Baby Love, contains 72 pieces of alcohol free and pH 5.5 wipes. Pielor, www.beautyff.com

Lana Hygienic Cleansing Violet, Rose, Daisy Scent to blossom flowers in the handbags of ladies! Global Horizon, www.globhorizon.com

Bambola Alcohol Free Antibacterial Wet Wipes, is suitable for your schoolchildren's schoolbags. IDA Kimya, www.idaltd.com

Sio Baby Wet Wipes, enriched with Provitamine B5 and Vitamine E. Bileşim Kimya, www.bilesimkimya.com

To reduce seasonal illness such as influenza, one should wash hands for five times a day. Especially the school kids should always have wet wipes against infectious diseases. And although wet towels generally aim at baby cleaning, they are also perfect products for adults with their “dermatologically tested”, “pro-vitamin B5” and “pH 5.5 formula” signs.

Beauty Spy

Bringing
memories to
rooms...



Sandy Fruity Air Freshener-Melon,
Pe-Re-Ja, www.pereja.com.tr



Home Fresh Air Mist Nature
Dreams, Fonex, www.fonex.com.tr



(New) Green World Elite
Series, Lider Kozmetik,
www.liderkozmetik.com

Air fresheners have another purpose rather than removing bad odor and creating a fresh atmosphere: Reminding us our childhood, our first love and anything we miss.

Nesse Forest Breeze, Gata
Kimya, www.gatakimya.com



Antia Air Freshener,
Mountain Fresh, Okyanus
Kimya, www.okyanuskimya.com



Shangrilla Air Freshener
Strawberry, Atak Farma,
www.atakfarma.com



Akat Multi Spray Rose Dream, Akat Kozmetik, www.akatkozmetik.com.tr



Aron Daily Vanilla Chocolate, Aron Kozmetik, www.aronkozmetik.com.tr



Viking Air Freshener, Beyaz Buket, Viking Temizlik ve Kozmetik, www.vikingtemizlik.com.tr



Cunda Spray Fragrance of Your Room, Sansiro, www.sansiro.com.tr



Elenor Air Fresh Classic, Seba Kimya, www.sebakimya.com.tr



Beauty Spy

Nucos Fiji Perfumed Body Spray for Men.
Nucos Kozmetik, www.nucoscosmetics.com



Energy for Men Series, Dynamic Deodorant for Men. Matsan, www.matsangroup.com



Snob Black Perfumed Deodorant for Men. Pinkar, www.pinkar.com



Etruschi in Black for You, Perfumed Body Spray for Men. Atak, www.atakfarma.com



Whoops Dynamic Blue For Men, Perfume Spray. Crea Cosmetic Solutions, www.creakozmetik.com



Let everybody
smell as they wish!

When the subject matter is deodorants, both men and women want each other smell good. Here are some of your instruments successfully serving for that purpose...

Crystal Tears for Women
Deo Spray, Dalize Cosmetics,
www.dalize.net

Fiery IV Woman, Love Collection
Parfum Deodorant, Akatlar Kozmetik,
www.akatkozmetik.com.tr

Rock Chic by Pastel Body
Spray, Pinkar, www.pinkar.com

Flormar Trust Deodorant for Women.
Kosan Kozmetik, www.flormar.com

Colors Turquoise Perfumed
Deodorant, Rebul, www.rebul.com

Beauty Spy

Make him unforgettable, be unforgettable!

For a woman, the most special care products to give her boyfriend, husband, father, grandfather, brother; in short, to that "special" man. For a man, the best products to "be special" and "stay special"...



Pielor Masculine Power Marine - Body Splash for Men, Pielor, www.beautyff.com



FonexMEN After Shave Cologne - Rain, Fonex, www.fonex.com.tr



FonexMEN After Shave Balm - Rain, Fonex, www.fonex.com.tr



Pielor Masculine Power Marine - Roll On Deodorant for Men, Pielor, www.beautyff.com



Energy for Men Series, Shaving Gel, Matsan, www.matsangroup.com



Energy for Men Series, After Shave Balm, Matsan, www.matsangroup.com



Shaving Brush: Jaguar 1071, by Teknik Firca, www.teknikfirca.com



Aron For Men Eau de Perfume,
Aron, www.aronkozmetik.com.tr



Aron After Shave Cologne - Cool,
Aron, www.aronkozmetik.com.tr



Exus Men 2 After
Shave Cologne,
Sansiro, www.exus.com.tr



Doğacı Apricot Kernel Oiled
After Shave Cream, Doğacı,
www.dogaci.com.tr



Beauty Spy



Creating a hair legend

From Samson to beautiful Rapunzel, the power of hair is acknowledged by every society; songs, rhymes and ballads are written about hair. It decorates paintings and sculptures, finds itself a place in literary works. If there is a secret about the beauty and the mystery of hair, this is because it is well-groomed!



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8



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1. **Nutrigrow Hair Nourishment System** to nourish hair roots, prevent hair loss, speed up hair growth and promote new hair growth. *Alpaya*, www.nutrigrowhair.com
2. **Ekin Akkol Professional Hair Oil Treatment** to nourish and enhance your hair with pure argan and macadamia oil in six 6 ml bottles and 12 days cure. *KOZ-AK*, www.kozakkozmetik.com
3. **Organicum Active Mask** formulated for fast growing hair and healthy scalp. *Işık Terapi*, www.organikbakim.com
4. **Marjinal SOS Hair Care Serum** for nourishing intensive care. *KOZ-AK*, www.kozakkozmetik.com
5. **Passionate Professional System**, Argan Tree Oil for Emergency Care of hair. *UKIP*, www.ukipcsmetic.com
6. **Hair Repair Tonic and Hair Repair Oil** for all hair types to prevent hair loss. *Otaci*, www.otaci.com
7. **L'carina Hair Mousse Extra Hold** with professional formula and multi vitamins. *Lider*, www.liderkozmetik.com
8. **Dalize Hair Mousse Styling**, with multi vitamin. *Dalize Cosmetics*, www.dalize.net
9. **Gummy Hair Tonic**, herbal complex to have strong and brilliant hair. *Fonex*, www.fonex.com.tr
10. **Hair Styling and Protection Cream** for Wavy and Curly Hair. *Hobi*, www.hobikozmetik.com
11. **Hobby Hair Care Mask** with pomegranate & P-Vitamin B5 Remedial and Refreshing. *Hobi*, www.hobikozmetik.com
12. **Pielor Hair Care Solutions**, Therapy Hair Mask to nourish and strengthen your hair with olive oil extract. *Pielor*, www.beautyff.com

Professional combs and hair brushes are from Banat (www.banat.com) and Rodeo (www.teknikfirca.com)

Flying Colors

EYÜP SABRİ TUNCER

THE BRAND THAT OFFERS COLOGNE TO TURKEY!

When we look at the history of cologne, we see that it was first produced by a few labs in Istanbul and especially by hairdressers. Eyüp Sabri Tuncer, the first company to produce its own cologne formula is all the only cologne company that is active since 1923.

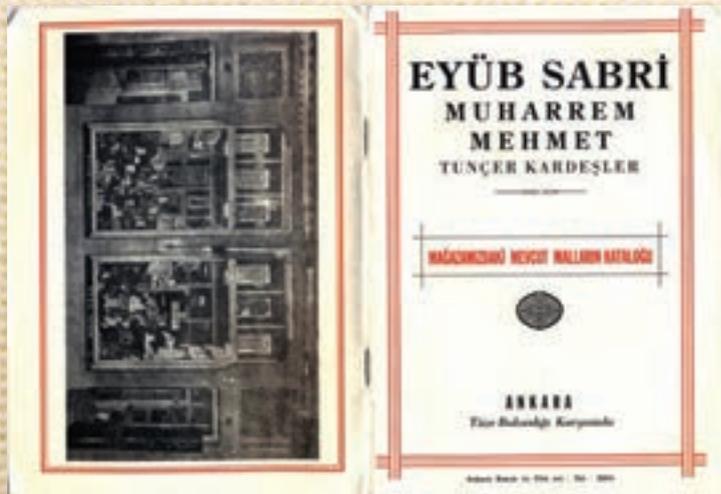
When Eyüp Sabri Tuncer first entered the market in 1923 The Republic of Turkey was a new country, only established that same year. The founder of the brand Eyüp Sabri Tuncer was its name giver Eyüp Sabri Tuncer himself, opening his first retail store in what was then called "Bonmarşe" (Department Store) in Ankara.

Before starting the production of cologne with the advice of a close friend, the company then mainly sold made to order shirts, hats, scarves, handkerchiefs, socks, leather suitcases, hand bags and umbrellas. Mr. Eyüp Sabri Tuncer created a catalogue that included photographs and prices of the company's products. The 30's were a time when -in his own words- "not even a bunch of parsley was sold without bargain" and creating this catalogue was a big risk. Within this catalogue a free cologne voucher was added. In order to have people try cologne and acknowledge cologne as a consumer product, this catalogue was placed in mailboxes and on doormats. By this way, customers chose from 12 - 13 different choices of cologne and the habit of using cologne started. In time the demand for cologne surpassed the demand for other products. It would not be an exaggeration to say that this was one of the first promotional campaigns of the republican era.

By the middle of the 50's the two sons of Mr. Eyüp Sabri Tuncer had become active in business. In 1961 the company's name changed as Eyüp Sabri Tuncer and Sons and in 1972 it became a multi partnered corporation that was open to the public.

Eyüp Sabri Tuncer improved its product range in accordance with the changing tastes of the country. In 2008 the company started producing indoor scents and afterwards, personal care products such as soap, perfumes, body lotions, wet towels. Eyüp Sabri Tuncer currently serves with a product range of approximately 200.

In order to comply with changing trends and





represent Turkey in foreign markets Eyüp Sabri Tuncer designed the EST 1923 brand on natural products. Aiming to become a global brand EST 1923 takes its strength from Eyüp Sabri Tuncer's own experience, people's trust in the brand and know how. With its high tech and innovative production EST 1923 emphasizes the naturality and wellness of its products in both production and packaging.

On the way to becoming a global brand out of Turkey, EST 1923 has completed its trademark registration process. The work continues to carry the name of EST 1923 from the "bonmarşe" in Ankara to New York. Who knows... May be sooner than you can imagine, not only people of Turkey but also New Yorkers and Americans will be offering Eyüp Sabri Tuncer cologne to their guests...



Scope

A FRESH SCENTED MILESTONE IN THE HISTORY OF CLEANLINESS

Besides the fact that nobody knows when and where soap was invented, it is a legend by being one of mankind's essentials! By Aydan Sümercan



As the new day starts and the attendants at the pharaoh's palace are running towards the chamber with the necessary equipment. Upon entering the room they salute the pharaoh. One of the attendants brings the bowl and the other the pitcher. They are ordered to use a substance to clean the pharaoh. This was a foaming substance made from clay and ash, called "suabu."

After the pharaoh was cleaned with water, he was massaged with oil. Now it was time for the other cleaning treatments. The pharaoh washed his mouth with salty water which, helped his teeth turn whiter. Afterwards he sat on his throne while his hands and feet were taken care of. Other attendants were in charge of his epilation at this time. Finally it was time for the hairdresser who, shaped the pharaoh's hair and beard after which he placed the crown of celebration on his head. The day was starting...

This was an ancient Egypt morning ritual... In ancient Egypt soap like substances were used to heal skin diseases and purify the skin. During this skincare session the skin was cleaned with the paste like "suabu," then massaged with scented oils.

During the same period the Sumerians said on a tablet: "The men went to war and did not bathe!"

The story of soap goes all the way back to 4500 years ago. In this time soap has turned into an indispensable part of cosmetics with an expanding variety of formulas.

The first soaps

The word soap sums up the products that dissolve in water, used in cleaning and prepared as a bar or in liquid form. On the clay tablets found in Mesopotamia that date back to 3000 BC it is written that animal oils and ash was used in the making of soap in those days. In The Ebers papyrus



from 1500 BC says Egyptians used suabu, made from vegetable and animals oils, ash and clay, for cleaning. In those days the Greeks used oils in their baths; they bathed frequently however did not use soap. That is why they used oil: The dirt that piles up on the skin was made to puff out with oils and rubbed from the surface with a metal piece.

Until the Phoenicians invented soap in 600 BC ash and clay were used as traditional cleaning materials. A significant piece of barter between Phoenicians and the Gaul, soap entered bath land Rome through GERMENS and the Gaul and became the favorite cleaning substance for women.

The Turks used carbonated water, snake plant, herbs and ash instead of soap until 11th century. The first people to produce soap that was closest to what we use today were the Arabs. While the West did not bathe in the Middle Ages, Islamic countries produced soap. The first real soap was produced by Muslim chemists who used a mixture of oil such as olive oil and aromatic oil and ash. It is known that in the Ottoman era there was big soap market and the highest quality soaps were sent to the palace. The soaps that entered the palace were not used as they were. First they would be melted and shaped and scents would be added before being presented to the person who would use them. For instance the melted soap would be mixed with rose oil and fruit scents, then would be given the shape of a fruit. The most preferred soap was the musk scented soap in the Ottoman era. Pasha Soap, Black Soap, Trabluskari Soap, Crete Soap and stain soaps came after.

Legend of the soap

Soap took its name from ancient Egypt. The similarity between the sounds of suabu and soap is clear. According to some dictionaries this name comes from Latin. These dictionaries base their arguments on Latin words such as sapo, saipo and sapore that are used for cleaning. According to a Roman Empire legend, women invented soap after all. Due to this story soap was invented in the foot of the Sapo Hill accidentally by women. The oil from animals sacrificed on top of the Sapo Hill ran down to the Tiber River mixing with ashes on their way. In Tiber River where the washing was done, the women realized that clothes were much cleaner when this mixture flew down from the hill. Historians of the Roman Empire write that first soaps were made with the mixture of goat oil and ashes. These were first used in washing and would be prepared at home during the Middle Ages. The ash that was to be used would be at least four days old, in order for it not to affect the color of the clothes. The most preferred ashes were those of beech and fir woods. If they could not make beech wood ashes in the oven at home, they had to buy it. This is why streets were filled with people selling or collecting ashes until 19th century when soaps started to be produced in factories.



According to the legend, soap was invented by Roman women accidentally who were living and washing clothes around the foot of Sapo Hill.

Cosmetic soaps of modern age are generally for skin care and they can strengthen the effects of other cosmetics products.



The soaps today

Soap is a product that activates our sense of smell in a very strong way. Sometimes the smell of soap in newly washed laundry reminds of a loved one. It surely is the name of cleanliness. It is not only in our baths but also wardrobes and even under our pillows. Invented in the East thousands of years ago and travelling to West, soap became essential by the end of 19th century and it is no longer used only for cleaning. For instance in Egypt and Mesopotamia it was used to heal skin diseases.

In the beginning of 20th century soap production became a huge sector. It was categorized according to purpose and took on a role not in the cleaning but also cosmetics industry. The scented and specially designed soaps of the Ottoman era are scented, rich and designed just the same today. With the addition of moisturizer its drying effect has also been eliminated. The nostalgic, olive oil, white soaps continue their reign even today.

Categories of soaps

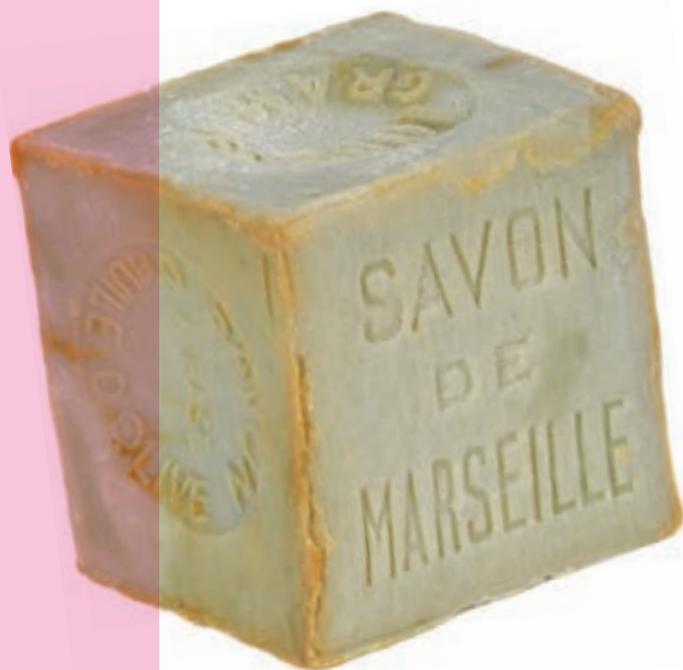
From 18th century on, liquid and bar soaps with many different formulas have been developed as a result of research. The importance of vegetable oils has increased. Now there is a huge difference between bathroom soaps and kitchen soaps. Here is what the categories of our indispensable soaps look like:

Scented bathroom soaps: These are mostly flower and fruit scented soaps. Rose, lavender, vanilla are among the most loved and used ones. Sometimes they are included within the product range of a brand, leaving a nice scent on the skin. Some of these are considered as cosmetics, used for massages, cleansing, moisturizing, etc.

Cosmetics soaps: These are included in bathroom care. They can support skin care and strengthen the effects of other cosmetics products. For instance: Tightening soaps, anti-cellulite soaps, anti-acne soaps, moisturizing soaps, cleansing soaps, peeling soaps.

Medical soaps: The ingredients of these soaps are determined according to special formulas. Antibacterial sulphureous soap for oily skin, nettle soaps for oily hair, nourishing soap with royal jelly, herbal soap for hair loss are among these.

Baby soaps: Developed for sensitive baby skin and recommended for all sensitive skin. Cleanses the skin off of harmful bacteria without damaging it, these soaps are dermatologically tested.





A GIFT TO BE REMEMBERED!

Don't forget to buy gifts for your loved ones while welcoming 2013. Happy new year!..



Left: **Red Angel**, Akat Bouquet Gift Set eau de parfum, perfumed moisturizing hand & body lotion and body splash set by Akatlar. www.akatkozmetik.com.tr **RAP The Dance** of perfume gift set for women by Sansiro. www.sansiro.com.tr **Siore for Women** eau de toilette & **Siore You and Me** natural spray by Yildiz Kozmetik. www.siorecosmetics.com **Roxanne** eau de toilette & deo roll-on Antiperspirant by Erte Kozmetik. www.roxanne.com.tr Right: **Rebul Speed** eau de toilette and deodorant spray for men by Rebul. www.rebul.com **Giorgia** eau de toilette & body spray set by Nucos. www.nucoscosmetics.com **She... Is Cool** perfumed deodorant, eau de toilette & body mist trio by Hunca. www.she.com.tr **Always Lolita Fun Time** eau de toilette & perfumed body spray duo for women by Atak Farma. www.atakfarma.com



Left: **Gourmand Raspberry Cake Bath Care Set** including body lotion, shower gel, body mist, aromatherapy candle, towel, by **Prize Cosmetics**. www.pereja.com.tr **Doğacı Apricot Beauty Set** consisted of natural apricot cream, apricot kernel oil, clay face mask, apricot soap by **Doğacı**. www.dogaci.com.tr **Katre Bath Set** 100% natural handmade vegetable oil soap, hand soap and bath salt by **Katre**. www.katrenatural.com **Vivien Caprice** eau toilette & deodorant body spray by **Pereja**. www.pereja.com.tr Right: **Snob Sport** eau de toilette & perfumed deodorant set for men by **Pinkar**. www.snob.com.tr **Verdure Black for Men** eau de toilette & perfume deodorant set by **Pereja**. www.pereja.com.tr **Pielor Hammam El Hana** Argan Therapy Set consisted of body milk, shower gel, shampoo, body scrub, body splash and liquid hand wash by **BFF Cosmetics**. www.pielor.com **VIP Give Away Set** as a hotel guest amenity by **Tanay Tourism**. www.tanay.net

What is a true gift?
One for which nothing is
expected in return.

Chinese Proverb

Let the season of giving be yours
and not that of your inheritors.

Khalil Gibran



When I give, I give myself.

Walt Whitman

TrendSetter

To give and not expect return, that is what lies at the heart of love.

Oscar Wilde



Left: **Pielor Masculine Power Fresh** after shave cologne & after shave balm by BFF. www.pielor.com **Sun Queen** eau de toilette & body spray for women by Pinkar. www.pinkar.com **Warm Red** eau de parfum & perfumed spray for men by Akatlar Kozmetik. www.akatkozmetik.com.tr **Colleen Matte Eye Shadow Palette** includes 21 colors. By Komet. www.kometkozmetik.com.tr Right: **Etruschi In Green** for women eau de toilette, perfumed body spray & deo roll on by Atak Farma. www.atakfarma.com **Vione Latte** milk cream shower gel, milk cream shampoo, milk cream liquid soap by Bileşim Kimya. www.bilesimkimya.com **Blue Ice For Men** eau de perfume, eau de toilette & perfumed body spray by Atak Farma. www.atakfarma.com



Every gift from a friend is a wish for your happiness.

Richard Bach

The greatest gift is a portion of thyself.

Ralph Waldo Emerson

BLOSSOMS ON WATER WITH EBRÛ

Once known as “Turkish Paper”, Ebrû, is a complete work of devotion and patience due to its materials and preparation as well as its colors and patterns... **By Zekiye Yaraş Meriç**

Can flowers live in water? Yes, you're right, there are some species like this... What if the surface of water blossomed into colors and patterns? And those flowers not only blossomed, but also swam? Let alone swim, what if they also transferred on paper and continued their existence for centuries, as fresh as their first blossoms? If it is the skillful hands of an artist what makes this flower blossom, your answer to all of these questions would naturally be "yes"... However, if this is a form or art, a traditional handicraft, it is necessary to remember not only the art but also the artists of the former centuries.

Our topic is Ebrû. We can define Ebrû as "drawing shapes and patterns on the surface of specifically mixed water using dye and transferring those patterns on paper". However creating it is much harder than describing it. In fact, mastering requires a great deal of experience and hand-eye coordination. The roots of the word "Ebrû" is in many different places and that's why even the masters of this art cannot know where and when this art was practiced first. Some say "Ebrû comes from the word 'ebr' from Persian and 'ebr' means 'cloudlike' or 'cloud'". Another group shows the dictionary, Kamus-i Türki, written by Şemsettin Sami as a proof and argues that the word "ebre" from Chagatai language gave this art its name as "ebre" is the paper or textile with a marbled effect, used for making notebook or fascicle covers. Some others say that it comes from "ab-ı ru" which means "surface of water" and the art of ebrû was primarily conducted on the surface of water. On the other hand the greatest problem comes when ebrû is expressed in another language. For example in English ebrû is known as "marbling". The passionate lovers of ebrû object to this; they claim that a word which comes from the hard and emotionless "marble" cannot be worthy of describing a cloudy, ever-changing, gently merging symphony of pastel colors. For they place the art of ebrû somewhere as high as the clouds, the word "marbling" sound off-putting to them. For them ebrû is ebrû, not "marbling"! One way or another, ebrû is a handicraft after all. In addition, it is a unique handicraft. On top of that, every ebrû work is single and unique. Even though made by the same hands of the same artist, two works of ebrû can only be similar!

From Turkestan to Europe

Unfortunately, we do not know where the first ebrû was made. Some say in today's Iran, some others point to the Central Asia and the Turkish tribes living in the area back then. The earliest examples of ebrû are always found in the end leaves of books. On the other hand, Albert Haemmerle argues in his book, "Buntpapier" (varicolored paper) known

Ebrû lovers deny the word "marbling" and keep on saying "ebrû"



In history of ebrû, there was just one pattern similar like flowers and it was Hafız's ebrû. Later in 20th century, the grandmaster of ebrû art, Necmeddin Okyay, draw first flower patterns on the water and it was a real milestone in history of ebrû.



Bülbülyuvası (Nightingale's Nest) pattern.

as the most extensive book written on ebrû, that Turkestan is the homeland of ebrû. His thesis is also interesting: The starting point of ebrû is the fortunetelling method of the Turkestan shamans, throwing dyes on the surface of water to tell the future. Turkish ebrû masters say that Bukhara which is located in today's Uzbekistan is the homeland of this art. The reason for this is the journeys of Sadık Efendi who was a great master of ebrû. Sadık Efendi went on long journeys in the lands ebrû was first made, to search for the roots of this art and he found the most important information passed from generation to generation in Bukhara. Then again, to give an approximate date, we can say that first ebrû as known today was made in 1100s. The first examples of ebrû still living today are the works of Turkish ebrû artists, made in the 1400s.

It took a long time for ebrû to arrive in Europe and the Europeans met this art in 1600s thanks to the Crusaders. Seeing the dancing colors on the paper as soon as they open a book, the Crusaders were touched by this and they took all the ebrû examples they could find to their countries in rolls. Cover sheets with ebrû were at first exported to Europe. Later on, it started to be made in France and in The Netherlands to make ornamented book covers just like in its homeland. Ebrû was actually a sign of proud respect to the books of the time; elaborate, hand-written and hard to reach. It obviously brought a new aesthetic value to the book and enriched the manuscripts: It was a colorful rhythm between the black cover and the white pages. On the other hand, it might also be an acknowledgment of the work and the wisdom of the one who wrote the book letter by letter... In this perspective, it is also a sign of the manners and the grace of the orient.

“Trick of the trade” for the Westerner

It is another issue why the art of ebrû spread and advanced in the eastern society, especially among the Turkish people, leaving its written texts and drawn flowers to centuries ahead ... And sadly there is only one reason for this: the difference of the perception and practice of mentor-protégé concept. The western master kept the special colors he found mixing the dyes, the chemicals he added in the water to be used, the tools he found working night and day to himself... He left the secrets of this art only to his children, and only after they had proven to be “trustworthy”... waiting until their 35-40s for this. Then the children followed the footsteps of the family member who mastered in ebrû: No one else but the families who make a living on ebrû possessed information on this art. Result? After the spread of printing press, the books got cheaper and more reachable, the work done on the books decreased; and so ebrû fell from favor. An art of decoration was forgotten and it disappeared. It was even rediscovered as well as the East, to live its second spring... but in the East?

“Taught art” for the Turkish

Ebrû was an art taught with love, not with fear, by the masters who always sought the better and the more beautiful, to their protégé. It was beyond art; it was the colored way of showing the patience and the pain experienced in order to reach the most beautiful at the door of a dervish lodge... A profession in which even grinding the dye to be used took hours. It was to add just enough water to keep it at the right creamy thickness, to mix the dye with bile to “tame” and to wait for two months for the dye to be usable... It was to choose which



of the 40-50 chemicals to be added for the right consistency in the water on which the text would be written, the flowers would be blossomed... It was to try to find the right chemical for one's own ebrû, to fail and to try again, to fail again and maybe to spend years to find the ideal... It was to search for cattle bile or sheep bile in the butchers' or even turbot bile in fish stores in order to keep the text or the pattern on the water without dispersing before being transferred on paper... It was to make one's own brush from the tail hair of horses, to wrap all the hair around a rose branch with one's own fair hands, just to get the right ebrû pattern to bring out one's own style... It was to make one's own ebrû comb, to determine the number of and the space between the teeth... And then it was to pass whichever one learnt about the art while trying, without even thinking "What if he surpassed me? What if he got more famous? What if he would be more favored? What if he would make more money?", as an advice saying "I walked this road, don't walk the same as me. I shall teach you what I know and you, find another road for yourself"... Result? Ebrû lived on in the Ottoman Empire and the East without losing any value or beauty, and many masters (and protégé) were brought up with the passion of ebrû even in this day...

To see the Creator through one's heart

There are so many Turkish ebrû artists such as Şebek Efendi, whose name is even written in Tertib-i Risale-i Ebrî, the oldest source written on ebrû, dating back to 1608, Hatip Mehmet Efendi, who left his mark with the ebrûs he made in 1770s, Sheykh Sadık Efendi, who went all the way to Bukhara to learn the art of ebrû, his son and an excellent scientist and craftsman, Sheykh Hezarfen Edhem Efendi, Nafiz Efendi, Sami Efendi, Aziz Efendi... Necmeddin Okyay, one of the first masters who blossomed colorful flowers on the water in the ebrû vessel, is an example of a wholly different mastery, gratitude and modesty; he started in the Ottoman school where they taught calligraphy and crowned his profession as a tutor with the classes he taught in Mimar Sinan University as it's called today... his son, Sami Okyay, who died at the young age of 23 but whose works have not been surpassed even today, Mustafa Düzgünman, Niyazi Sayın, Fuat Başar, Alparslan Babaoğlu, Hikmet Barutçugil and Yılmaz Eneş; the masters of the recent past.

There are also many varieties ebrû like "battal ebrû, gel-git ebrû, bülbül yuvası ebrû, şal (paisley) ebrû... The floral ebrû is called as Necmeddin Ebrû as an example of appreciation and respect to Necmeddin Okyay who applied it first, and many other violets, tulips, hyacinths, roses and yet-named colorful patterns blossom on thousands, millions of papers, textiles, hardwood...

If the masters allow, maybe it is time we defined ebrû with a different sentence, who knows... Ebrû is an art gifted to people by the masters who see the Creator through their hearts on the cloud above the seven folded sky, the flower adorning the earth or the sand in the sea...



Making ebrû is a work of patience and love...



A different paisley ebrû work.

Beauty Spy

Orkide Flower Blush On No: 201, reflects a natural nobility on the face. *Orkide*, www.orkidecosmetics.com

Iris Blusher No: 06 for natural look on the cheeks. *Kamelya Kozmetik*, www.kamelyacosmetics.com

Colleen Blush On No:22, for all women no matter how old they are... *Komet*, www.kometkozmetik.com.tr

Pastel All Over-Tulip No: 145 for either use as blusher or as eye shadow. *Pinkar*, www.pinkar.com

Farmasi Multicolor Powder No:1, is one of 6 different color combination of the serie. *Farmasi*, www.farmasi.com.tr

Blusher brush by *Flormar*. www.flormar.com

Moda Terracotta Compact Powder No: 103, makes your face bright and charming. *Ataç*, www.ataccosmetics.com

Pineapple The Star Terracotta No: 310 for a glamorous effect on the face. *Monna*, www.monna.com.tr

Let Your Cheeks Shine!

It is possible to give your cheeks a shy pink, healthy red or a noble earth color. Isn't this the primary duty of blushers? Under the light of lipstick, mascara and eye shadow, to show the face bright, colorful and healthy!

New Well Blush On No: 144, for a youngling's shiny brightness on the cheeks. *Makyaj Kozmetik*, www.makyajkozmetik.com.tr

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Beauty soaps... Beautiful soaps

In Turkish culture, soap as being the indispensable cleaning and beauty product, is sometimes an artwork or a unique treasure of fragrance to be kept in wardrobes, drawers.

1. Hand made, candy looking, totally natural soaps with cinnamon, rose geranium, clove etc. by Katre, www.katrenatural.com 2. To keep the tradition of Turkish bath habits alive: Turkish Bath and Ottoman Hammam Olive Oil Soaps from Akide Turkish Design by Zeytindali, www.midaszeytinyagi.com 3. Extracts of sweetgum, daphne, stinging nettle to sooth your skin and your hair. All had dermatological and hypoallergenic tests. Otaci, www.otaci.com, www.kurtsanexport.com 4. Daphne brand soaps made out of pure olive oil including almond oil, mint, coffee and much more... Pereja, www.pereja.com.tr 5. Aqua Beauty Soap Rose, for whom prefers the soft touch of rose petals on her skin. Sunucu, www.sunucusoap.com

The fiery dance of glass

Pinar Hakim has turned her hobby of glass beads into a globally acknowledged profession where she creates glass products that are all pieces of art in their own rights. Interview: Melis Tüzmen Photography: Tuna Yılmaz



Hakim's Hand of Fatima is decorated using under glass technique.

Glass... The symbol of health, transparency and fragility according to some. Looking at glass from a scientific point of view, we see that it is one of the oldest inventions of humankind. One of the oldest examples of humans changing the form of a material drastically.

Although it is hard to trace the history of glass, archeological excavations show that glass was even used in 5500 BC in Egypt. This means the story of glass is even older than iron! Probably the reason why it never named an era like iron: because it was never invented! Glass existed with humans for thousands of years; it accompanied humans for all eras in the history of mankind, changing shape in various ways through human effort. It is guessed that glass appeared itself, just like mines, as a result of natural events. As they used it, humans became curious as to the making of this material. Who knows, maybe glass was the first material that humans made themselves. They made it, used it and left recipes of making it. The oldest glass recipe was carved on a tablet from Babylon: 60 measures of sand, 180 measures of seaweed and seaweed ash, 5 measures of saltpeter and 3 measures of limestone.

It traveled as civilizations did around the world however, its homeland has always been Asia, especially Mesopotamia. Sometimes different materials were added to make different glasses; sometimes it was cooled in different environments; it changed color, it changed shape. Humans used and traded glass for thousands of years. Sometimes they sold raw materials for glass, sometimes glasswares.

The subject of this article is just those: Big, small, shiny, colorful glass beads and a master that gives life to these: Pinar Hakim.

Pinar Hakim chose the hard way. Hers is the kind of passions that motivates her to make anything and everything out of glass, knowing that it will be one and only in the world. As all glass masters, each and every object Pinar Hakim creates is unique. Not the same, but only a similar object can be made. This makes her effort inimitable.



Elephant figure by Pinar Hakim, prepared with glass sanding technique.

“I always plan and produce my products around a certain concept. I make sure they are totally handmade for durability and a long lifespan.”



These unique efforts can be exemplified in many ways. For instance, the Fatma's Hand figure, an amulet used frequently in the Islamic Middle East. Pinar Hakim has a collection of these amulets that are believed to keep evil away from those who wear them or hang them on their wall and bring prosperity. She also has an impressive collections of bowls, oil lamps and vases she cooked at 600 degrees. But of course the main attractions are the colorful beads...

Despite all her family being people of the law, Pinar Hakim was always attracted to design. Following her archeology studies, she listened to her inner voice and started to deal with antiques, stepping into the wonderful and fiery world of glass, initially as a hobby. She took part in various training programs and worked with all her favorite glass masters. She didn't mind even if these masters were at the other end of the globe. She followed them to Florence, Hamburg and Switzerland and after trialing the many facets of glass making, she decided to focus on glass beads. She established her own workshop in 2004. Hakim says that her "hobby turned in to a passion, and the passion evolved into a profession... Working with glass is like meditation, I got through all the obstacles that life brought upon me thanks to glassmaking". She is now one of the most prominent names in the world when it comes to glass bead design. Here is the short story of how Pinar Hakim gives life to these plain objects.

Pinar Hakim is in harness in her studio...



Works of art, freshly out of the oven

Pinar Hakim does mostly boutique work. She turns various

glass forms into works of art and creates limited edition collections. Here's how she describes the process in which she gives life to glass which turns liquid at 1200 degrees: "When the glass reaches this temperature it takes a liquid form with a deep red color. That is a truly impressive moment. Of course in the meanwhile, you need to act swift in order to achieve the best result. It's because glass tolerates no faults. If you act sloppy the result will be just as bad." Hakim believes glass is deeply affected by the state of mind its creator is currently in. "The nature of the glass is highly connected to you... If you are nervous that day, glass may shatter into pieces the moment you pick it up. After you finish shaping you place it in the oven and more often than not what comes out of it turns out to be a surprise. And this really excites me."

The reason why she describes what she creates as a "piece of art" is that she works on each of the pieces for at least 45 minutes. Hakim is constantly developing herself with the trainings she takes, and while doing so she works with many world famous glass masters: Luccio Bubacco from Italy, Kristina Logan from USA, Andrea Guarino, Michael Barley, Holly Cooper with her archeological beads, Marie-Odile Savigny from France, Anne Londez from Switzerland and Corina Tettinger who is an icon for all those who are interested in glass beads.

Making it to the international scene

Of course it didn't take long for Pinar Hakim to take her place in the global glass literature after all her efforts. The International Bead and Beadwork Conference at the Rezan Has Museum of the Kadir Has University in 2007 was where she was first discovered. When the glass beads she specially designed for Gönül Paksoy's collection which was exhibited during the conference was extremely well received by the international participants - especially the ones from America - new horizons were opened up right in front of her. Shortly after the exhibition she was offered a place in the Lois Sherr Dubin's book *The History of Beads* which turned out to be the most extensive book written on glass beads. She is now one of the few glass bead artists in Turkey. The book which had its first edition published in 1987 was updated recently to include the glass artists with a section specially dedicated to Pinar Hakim. This was obviously followed by an increased number of business offers.

One project after another

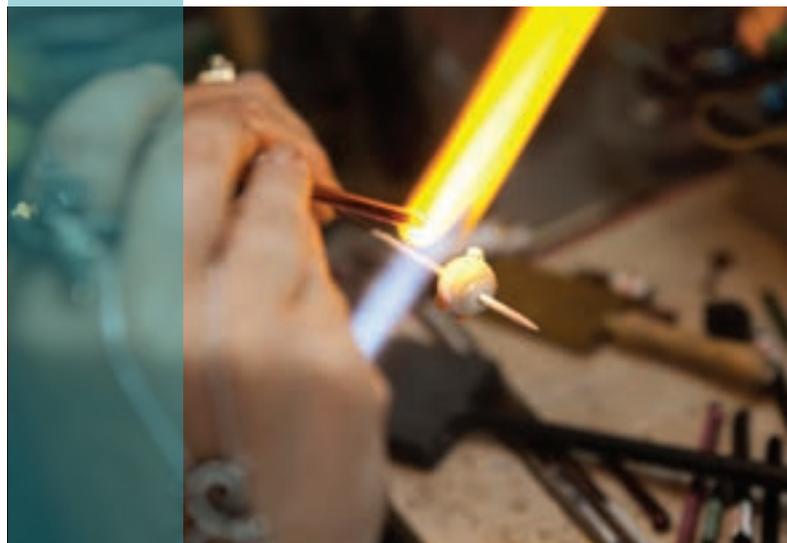
Hakim, who is engaged in multiple projects simultaneously, is recently focused on the Azerbaijani Diplomatic Politics Academy. She is working on a café project by the academy which will be located in a bookstore and she produces all the furniture there in Istanbul. She also designs glasses and decorative objects for Harvey Nichols. For a private firm she applies patterns on service plates. Today you may find Pinar Hakim's products at Harvey Nichols and Galeri Suav. On the internet, e-bay features many exquisite pieces by Hakim.



A bowl decorated by cold cutting technique.



Oil lamps by Pinar Hakim



“WE EXPORT TO MORE THAN 50 COUNTRIES. OUR NEW AIM IS SOUTH AMERICA!”

Aiming to increase its 200 million production per year, the General Manager of Aksan Cosmetics Servet Gerz tells us about the company.

Interview Zekiye Yaraş Meriç



We would first like to get to know you.

My name is Servet Gerz... I am the founding partner and general manager of Aksan Cosmetics. I studied Management in Bilgi University and after living abroad for many years I came back to Turkey and started my career here. I have 9 years of experience in cosmetics.

When and where was Aksan Cosmetics founded?

Founded as a family company in 2007 Akvaryum Cosmetics merged with Aksu Group in 2009. This was a merge in both business experience and sectorial experience. What was formed through this merge was Aksan Cosmetics. I can say that this partnership has been good for both companies. As being a new company and as having a new vision Aksan Cosmetics is one of the best five cosmetics companies in Turkey.

Which products are in your product range?

Wet towels, pocket towels, personal hygiene towels, cotton swabs and make up discs.

What is your yearly production rate?

Our production capacity is approximately 200 million per year. However we are planning to increase this capacity through new investments.

On your website there is almost a feeling of protest for better production in health, cleanness and hygiene. You mention that this was the motivation for the foundation of Aksan. Aren't these must in the production of wet towels?

Unfortunately that is not the case. Because the controls are not sufficient a lot of various sized companies started producing these products. Many products came from what we call “under stairs” companies; which are not officially registered and have very low quality of production. Of course this causes problems for all other companies. Keeping this situation in mind, we invested and we still invest mainly in research and development and the technology that will result in standard products.

What is your yearly production rate?

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per year. However we are planning to increase this capacity through new investments.

Which products are in your product range?

Wet towels, pocket towels, personal hygiene towels, cotton swabs and make up discs.

How many brands exist under Aksan Cosmetics?

We have four sub brands. These are Deep Fresh, Happy Kinder, Temizlio and Ultra Fresh.

Do you have a research and development department under Aksan? Do you carry out research and development for your products?

We have established a research and development department. This is a team of 5 who constantly work on new products. This team also follows up on new research for existing products.

To which countries does Aksan export products? Do you have new exportation goals?

We export to more than 50 countries; these are mostly countries in Europe, Asia, the Balkans and North Africa. We will start exporting to the States soon and we are aiming to export to South America.

Which country is special for you in terms of exportation?

The most important countries for us are Russia and USA. They have great potential in terms of both population and consumption. This makes them special for our company.

What can you say about the past and the present of the cosmetics sector?

Hygiene sector started up in the end of 90's however developed quickly in the last years. This had both positive and negative effects. We see that as customers become more aware the sector grows faster.

Do you participate in national and international cosmetics fairs? Besides, do you think these sectoral fairs are good for your job?

We attend 8 fairs in different parts of the world each year. We observe that Turkish products are becoming more popular every year. This of course makes us very happy. Of course part of this growth comes from the progress of our country in the recent years.

What are your goals and expectations for the future?

We aim to make new investments and add more products to our product range. I would also like to add that we will start production in different sectors.

www.aksankozmetik.com.tr

TRIED & TESTED

Aksan Cosmetics products tested by **Nisa Yavuz** and photographed by **Tuna Yilmaz**



DEEP FRESH WET WIPES – THE SEASONS SERIES

"The Seasons" series of wet towels were conceived for school children. It is an acute way of teaching children about the importance of hygiene. What's more each of them has a different smell that's light, so that it fits kids. All wet towels in the series are alcohol free and dermatologically tested.



HAPPY KINDER BABY WET WIPES

Perfect for the sensitive skin of the babies. These wipes are alcohol free, contains moisturizer and aloe-vera to prevent dryness and irritation. pH value is 5,5 and all are microbiologically tested.



"TEMİZLİO" HYGIENIC WET WIPES

Wipes that should be in everyone's bags, from children to adults, Temizlio Hygienic Wet Wipes are dermatologically tested. They contain Vitamin E and are antibacterial. Their smell is light but lasting. They are convenient for use in all parts of your body. That is the reason for their slogan "Cleans the World."



DEEP FRESH MINI

Now there's one Aksan product I like: Defined as Soft&Flexible Baby Towels, these wet towels are produced for babies but they are also perfect for adults with sensitive skin. They do not contain alcohol and paraben but they contain vitamin E and have a pH value of 5,5. Its thick texture makes it easy to use for deep cleaning. The softness it creates on the skin is lasting.



DEEP FRESH COTTON BUDS

Aksan's Deep Fresh Cotton Buds and Baby Cotton Buds are 100 % cotton and are produced and packaged with modern machinery, without human contact. They are antibacterial which makes them all safer for the babies and everyone.



“WE CAN SELL ALL DOĞACI PRODUCTS TO EVERY COUNTRY”

Doğacı is a company which is well known especially with its cosmetics containing apricot kernel oil. We had an interview with Murat Özdem, the owner and general manager of Doğacı to learn more about the products.

Interview Zekiye Yaraş Meriç



Dear Murat Özdem, let's start our conversation hearing about you... I was born in Malatya in 1970. I also studied in Malatya. I attended university abroad. I came back to Turkey in 1995 and I right away started to be interested in soap sector I met in Hatay. The first year I would bring ready soaps from Hatay and sell them in Malatya. Within that period I also had the chance to observe the discrepancy between price and quality. I would have to either give up this business or make my own soap. In the end I took the second option.

I guess that's when Doğacı was born.

Yes but firstly I had to research soap-producing deeply. In 1996, we started to produce soap in little cauldrons in a 100 m2 workshop with the soap-maker I brought from Hatay. We would use the two classic materials, bay and olive oil, in these soaps. However, I always had a wish of producing a soap belonging to our Malatya... and Malatya, as you know, is the paradise of apricots. That's how we produced the first apricot soap of Turkey! We enjoyed this so much and our love of Malatya grew so much that we in due course started to concentrate on cosmetics made of apricots. Now, as Doğacı, we are constantly growing in the apricot cosmetics sector, enhancing our product range, presenting different and beneficial products and we try to make the word “Malatya” mean apricot cosmetics.

For Turkey, apricot is a product of Malatya, even the

symbol of the city. So since when is it known that it is possible to produce cosmetics with apricot kernel oil and what did steer you into producing based on apricot kernel oil?

As a matter of fact, apricot kernel oil is a natural and herbal oil known for centuries. The beneficial effect of this oil as well is known for centuries. There is even evidence that many civilizations used apricot kernel oil. Doğacı is special because we use this oil both as an individual essence and as an ingredient of cosmetic products. I can say that it was vouchsafed to us to make different products from this oil. I think, for a city like Malatya, it is even late that this wonder oil is turned into cosmetic products. Because apricot kernel oil is a miracle, it is the most natural moisturizer, the most effective natural oil against spots, burns, wrinkles and acne. Additionally, it has miraculous benefits such as skin-renewal, refreshing and rejuvenation thanks to completely skin-friendly matters such as vitamins A and E, calcium, magnesium, carotene and betacarotene in its composition.

By the way, we also saw the clay products of Doğacı... What are the properties of this clay?

The clay used in Doğacı products is another natural wonder of Malatya. This material is known as white clay and it is accepted ideal for face masks. The clay is used in order to clear the acne, blackheads and oil on the face. The pluses include making the skin firm and soft. Besides, it can be used on hair and it prevents hair loss.

TRIED & TESTED

Doğacı's natural apricot based products tested by **Nisa Yavuz**, photographed by **Tuna Yilmaz**

Does Doğacı have products made of other herbal oils than apricot kernel oil?

Apart from the products with bay and olive oil, we use grape seed oil in our clay masks. This is another wonder oil of course...

How large is the product range of Doğacı and how many different products it includes in total?

Right now we have 18 different products available. Of course they are also sold in various sizes. To give a number I can say that we produce 100 tons of soap, 4-5 tons of cream, 10 tons of herbal oil and 25-30 tons of clay a year.

How many brands does your company have?

Apart from Doğacı we also manufacture under the brand names of Pakdefne and Tandircips.

R&D is very important for cosmetics industry... Does Doğacı have an R&D department?

Of course... We simply have to produce new products. This is a demand coming from our customers. Our customers demand different products from Doğacı and expect us to produce them. Our works towards this is still going on. I can say this much only; in the near future brand new Doğacı products will be presented in the catalogs.

Which countries does Doğacı export to?

Every country in the world could be a market for us. We can export to all of them, because we trust our products. At the moment we export mainly to Iraq, TRNC, Malaysia, England and the Netherlands but because we have no doubt of our quality, we can export Doğacı products to every country as long as we can find the right, honest partners.

Do you attend to fairs on cosmetics?

Until now we attended domestic fairs. I can't say we attended international fairs but we've had significant experience and observation as visitors.

The only thing we need to do is to produce within the standards of our quality with no exception and whatever we manufacture, we should do a good marketing. Turkey has a bright future in that industry.

What do you think about the future of Turkish cosmetics industry?

There is good demands to cosmetic product, including ours, made in Turkey. What we need to do is to fight under the counter producers, to produce good quality products and not take offence in being checked. If we make no concessions in quality, if we understand what the customer wants and manufacture accordingly, the future of the industry is very bright. www.dogaci.com.tr



DOĞACI CLAY SOAP AND APRICOT SOAP

Doğacı's clay soap is not only beneficial for the skin, but also for the hair. You should be able to observe the effects after a long-term use of course, but after two day's use I can say that it softens the hair and airs the skin around the hair roots. Even though apricot soaps are recommended for skin, it is effective against dandruff and hair loss. By the way, no soap of Doğacı contains preservatives or chemicals.



DOĞACI CLAY MASK

If you have an oily skin, especially with unfortunate problems such as spots, acne or blackheads, you must try the clay mask of Doğacı. Okay, you might feel tight on your skin especially after the application, but this isn't necessarily bad. On the contrary, it is a sign that your skin have started to breathe.



DOĞACI APRICOT MOISTURIZER

It is an ideal product for skin and facial care. It is clearly efficient especially in the eye contour. After you've applied some you can feel with your fingertips that it is moist and soft, but when you rub your fingers you realize it is not oily. In short, it is a moisturizer that wraps the skin up and keeps the moisture inside.



DOĞACI HERBAL ESSENTIAL OILS

Doğacı presents one of the most essential materials of the cosmetics industry, herbal oils, in 50 and 250 ml bottles and 20 ml bottles with a cork cap. For example, nigella oil strengthens the immune system and it is good for allergies. Sesame seed oil is used as an antioxidant and massage oil against joint pain. Apricot seed oil is a real cosmetic miracle...



DOĞACI HAIRCARE OIL

If you think your hair is weak, unhealthy or prone to loss, you can try to apply this product, which does not contain chemicals, on your hair. This hair care oil made by the ideal mixture of almond, wheat, walnut, garlic, bay, nigella, pine turpentine, castor, olive and sesame seed oils and it is a strong candidate to be the solution for your hair problems.



“EVEN MY CHILD CAN USE THE PRODUCTS OF EUROMIS!”

We talked about Euromis and discussed everything about the sector with Murat Temeltaş who cares about the ergonomics of the packaging as much as the content of what they produce.

Interview Zekiye Yaraş Meriç
Photography Bingül Özcan



Could you please tell us the story behind the establishment of Euromis?

I and my friends found Euromis Chemical in 2006. Our main purpose is to carry Euromis beyond where it is now and export to the remote corners of the world. All of our products are based on export; you can't find a single Euromis product in the domestic market. It was our purpose when we were established and we have never wandered from this purpose. Besides, it is normally very hard for a company to advance without a domestic market. However we work and think harder and do more R&D to overcome this difficulty.

What do you produce?

We produce almost all the cleansing, home care and personal care products. We don't manufacture colored cosmetic products only and our aims include going into that industry soon as well. Apart from this, we manufacture 219 different items. This is quite a large number and we can instantly attract the attention of the visitors in foreign fairs. We don't describe ourselves as a production company in Istanbul and Turkey. We act according to our purpose of being a part of the international and long-established companies. This might take us 20-25 years but we take this risk and we do not avoid the costs. We work to earn money, but on the other hand, we work to be a brand.

In how many product lines do you manufacture?

Our 219 items are collected in 16-17 product lines. Right now we have almost 80 registered brands. However this is also important, we also consider the bottle design work important, not only the content because we prefer to manufacture easily distinguishable, easy-to-use, ergonomically designed packaging. For example we want the person in the shower to easily open his shampoo bottle, then put it aside and continue showering.

Why are your products different in terms of content?

My sensitiveness in this is obvious. I should only produce shampoos which I can be sure to use on my own children. My wife should be able to clean the house with the products I produce and I should be comfortable. When my baby touches the cleaned surface, it shouldn't cause any harm. If you manufacture your products with this perspective, it will automatically sell.

The products made by Euromis are such items. To add a "plus", I also care about the design, label and even the packaging of the bottle. I want to give an example, and I advise other exporters to do the same: to increase the familiarity of Euromis, we paid to get our brand name written on the vehicles carrying our export products. Think about a lorry, your brand name is written on it and your products are brought down from that lorry. This makes you seem like a strong company in the eyes of the importer companies. Moreover the importer feels that you are with them.

TRIED & TESTED

Euromis Chemical's all personal care products were tested and examined by **Nisa Yavuz**, photographed by **Tuna Yilmaz**

How many is your total production?

As of 2011, we have filled 26 million bottles. This is a very good number for a company established in 2006. The number of sales and profitableness is important but my every item is like my baby. Be sure that I check every single of them until they are packed and sealed, and I want to be known by the importing companies that I am a producer who does his work at the best regarding every single detail. I do this both for the image of Turkish products and quality, and for the image of my company.

Which items do you predominantly produce?

Our production deviated into air fresheners in the last two years. We have achieved this by research. We presented the fragrances from the happy times when there were no wars and the people had their childhood. However, as Euromis, we wanted to create difference in this industry as well. Instead of labels such as "reduced", "long-lasting", we included the values of the past and the cultures of the countries or areas we export to. We had labels such as Tower of Samarra, Door of Babel, Şehrazat.

Euromis produces items for pets as well, I think...

Let's say one out of four people in the world own a pet. This is a significant number. They share our houses, rooms, lives, they are our faithful friends or sometimes even children, why should we neglect their care? Either it sells or not, I thought our furry pets need this special care and attention and that's why I started producing those items. I had no purpose of profit. Interesting things happened, too. I exported this product to Greece, and a Turkish company imported them from Greece! This made me both proud and surprised.

Do you have a R&D department?

Yes, we do... We also have a team under the guidance of a chemical engineer who is an expert on plastics, chemistry and production. This team follows the innovations in our industry apart from their own work.

Which countries do you export to?

The United Kingdom being in the first place, we export to a total of 44 countries 28 of which are on a regular basis, like USA, Panama, France, Romania, Israel, all the Northern African countries, South Africa, Australia and Azerbaijan. However, Iraq is different. When I was conducting a market research there, I was really upset.

All the products below average were sent to Iraq from all over the world. They are, too, people who want to pay for and buy the items, and they, too, deserve good products. When I made my first sale to Iraq, I sent them whatever I send to the United Kingdom. The feedback was really fast.

www.euromis.com



COSMETIQS LUXURY SHAVING GEL

Thinking that men shave every morning, this product is obviously terribly practical and functional. Cosmetiqs shaving gel is the ideal product both because it is highly hygienic thanks to its closed bottle and because it allows the gentleman to get as much as they need. This product softens the facial hair and nourishes the skin; it is the perfect candidate to bring a new atmosphere to the shaving ceremonies (!) of men.



AIR SOFT AIR FRESHENER

It is really hard to express the feeling Air Soft air fresheners create. To be able to escape today's pain and to travel past into the dreamland, you better spray one of the air fresheners of Air Soft – one of those with a Scheherazade, Door of Babel, Tower of Samarra or oasis –, put Scheherazade of Rimsky-Korsakov in your CD-player and close your eyes.



PET CARE CLUB – SHAMPOO

Some of the most special products produced by Euromis are the shampoos from the Pet Care Club collection, created only for our furry friends. The only thing you need to be careful about this product is to protect your pet's eyes.



COSMETIQS KIDS SHOWER GEL

Another "customized" product: Kids Shower Gel – Little Prince... This dermatologically tested shower gel is created especially for the handsome little men on the brink of adolescence. It looks like the little men who use this pH 5.5 product will enjoy showers extensively!



COSMETIQS SKIN EXPERT SHOWER GEL

It is a nice feeling to be one of the first to try this product Euromis is just preparing to launch. Taking shower with the shower gels from the Skin Expert collection, enriched by either flowery or fruity smells, is also a relaxing, calming but at the same time energizing experience. Apart from the joy of shower, it is like an aromatherapy session.



“THE CUSTOMER DEMANDS ARE UTTERLY VERY IMPORTANT”

We had an interview about Kamelya Cosmetics with M. Sami Torun, who is in cosmetics industry since 1983 and now works with three companies and five brands.

Interview Zekiye Yaraş Meriç
Photography Bingül Özcan



Dear Mr Torun, could you please tell us the foundation story of Kamelya Cosmetics?

I started to work in cosmetics in 1983, as a marketer. I resigned my role as marketing manager in 1987 and set up my own business. Between 1987 and 1990 we found a partnership in cosmetics manufacturing. I left the partnership in 1990 and established Atak Cosmetics. Right after this we opened a place in Laleli, Istanbul in 1995 and started to export as Atak Cosmetics in 1997. Whichever item we exported the most, whichever item received more demand, we manufactured that item. Because I also exported mainly colored cosmetics to foreign markets, we decided that manufacturing those products would be better. I have an Ukrainian partner in Kamelya. After my partner said “let’s do this”, we established Kamelya Cosmetics in 2008. We reached the position of exporting to 12-13 countries in the meantime. We started production during the economic crisis experienced by the whole world. In any case, I can say that both the number of our customers and our capital as endorsement since 2008. We are able to produce every product within the colored cosmetics industry under the umbrella of Kamelya.

It is known that you started production with nail polish...

True, we have started with nail polish production, but the customer who buys your nail polish asks for the lipstick, blush and mascara. Due to the customer demands we

started to manufacture other products rather than nail polish. Cosmetics is a large industry. As long as there is customer demand, we have enough laboratories, chemists and the specialists to produce other cosmetic products.

In how many product ranges do you produce?

We only produce colored cosmetics as Kamelya Cosmetics. However I can’t give a net number based on items. Only that is for certain, this place is not enough for our production anymore. Therefore we will move all of our companies to one building in an organized industrial site. In this case I think the address is very important. Now there is internet and mailing system so the customer can get into your pocket with a mail. We believe that in this environment and with this facilities, the best producer with the fastest delivery of the products demanded by the customer is advantageous.

Under how many brand names do you manufacture?

Iris is our most important brand. Apart from Iris we have Nirvana and Nicole. We produce nail polish only under the brand name of Nirvana. We want to make it a brand like Iris which has all the cosmetic products. Our production items are basically the same but we perform this as a marketing strategy. Otherwise the quality of our products is always the same, no matter under which brand name they are produced. One is not superior to another in terms of quality.

TRIED & TESTED

All the color cosmetics products by Kamelya Kozmetik tried and tested by **Nisa Yavuz**, photographed by **Tuna Yilmaz**

Do you have a R&D department?

We have a team working in a laboratory under the guidance of a chemical engineer friend who has guided us with his knowledge since he became a part of the company when we started the business. Because we are a manufacturing company and the formulas of the cosmetics products we manufacture are already definite, we do not have a R&D department for innovations but we do have a team of specialists to control our production process and check the innovations and the changes in the formulas.

Which countries do you export to or aim at exporting to?

When we established Kamelya Cosmetics our main aim was the Turkic republics. However the process, the fairs we attended to and the references from our customers made us start selling to Europe. Right now our aim is Italy. Portugal is important too, we sent a great amount of goods there as well and we expect new orders soon. Apart from this, of course Kazakhstan is very dear to us and where we are the strongest. Kazakhstan is the reason why Kamelya Cosmetics was established. I think our future as Turkey in the cosmetics industry is very bright. We can even become the world leader.

Do the demands vary according to the countries?

The Arabian Peninsula orders mainly lipsticks. Europe asks for nail polishes. However if we speak in numbers, we dominantly receive nail polish orders. Maybe because we started with nail polish, we are more experienced and comfortable in this.

Is there an indispensable criteria for Kamelya Cosmetics?

Whatever you produce, the important thing is to be comfortable with it. No matter what you produce, we are in an era in which quality should be with no concession. Because we are in era in which all the customers are conscious buyers and the preference is parallel to quality. Only if you take the demands and complaints of the customer into account, you will be permanent. That is why the most important criteria for Kamelya Cosmetics is customer satisfaction.

What does Kamelya Cosmetics plan about the future?

I am a businessman with a civil servant background. Being a businessman means you are the person who has to work and claim the business. We have to continue this as we are the ones who chose to have established and sustain three exporting companies in three different branches. I am sure Turkish businessmen will succeed because our businessmen possess some kind of ambition special to us. This ambition is not a bad one. We have a way of thinking focusing on success. Thus we all have a bright future including Kamelya. www.kamelyacosmetics.com



IRIS SMALL NAIL POLISH

Iris Small Nail Polish is produced in the tones of green and blue, the favorite colors of 2012 and 2013, and it is sold in 7 ml bottles. Although it looks small for a bottle of nail polish, it is advantageous! This nail polish is really convenient for the women who like using many colors on their nails, who want their nail polish to match their dresses and who travel often.



IRIS EYELINERS

The metallic glimmer of the New Metallic collection is well-balanced and elegant. Application on the eyelid is pretty easy. Those eyeliners stand out with the variety of color choice; they are also water-proof and easily applied on a very sensitive area such as the eye contour. Iris eyeliners are perfect choice those who say "I like something special for me!"



IRIS LIPSTICK, LIPLINER, LIP GLOSS

The lipsticks of Kamelya Cosmetics are a little different than usual. They are produced in the most favorable colors without being too crazy. This means when you buy an Iris lipstick made by Kamelya, you won't face surprise but confidence... The lip glosses make the lips look both full and moisturized. The lip liners are at the right hardness; they provide the best result without harming the lip line.



IRIS MASCARA

2012 has been a year in which colorful mascaras of the 80s have returned. The mascaras especially in green and blue make the gazes mistier and more mysterious, and the Coloring Mascara of Iris is just the right product for this. Also, Iris Ultra Volume Mascara is for the ones who prefer classic, full and dark eyelashes. Both mascaras are easy to apply and they dry on the eyelashes quickly.



NIRVANA NAIL POLISH & NAIL ART

Today the masters of nail polish draw pictures as good as paintings on the nails. We used the red nail polish of Nirvana, another brand of Kamelya Cosmetics, and glittery nail polish from Nirvana Nail Art collection. I have to say that the glittering stars with a red background will enchant everyone...



Window



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Akat Gardi Air Freshener Clean Air
www.akatkozmetik.com.tr



**Sheida La Vie en Rose
Illuminating Scented Powder**
www.sheida.com.tr



Aqua Vera Hand Sanitizer Gel
www.beyazcosmetic.com



Aqua Vera Moisturizing Conditioner
www.beyazcosmetic.com



Technicolor Hair Base Stick
www.vk-cosmetics.com



Farmasi Sunflower of Hope Body Wash
www.farmasi.com.tr



Aron Baby Towel
www.aronkozmetik.com.tr



Bio Balance Cracked Heel & Foot Balm
www.biobalance.com.tr



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Roll-On Resin Wax**
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Jini Fruity Melon Soap
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Buket Ocean Air Freshener
www.matsangroup.com



Carla Proper Skin Foundation
www.atomizer.com.tr



Caxa PPerfumed Vaseline
www.bagdatlias.com



Classics Glamour Nail Lacquer
www.classics.com.tr



Colleen Nail Lacquer
www.kometkozmetik.com

shopping



Dalize Hair Spray Strong
www.dalize.net



Delight Therapy Pomegranate Facial Spray
www.huncalife.com.tr



Discover Multi Spray Comfort
www.discover.com.tr



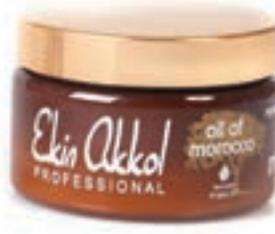
Doğacı Apricot Kernel Oil
www.dogaci.com.tr



Dunlop Eau de Toilette For Man
www.pinkim.com



ECI Carbon Deo Roll-On
www.ecimen.com



Ekin Akkol Repairing&Hydrating Hair
www.kozakkozmetik.com



Ela Vaseline
www.elacosmetics.net



Elenor Anti Dandruff Hair Shampoo&Conditioner,
www.sebakimya.com.tr



Else Liquid Hand Soap Red Fruit
www.aslanbaba.com.tr



Energy After Shave Cologne
www.matsangroup.com



Vione Berry Shower Gel and Shampoo
www.bilesimkimya.com



Espejo İmaj Saffron Shaving Foam
www.ukipcosmetic.com



Esse Air Freshener Manolya
www.aronkozmetik.com.tr



Euroshine Mezzal Lunal Body Spray
www.euromis.com



Viki Shampoo (Moss and Stinging Nettle Extract)
www.vikingtemizlik.com.tr

Window

 <p>Farmasi Skin Care Eye Cream www.farmasi.com.tr</p>	 <p>Aron Antibacterial Wet Towel Wipes www.aronkozmetik.com.tr</p>	 <p>Flormar Facial Cleansing Gel Chamomile www.flormar.com</p>	 <p>Flowerline Shampoo White Lily Antidandruff www.pereja.com.tr</p>
 <p>Fonex White Soap Scented Wet Towels www.fonex.com.tr</p>	 <p>Slazenger Activesport For Men www.pinkim.com</p>	 <p>Freshmaker Make Up Cleaning Wipes www.fulyakozmetik.com.tr</p>	 <p>Hobby Beauty Glycerine Skin Care Cream www.hobikozmetik.com</p>
 <p>İmaj Shampoo For Dandruffed Hair www.ukipcosmetic.com</p>	 <p>Symphony Body Splash Turkish Coffee www.atakfarma.com</p>	 <p>Jini Daily Care Shampoo with Moisturizer www.iffco.com</p>	 <p>Blenior Silky Radiance Ready To Use Wax Strips www.blenior.com</p>
 <p>Julian Lip Care www.vivetkozmetik.com.tr</p>	 <p>Kont Cosmetic E Clat D'arpage + ICQ Roll On For Women www.kontcosmetic.com</p>	 <p>L'rouge Refreshing Cleanser www.hepsipropada.com</p>	 <p>Xtrasoft Air Freshener, Ocean Breeze Euromis www.euromis.com</p>

shopping

 <p>Lana Hygienic Cleansing Laimony www.globhorizon.com</p>	 <p>Lilafix Conditioner Spray www.lilafix.com</p>	 <p>Marjinal SOS Hair Care Spray www.kozakkozmetik.com</p>	 <p>Melissa Yağmur Damlası Air Freshener www.melissakozmetik.com</p>
 <p>Moda I Shine Eye Shadow www.ataccosmetics.com</p>	 <p>Morfose Bamboo Hand&Body Cream www.aakozmetik.com</p>	 <p>New Well Spectra Waterproof Mascara www.makyajkozmetik.com</p>	 <p>Orkide Ultra Mech Spray www.orkidecosmetics.com</p>
 <p>Pastel Terracotta Set www.pastelcosmetics.com</p>	 <p>Pielor Body Scrub Strawberry Milkshake www.beautyff.com</p>	 <p>Pielor Hair Conditioner Mango www.beautyff.com</p>	 <p>Pineapple Very Vernis www.monna.com.tr</p>
 <p>Roxanne Perfume In Rosebud Shape www.roxanne.com.tr</p>	 <p>Sen Hand&Body Lotion Cucumber&Milk www.kozmoarti.com</p>	 <p>Fonex Stress Away Shower Gel www.fonex.com.tr</p>	 <p>Sunucu Aqua Beauty Soap Mango & Rose www.sunucusoap.com</p>

Inspire Me



CRAZY MINI PERFUMES

Mini perfumes Erte Cosmetics produces under the brand name of Roxanne are the perfect candidates to be the next thing included in every purse. The perfume bottles are far from the classic designs, they are really cute; you can come across them in a star, apple or even an egg-shaped bottle. Apart from the bright colors, the unusual bottle designs enable women to find them easily in the complex insides of their purses and the fragrances are suitable for daily use. *ERTE* www.roxanne.com.tr



WET WIPES, A NEED OF PATIENTS TOO

IDA KIMYA, a producer of wet wipes and towels, displays a different attitude with Bambola Wet Wipes for Adults. These thick and large wet wipes are even larger than all the known wet towels and they were designed considering the adults who need to be taken care of like babies such as chronic patients, the disabled, the people who underwent an operation; in short everyone who can't shower alone and often. Every pack of hygienic, alcohol-free and fragrant Bambola Wet Wipes for Adults has 48 pieces. *IDA* www.idaltd.com



ARGAN COLLECTION FROM OTACI

Argan is the new hair care collection of Kurtsan Medical Inc., sold under the brand name of Otaci. It consists of three products: Hair Care Serum, Hair Care Oil and Hair Care Mask. The products may be used separately depending on the need, however it is advised to use all three for a thorough hair care. Argan collection was developed to protect the problematic hair from the external harmful effects, and the collection does not include animal fat and it is completely made of herbal oils. Only the Hair Care Serum from Argan Collection is not advised to be applied on the hair roots; the other products are applied both on hair and hair roots. OTACI www.kurtsanexport.com, www.otaci.com

ALEDA PERFUME SPRAY FOR WOMEN

Here is a new product series from Lider Kozmetik and its aim is to make everyone remember or visualize Paris in all ways. In Aleda Paris serie, there are 6 different perfumes and they are Paris Rain, Paris Spring, Paris Travel, Paris Sun, Paris Music and of course Paris Love! For any women who love to smell like Paris! *LİDER*, www.liderkozmetik.com



FRUITY BODY BUTTER COLLECTION FROM FONEX

Fonex developed the new Fruity Body Butter moisturizer collection to give the body the moisture it needs after being dry due to the effects of the sun, sea, wind, cold and hot weather. The collection is sold in 75 ml tubes. The formula of the products in the collection includes Shea butter and natural fruit essences, and they are suitable for every skin type as well as the body. The moisturizers are produced in 5 different varieties: Apricot & Mango, Grape & Blueberry, Kiwifruit & Lemon, Grapefruit & Pomegranate, and Strawberry & Raspberry. *FONEX* www.fonex.com.tr



WHAT YOU NEED IN A HOTEL ROOM

Tanay Tourism has celebrated its 20th year in 2011 and it is known for the products made for hotel visitors and suitable for daily use. These products can be anything needed by hotel visitors, from hand soap to shower gel, from shower cap to sewing kit. Tanay stands out with the designs of its products which inspires other companies manufacturing soaps, and its disposable, small but effective cosmetic products, VIP Give Away gift sets, easy-to use and ergonomic designs are preferred in the whole world. *TANAY* www.tanay.net



TURKISH COSMETICS EXPORTERS'

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FRAGRANCES

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Brands: Aksuvital, Shiffa Home, Avicenna, Softem



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Brands: Rapunzel, Dreamline



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Brands: Private Label



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SKIN CARE PRODUCTS
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info@sweetbaby.com.tr
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ARM GLOBAL LTD. ŞTİ.-İSTANBUL

T: +90 216 593 09 09, www.fixegoiste.com
Contact: Yağız Arnavutoğlu yagiz@armideas.com



ARON KOZMETİK LTD. ŞTİ. İSTANBUL

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Contact: Gökhan Topaloğlu, aron@aronkozmetik.com.tr
Brands: Aron, Esse, Altınyaprak, Starex, Seby, Deed



ARSAN KİMYA A.Ş.- İSTANBUL

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AS İLAÇ LTD. ŞTİ. - AMASYA

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ASLANBABA LTD.ŞTİ. - İSTANBUL

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ASM SANAYİ LTD.ŞTİ - İSTANBUL

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astel@ontexglobal.com
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ASYA PAMUK LTD. ŞTİ.-İSTANBUL

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Brands: Lux Güzelliği



ATAÇ KOZMETİK A.Ş. - İSTANBUL

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AYCAN KOZMETİK KUAFÖR ÜRÜNLERİ - İSTANBUL

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Contact: Yusuf Aycan aycankozmetik@gmail.com
Brands: Sector, Hairmate



AYKIM TEMİZLİK LTD. ŞTİ. - İSTANBUL

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AZMUSEBAT A.Ş. - İSTANBUL

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smileair@hotmail.com

Contact: Rabia Kellec & Döndü Yolcu
dyolcu@hotmail.com

Brands: Air Smile, Auto Smile, Ex-Tox, Jet Adore, Dear Baby



CMC CONSUMER MEDICAL CARE LTD. ŞTİ.- MERSİN

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Brands: Bel



BEŞYILDIZ KOZMETİK LTD. ŞTİ. - ANKARA

T: +90 312 257 21 30, www.depistar.com
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DALAN KİMYA EDS. A.Ş. - İZMİR

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Contact: Khakid Alyakubi halit@bisarcosmetic.com



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Brands: Doğacı, Pakdefne, Tandircips



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info@burdaticaret.com



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Contact: Cengiz Kaya, ckaya@dogatek.com.tr
Brands: Natural Colors, Organic Color System



BUR-İŞ PAZ. TEM. MLZ. LTD. ŞTİ. - İSTANBUL

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maksut.gizbili@eczacibasi.com.tr



EEC DIŞ TİC. - ERGUN KAYA - İSTANBUL
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Contact: Ali Gökpınar ali@efekozmetik.com
Brands: Efe&Pamukkale



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Contact: Dayanat Rzayev drzayev@eximet.biz



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Contact: Deniz Yakar, info@elacosmetics.com
Brands: Aqua Soft, Ela, Soft Touch



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ELSO KİMYA A.Ş. - İSTANBUL
T: +90 212 653 64 68, www.elsokimya.com
Contact: Ali Bello, elsokimya@elsokimya.com
Brands: Elso Fragrances



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ERTE KOZMETİK SAN. VE TİC. A.Ş. - İSTANBUL
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Contact: Ali Cerid info@roxanne.com.tr
Brands: Roxanne, Xceed



ER-MAN KOZMETİK LTD. ŞTİ. - İSTANBUL
T: +90 212 480 00 75, www.ermankozmetik.com.tr
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T: +90 212 422 94 96, www.euromis.com
Contact: Murat Temeltaş murat@euromis.com
Brands: Euromis, Euroshine, Gumption, Knights Castile



EVYAP INTERNATIONAL A.Ş. - İSTANBUL
T: +90 212 289 23 00, www.evyap.com.tr
evyap@evyap.com.tr
Contact: Mehtap Öner moner@evyap.com.tr
Brands: Duru, Arko, Fax, Evy Baby, Aromel



EZMİRA KİMYA LTD. ŞTİ. - İSTANBUL
T: +90 212 886 33 83-84, www.ezmirakimya.com
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info@tresan.com
Brands: Tresan-Krauterhof-M.Asam



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Brands: Freshmaker, Nemdil, Fresruny



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Contact: İbrahim Zengin, izengin@gizcosmetics.com.tr
Brands: Isabelle Dupont, Sebume, Xdhose



GLOBAL HORIZON LTD ŞTİ. - İSTANBUL

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Brands: Lana



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Contact: Sabi Polikar, export@gulcicek.com
Brands: Mg Gulcicek



GÜLEÇ KİMYA LTD. ŞTİ. - KÜTAHYA

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GÜLTEKS DİŞ TİCARET LTD. ŞTİ. - HATAY

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Contact: Hülya Alemdar hulyaalemdar@hskozmetik.com
Brands: Hands



HUNCA KOZMETİK SANAYİ A.Ş. - İSTANBUL

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info@hunca.com.tr
Brands: She, Caldion, Jagler, Equal, Carmina



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Brands: Innova, Dermocare Innova



İŞIK TERAPİ - İSTANBUL

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Brands: Iris, Nirvana, Nicole



KARDEŞLER GIDA A.Ş. - İSTANBUL

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T: +90 332 239 02 16, www.kesenlerkozmetik.net
Contact: Burak Kesen, info@kesenlerkozmetik.net

KIRMIZIGÜL KOZMETİK VE TURİZM LTD. ŞTİ. - İSTANBUL

T: +90 212 486 30 98-99, www.kgkozmetik.com
Contact: Ali Fuat Ustahaliloğlu, info@redrosecosmetic.com

KOMET KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 313 90 15, www.kometkozmetik.com.tr
Contact: Eray Altun ealtun@kometkozmetik.com.tr, info@kometkozmetik.com.tr
Brands: Colleen, Lollis, Glen, Jemie

KONT KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 465 35 90, www.kontcosmetic.com
Contact: Hüseyin Değer sales@kontcosmetic.com

KOPAŞ KOZMETİK PAZARLAMA A.Ş. - İSTANBUL

T: +90 212 285 22 90, www.kopas.com.tr
Contact: Serkan Acar, info@kopas.com
Brands: Dalin, Alix Avien, Sesu, Alix, Xo

KORTEKS KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 279 25 45, www.kortekskozmetik.com.tr
Contact: Cengiz Kaya ckaya@dogatek.com.tr

KORUMA TEMİZLİK A.Ş. - KOCAELİ

T: +90 262 239 22 70, www.koruma.com
temizlik@koruma.com
Contact: Selma G. Murat smurat@koruma.com
Brands: Hypo, Eko

KOSAN KOZMETİK PAZARLAMA VE TİCARET A.Ş. - KOCAELİ

T: +90 262 751 03 33, www.flormar.com
info@flormar.com
Contact: M. Aykut Tas aykutt@flormar.com
Brands: Flormar

KOZ-AK KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 861 00 04, www.kozakkozmetik.com
info@kozakkozmetik.com
Contact: Özkan Şekerci export@kozakkozmetik.com

KOZMO KİMYA LTD. ŞTİ. - İSTANBUL

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Contact: Kerem Suna kerem@kozmokimya.com
kozmo@kozmokimya.com



KOZMOARTI KİMYA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 622 76 70, www.kosmoarti.com
Contact: Şükran Uz suz@kosmoarti.com
Brands: Sen, Maxxel, Sabril, Alanis

KÖKSU MADEN SULARI LTD. ŞTİ.

T: +90 216 447 11 47, www.pelomin.com.tr
Contact: Nebil Öcal nebilocal@hotmail.com

KURTSAN İLAÇLARI A.Ş. - İSTANBUL

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Contact: Börçe Alpay, borcealpay@kurtsan.com, Alpaslan Yıldız alpaslanyildiz@kurtsan.com
Brands: Otacı, Naturway

LACİVERT LOJİSTİK - İSTANBUL

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www.lacivertlojistik.com
Contact: Mehmet Uluhan Bolen, mehmetbolen@lacivertlojistik.com,

LALİNEDA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 236 22 93, www.katrenatural.com
Contact: Dürrin Göktan, katresabun@gmail.com
Brands: Katre Sabun

LEVANTEN EV TEKSTİLİ VE MOB. LTD ŞTİ. - ANKARA

T: +90 312 473 06 56, www.machrique.com
www.levanten.com.tr
Contact: Ela Arslan machrique@machrique.com

LEVENT KİMYA A.Ş.

T: +90 242 258 10 60, www.leventkimya.com.tr
info@leventkimya.com.tr
Contact: Hatice Maina hatice@leventkimya.com.tr
Brands: Nixi Baby, Nixi Lady, Nix Liquid, Detergents

LİDER KOZMETİK LTD.ŞTİ. - KOCAELİ

T: +90 262 754 78 54, www.liderkozmetik.com
Contact: Polat Mevlütoğlu, info@liderkozmetik.com

LİLA KOZMETİK LTD.ŞTİ. - DİYARBAKIR

T: +90 412 345 01 15, www.lilafix.com
Contact: Zülfükar Cansız zcansiz@lilafix.com
Brands: Sea Color, Viored, Lilafix

LTS LOTUS KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 245 49 54, www.ltscosmetics.com
Contact: Özge Özcan ozge@ltscosmetics.com



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Contact: Güven Öngel luxpamuk@luxgroup.com.tr



MİRAY KOZMETİK - İZMİR

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Contact: Adem Doğan export@miray.com.tr



MAKYAJ KOZMETİK SAN. TİC. LTD ŞTİ. - İSTANBUL

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MOHEN KİMYEVİ MADDELER A.Ş. - İSTANBUL

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MARKA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 216 394 35 10, www.purixima.com
Contact: Murat Terkoğlu, murat@purixima.com,
info@purixima.com



MONNA KİMYA VE KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 876 64 35, www.monna.com.tr
Contact: Burak Tangülü, burak@monna.com.tr
Brands: Pineapple, Monna



MAR-KOZ SAN KOZM.DEG.MAD. LTD. ŞTİ. - İSTANBUL

T: +90 216 317 52 96-97 fume@fumekozmetik.com
www.fumekozmetik.com
Contact: Fatma Ateş



MORS KOZMETİK - İSTANBUL

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Contact: Sait Efendi Kartop sait@morscosmetics.com



MATSAN GROUP (PHARMACEL AEROSOL LTD. ŞTİ.) (DALİZE SAN. VE LTD. ŞTİ.) - KOCAELİ

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www.dalize.net
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MOTIVA LTD. ŞTİ. - İSTANBUL

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MAYAN DIŞ TİC. LTD. ŞTİ. - İSTANBUL

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NATUREL KOZMETİK LTD. STI. - İSTANBUL

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info@naturelgrup.com



MELİSSA KOZMETİK LTD. ŞTİ. - ANKARA

T: +90 312 395 27 58-59, www.melissakozmetik.com
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NETPAK ELEKTRONİK PLASTİK KOZMETİK LTD. ŞTİ. - İZMİR

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MERT-KOZ KOZMETİK LTD. ŞTİ - İZMİR

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Contact: İttri Atış itri@mert-koz.com



NEVA KOZMETİK LTD. ŞTİ. - İSTANBUL

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info@nevakozmetik.com.tr



MEY KOZMETİK LTD. ŞTİ. - İSTANBUL

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www.meykozmetik.com
Contact: Hatice Marey



NUCOS KOZMETİK KİMYA LTD. ŞTİ - İSTANBUL

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Contact: Tarhan Selek tarhan@nucoscosmetics.com



MHC MARMARA LTD. ŞTİ. - İSTANBUL

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Contact: Uğur Aksoy uguraksoy@marmaratemizlik.com



NURAL DIŞ TİCARET LTD. ŞTİ. - İSTANBUL

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info@nural.biz, info@sheida.com.tr



NURLIFE KOZMETİK LTD. ŞTİ. - İSTANBUL

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Contact: Şennur Dede, info@nurlife.com



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info@odakcosmetics.com

Contact: Dalya Ervaron dalya@odakcosmetics.com



OKYANUS KİMYA LTD. ŞTİ. - İSTANBUL

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okyanuskimya@superonline.com

Contact: M. Fevzi Elitez felitez@okyanuskimya.com.tr



ORJİN HİJYEN VE SAĞLIK ÜRÜNLERİ LTD. ŞTİ. - İSTANBUL

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Contact: İlhan Öztürk, sales@orjinhijyen.com.tr



ORKİDE KOZMETİK SAN A.Ş. - İSTANBUL

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export@orkidecosmetics.com

Contact: Majd Judy Abacı



OZAK KİMYA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 623 02 03 www.everycar.com.tr
Contact: Ebru Nalbant Akyüz ebru@everycar.com.tr,
info@everycar.com

Brands: Everycar, Everyday Fashion, Everyhome



ÖZDEN KİMYA VE PLASTİK LTD. ŞTİ. ANKARA

T: +90 312 815 50 10, www.ozdengroup.com
Contact: Dmitry Shagdyr dmitry@ozdengroup.com
info@ozgurkozmetik.com



ÖZTÜRK İLAÇ A.Ş. - İSTANBUL

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PAMİR KOZMETİK LTD. ŞTİ. - ANKARA

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info@mysticalparfum.com



PEKMEZLER KİMYA A.Ş. - GAZİANTEP

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Contact: Elif Can export@jaleriz-organics.com



PE-RE-JA İLERİ KİMYA A.Ş. - İSTANBUL

T: +90 212 855 79 79, www.pereja.com.tr

Contact: Altan Eplek aleplek@pereja.com.tr

Brands: Pereja, Prize Cosmetics Gourmand /
Olive / Herbal / Fruit / Flower, Sandy, Jou Jou,
Wilson, Sunower



PİNKAR KİMYA A.Ş. - İSTANBUL

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Contact: Ruhi Uluhan
export@pinkar.com, info@pinkar.com



PİNKİM PAZARLAMA LTD. ŞTİ. - İSTANBUL

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Contact: İlhan Pinto, pinkim.cosmetics@gmail.com
info@pinkim.com



PRİMO AMBALAJ VE KİMYA A.Ş. - İSTANBUL

T: +90 216 394 07 44, www.primo.com.tr

Contact: Vidal Bahar vidal.bahar@primo.com.tr
Brands: Dely



PROMAKS KİMYA LTD. ŞTİ. - İSTANBUL

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Contact: Kemal Burak Kabacan
burak@promaks.net, export2@promaks.net
Brands: Promaks, Hygienix



PROMART PROMASYON LTD. ŞTİ. - İSTANBUL

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Contact: Cem İpekler, cem@prom-art.com,
promart@prom-art.com



PROPA TÜKETİM ÜRÜNLERİ LTD. ŞTİ. - İSTANBUL

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REBUL KOZMETİK A.Ş. - İSTANBUL

T: +90 212 229 97 90-99, www.rebul.com

Contact: Cihan Bayraktar cihan@rebul.com
Brands: Rebul, Colors, Angie, Angle Hot



ROSENSE KOZMETİK A.Ş. - İSPARTA

T: +90 246 218 12 80, www.rosense.com

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info@gulbirlik.com,
Brands: Rosense, Sweet Rose



SCK ZETA LTD. ŞTİ. - İSTANBUL

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Contact: Jamal Mustafa jamal@zetacompany.com
Brands: Z. Valentina, Air Natura, Estera, Flora, Gian



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S.P.A. KOZMETİK A.Ş. - İSTANBUL

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SAPRO TEMİZLİK ÜRÜNLERİ A.Ş. - İSTANBUL

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SARUHAN A.Ş. - İSTANBUL

T: +90 212 249 70 69, www.saruhan.com.tr
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info@saruhan.com.tr



SEBA KİMYA SAN. A.Ş. - İSTANBUL

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SEBAT KİMYA SANAYİ A.Ş. İSTANBUL

T: +90 212 855 51 00, www.fomy.com.tr
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info@fomy.com.tr
Brands: Sir, Elenor



SELUZ KİMYA KOZMETİK A.Ş. - İSTANBUL

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SENTEZ KOZMETİK LTD. ŞTİ. - İSTANBUL

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SEVİMLER GIDA KOZ. LTD. ŞTİ. - İSTANBUL

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SHADIA KİMYA KOZMETİK LTD. ŞTİ. - İSTANBUL

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SOLARES İTHALAT İHRACAT LTD. ŞTİ. - İSTANBUL

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SORA KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 738 84 64, www.soracosmetics.com
Contact: Zeynep Kesme zeynep@soracosmetics.com



SPC KOZMETİK LTD ŞTİ. - İSTANBUL

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Contact: Hakan Çelebi hakan@spckozmetik.com



SUDESAN TEMİZLİK ÜRÜNLERİ A.Ş. - İSTANBUL

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Contact: Anı Kırtışan asen@sudesan.com,
sudesan@sudesan.com
Brands: Reanima Cosmetic Collection,



ŞENYUYA FIRÇA LTD. ŞTİ. - İSTANBUL

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Contact: Okan Şenyuva, info@nivabrush.com



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TANAÇAN KOZMETİK A.Ş. - İSTANBUL

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TANAY TURİZM OTELCİLİK EKİPMANLARI LTD. ŞTİ - İSTANBUL

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TARİŞ ZEYTİN ZEYTİNYAĞI A.Ş. - İZMİR

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TARKO İTRİYAT LTD. ŞTİ. - İSTANBUL

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info@tarsan.com.tr

Brands: Bani, White Kugu, Smart Line



TAT KİMYA A.Ş. - GAZİANTEP

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TEMKO TEMİZLİK VE KOZMETİK LTD. ŞTİ. - İSTANBUL

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Contact: Burak Besezili, burak@temko.net,
Murat Yücel, murat@temko.net, temko@temko.net

Brands: Private Label



TİBET İTHALAT İHRACAT VE KOZMETİK A.Ş. - İSTANBUL

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TİM KOZMETİK LTD. ŞTİ. - İSTANBUL

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TREDA LTD. ŞTİ. - İSTANBUL

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TURKUAZ LTD. ŞTİ. - ANKARA

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TURKUAZ MEDİKAL KOZMETİK LTD. ŞTİ. - İSTANBUL

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info@turkuazsaglik.com

Brands: 4Wet



TUTKU LTD. ŞTİ. - İSTANBUL

T: +90 212 659 73 26, www.lapitak.com

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TÜRK HENKEL KİMYA A.Ş. - İSTANBUL

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UFT TEKSTİL GIDA LTD.ŞTİ. - DENİZLİ

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www.ufttekstil.com.tr

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UKİP KOZMETİK LTD. ŞTİ. - İSTANBUL

T: +90 212 886 75 75 www.ukipcosmetic.com

Contact: Ümit Fişek, umit@ukipcosmetic.com

Brands: İmaj, Passionate, İnciser Bodycare,
Espejo, İmaj Baby



ULUSOY İLAÇ VE KOZM. A.Ş. - KONYA

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UNICARE (ROZA) LTD. ŞTİ. - İSTANBUL

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foreigntrade@tems.com.tr



UPI-UĞUR PLASTİK LTD. ŞTİ - İZMİR

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