

**L'Occitane's
new neck
cream to be
indispensable
for those who
want to look
younger!**



Iconic L'Occitane ingredients join forces to give neck skin the special care it needs.

The skin on the neck and décolleté is thinner than the face, similar to the eye area. Due to the location of the neck, gravity plays an extra role in neck aging. How we sleep during the day and the position of our face are also important. We take care of our skin, but we often neglect the neck area. Whereas the neck has less support structure than the face. This makes it prone to wrinkles, sagging and uneven skin tone. Wrinkling occurs faster in people who look down at their smartphones and put extra strain on their neck muscles. *Page 4*

**The address of effective
care: Watsons!**



Beauty and care is with you in the summer months with Watsons! Discover Lovely Summer Nude Plumping Lip Gloss to have healthy and vibrant looking lips, and Watsons Bronzing Carrot Oil to combine the sweet breeze of summer with a bronze complexion!

While taking advantage of Solait's sunscreen and after-sun creams to protect yourself and your loved ones from the harmful rays of the sun, include Revolution's illuminating sunscreen in your care routine to achieve a flawless skin appearance with sun protection! *Page 4*

**Klorane Dry Shampoo
with Oat Milk ultra-
gentle botanical
ingredients**



Klorane, which is under the roof of the French dermocosmetic and pharmaceutical company Pierre Fabre, adds a new product to its remarkable products with its high natural content formulas. Ultra Gentle Dry Shampoo with Oat Milk, developed by Klorane, provides 92 percent* cleaner hair with its detox effect.

Ultra Gentle Dry Shampoo with Oat Milk, developed by Klorane, offers an instant solution for those who do not have time to freshen their hair or who are looking for a solution to reduce the oily appearance. *Page 4*

Exporters confident \$265 bln target within reach

Encouraged by the steps the new economic team has taken over the past two and a half months, Türkiye's exporters have voiced optimism that the target of generating \$265 billion in export revenues appears to be within reach.

The increase in the foreign exchange rates, albeit limited, came as a relief to exporters, said Mustafa Gültepe, the president of the Turkish Exporters' Assembly (TİM), noting that the rates had remained flat for a long period of time. Gültepe noted that there have been positive developments in exporters' access to financing.

The daily limit for rediscount credits was raised to 1.5 billion Turkish Liras, while the small and medium-sized enterprises' (SMEs) share in rediscount loans was increased, Gültepe said.

"We welcome the Central Bank's decision that export loans will be exempt from credit restringing measures...We see all those measures as important steps taken toward helping to reach the export targets."

They expect monetary tightening policies to remain in place for some more time in the U.S. and Europe, Gültepe said.

"However, we also anticipate that the economic activity will recover in those regions in the final quarter of the year. The recovery in our main export markets will boost our exports."

Gültepe recalled that Türkiye has set a target of generating \$265 billion in export



revenues this year.

"We will make all the efforts in the remaining five months of the year and meet this target," he said, adding that despite the February earthquakes and the stagnation in export markets, the Turkish economy is continuing to grow.

The textile and apparel industries are key exporting sectors, Gültepe noted.

The two sectors collectively generate around \$32 billion in export revenues,

according to Gültepe. "We set medium-term export targets of \$40 billion and \$20 billion for the apparel and textile industries, respectively. With our brands and the skilled workforce, we have the potential to achieve this target." Türkiye's exports amounted to \$143 billion in the first seven months of 2023, declining slightly from \$144 billion in export revenues generated in the same period of last year. In June alone, exports grew by

8.4 percent year-on-year to \$20 billion, with the automotive, chemicals and textile sectors accounting for \$2.7 billion, \$2.1 billion and \$16 billion, respectively, of all export revenues. From January to July, the country's imports rose by 5.1 percent annually to hit \$217 billion. The foreign trade deficit widened 18.2 percent year-on-year to \$73.6 billion in the first seven months of 2023.

**"We brought many innovative
products to the industry"**

Türkiye's state energy company Turkish Petroleum Corporation (TPAO) is set to surpass all previous production figures by the end of this year, setting a new record and making 2023 a remarkable year for the company, Energy and Natural Resources Minister Alparslan Bayraktar said.

The newly appointed minister was speaking during a field visit to southeastern Şırnak province, where the country has most recently discovered oil. Looking ahead to 2024, Bayraktar

emphasized the significance of that year for Turkish Petroleum, as it will mark its 70th anniversary. He projected that the TPAO would continue to elevate its production records and aims to achieve a daily production milestone of 200,000 barrels. "This feat would effectively meet approximately 20% of Türkiye's energy requirements," he said. Stating that



Şırnak has become an important center for Türkiye and the world oil markets, Bayraktar said: "Şırnak is turning into a very important oil center with the discoveries we have made recently. It is a recourse to its origin. *Page 8*

**"We brought many
innovative products
to the industry"**



Defined as the best in its field by its users, Kraft Kağıt is one of the leading companies in the sector in the production of professional hairdressing and beauty salon products.

Tightening to continue until inflation outlook improves

The monetary tightening process, which began with a sharp post-election rate hike, is expected to continue until a significant improvement is achieved in the inflation outlook, Türkiye's central bank said. *Page 8*



**Türkiye logs larger-than-expected
current account surplus in June**

Türkiye's current account in June registered a surplus for the first time in almost two years, official data showed, driven partly by robust tourism and lower energy bills. The balance registered a surplus of \$674 million (TL 18.23 billion), swinging from a \$7.84 billion deficit in May, the Central Bank of the Republic of Türkiye (CBRT) said. It marked the first surplus since October 2021. The figure came in larger than expected by market surveys. A forecast in a Reuters poll was for a surplus of around \$426 million..*Page 8*

**Togg delivers
more than 2,000 cars**



The number of Togg vehicles on Türkiye's roads has exceeded 2,000, Technology and Industry Minister Mehmet Fatih Kacır has said. Türkiye's first indigenous electric carmaker delivered more cars in the first half of August than it did in the whole of July, Kacır wrote on social media platform X, formerly known as Twitter. "The production [of Togg cars] will accelerate. The target is to manufacture a total of 28,000 Togg T10X model vehicles by the end of the year," the minister said. *Page 8*

"BEST IN ITS FIELD"

For those who want to know the successful story of Kraft Kağıt, could you inform us about the company?

"Kraft Kağıt started its activities in Gaziantep 4th Organized Industrial Zone in 2006, and since then it has grown and increased its product range and managed to become one of the leading companies in the production of professional hairdressing and beauty salon products. *Page 10*



**The Purest Solutions
continues to offer effective
solutions in skin care**



**What should be done to
have a healthy,
bright and flexible skin?**



**Wellcare Collagen Beauty Boost
was offered to consumers with
the slogan "Rule Your Time"**



Mehmet Soztutan
Editor-in-Chief

Letter From The Editor

It is crucial to maintain a balance between development and sustainability

I am delighted to address you in this edition of our newspaper, where we take a moment to reflect on the exciting economic landscape of Türkiye. The dynamic and ever-evolving Turkish economy is capturing the attention of investors from around the world, and it is a subject worth celebrating.

Türkiye has been experiencing remarkable growth and stability in recent years, making it a compelling destination for foreign investments. This economic vitality is a testament to the resilience and determination of the Turkish people and their government's commitment to fostering a favorable business environment.

One of the key factors contributing to Türkiye's economic success is its political stability. In a world where uncertainty often prevails, Türkiye stands out as a country with a stable political landscape. This stability provides a solid foundation for businesses to thrive and investors to feel confident in their ventures.

Moreover, Türkiye's strategic geographic location makes it a natural bridge between East and West, offering access to diverse markets and opportunities. This unique positioning has transformed Türkiye into a global trade hub, attracting investments from various industries and regions.

The Turkish government's proactive approach to foreign investments has also played a significant role in this success story. Through various incentives and reforms, they have developed an environment that is conducive to business growth. This includes streamlined bureaucracy, investor-friendly regulations, and tax incentives that make Türkiye an attractive destination for both small and large investors.

The energy sector, manufacturing, technology, and infrastructure development are just a few of the areas where Türkiye has seen significant foreign investments. These investments are not only driving economic growth but also generating employment opportunities and fostering innovation.

As we celebrate Türkiye's economic achievements, we also acknowledge the challenges that come with rapid growth. It is crucial to maintain a balance between development and sustainability, ensuring that the benefits of this economic prosperity are shared equitably among all segments of society.

In conclusion, Türkiye's growing economy, political stability, and allure for foreign investments are remarkable achievements that deserve recognition. We will continue to monitor these exciting developments, bringing you in-depth insights and stories about the ever-evolving economic landscape of this vibrant nation.

Thank you for joining "Made in Türkiye" community on this journey of exploration and celebration. We look forward to sharing more inspiring stories and insights with you in the future.



THOUGHT OF THE MONTH

There are two types of economists:

- those who cannot forecast interest rates, and
- those who do not know that they cannot forecast interest rates.

Türkiye becomes partner of Europe's largest tech fund



The Ministry of Industry and Technology joined the NATO Innovation Fund, Europe's largest technology fund, on behalf of Türkiye, according to a statement by the ministry.

The statement said that the ministry participated in the "NATO Innovation Fund", the world's first multinational venture capital fund, established at the Madrid Summit of NATO.

Minister Mehmet Fatih Kacir, whose views were included in the official statement, stated that the NATO Innovation Fund is a great opportunity for Türkiye's deep technology start-ups and that the fund will not only provide long-term investment support but also access to the markets of NATO and allied countries.

The 1 billion euro fund, which will finance technologies that will protect the security of the Alliance's 1 billion citizens, is also Europe's largest deep technology fund.

The NATO Innovation Fund will play an active role in strengthening the innovation ecosystems of the Allies, meeting the financing needs in deep technologies, and making the developed technologies available for use.

The fund will invest in start-ups that develop technologies such as artificial intelligence, big data, autonomous systems, new materials and advanced manufacturing and quantum, which are critical to the security of the alliance, and venture capital funds that support these technologies.

Türkiye, which is among the 23 allied countries financing the fund, will be the 6th largest partner of the fund with financing of approximately 45 million euros for 15 years.

Together with the North Atlantic Defense Innovation Accelerator (DIANA), the fund will have a decisive role in preserving NATO's technological superiority and developing breakthrough technologies that can be used for civilian and military purposes.

The NATO Innovation Fund, which was established as a result of the financial commitments and hard work of 23 NATO allies, including Türkiye, was announced to the public at the Vilnius Summit, attended by President Recep Tayyip Erdoğan.



Publisher:

ISTMAG Magazin Gazetecilik
İç ve Dış Ticaret Ltd. Şti. Adına Sahibi
H. Ferruh Işık

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PRINTED BY:

İhlas Gazetecilik A.Ş.

Merkez Mah. 29 Ekim Cad.

İhlas Plaza No: 11/41 PK: 34197

Yenibosna - Bahçelievler

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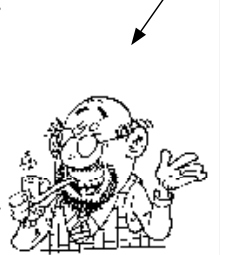
What is economics?



Well...



Economics is the only field in which two people can get a Nobel Prize for saving exactly the opposite thing.



What should be done to have a healthy, bright and flexible skin?



COSMED, a dermocosmetic brand formulated with Anatolian Crocus Chrysanthus flower, which is the beauty secret of the Ottoman Empire and used by harem women to achieve bright and smooth skin, offers special solutions for those who want to have a healthy skin with 'Mandelic Fluid', 'All In One Discoloration Blend' and 'Moisturizing Vanilla Mask'.

COSMED Cosmeceuticals, which produces each of its products at world standards as a result of strong and long research, and delivers them to the end users with the advice of pharmacists and dermatologists, delivers healthy care to everyone with the solutions it offers for all skin types.

Indispensable for a healthy skin: Peeling

'5% Mandelic Fluid', a high-performance peeling product blending powerful and effective ingredients; With the harmonious combination of 'mandelic acid', 'bakuchiol' and 'beta-glucan', it purifies the skin from dead cells. The product, which supports the reduction of the appearance

of fine lines on the skin and the minimization of pores, also helps to reduce blemishes and improve skin texture in regular use. Formulated for all skin types, including sensitive skin, the product draws attention with its structure suitable for use by people with different skin types.

Five different effects combined in one product

'All-in-One Discoloration Blend' opens the way to a bright skin with its formula that combines five different

effects. The product, which protects the skin with its special formula with anti-blemish effect, tonal equalizing, illuminating, moisturizing and anti-aging properties, is suitable for use by all skin types. With regular use, the product, which reduces blemishes on the skin, eliminates tonal inequalities and ensures a brighter skin, is among the indispensables of my skin care routine.

Bright and supple skin with unique vanilla essence

Enriched with vanilla essence, 'Moisturizing Vanilla Mask' provides a moisturizing effect while deeply nourishing the skin, providing a bright and supple skin. Providing an unforgettable experience to those who use it with the enchanting scent of vanilla, the mask provides intense moisture by reviving tired and dull-looking skin with its special formula and unique blend of herbal extracts. The product, which leaves a velvety softness on the skin with its rich and creamy texture, ensures a refreshed skin. The mask, which can be used once a week or when the skin needs moisture, is at the top of the skin care routine.



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Tube
Printing



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The secret to instantly voluminous, clean and fresh hair: "Urban Care Dry Shampoo"



Vegan hair and body care brand URBAN Care is at your side with Dry Shampoo family designed to make your life easier whenever your hair needs it. Dry shampoo family offers fresh, lively and voluminous hair in just 1 minute.

URBAN Care dry shampoos offer your hair a clean, fresh and fuller look as if it had just been washed. At the same time, thanks to the UV filter in its content, it protects your hair against the sun.

3 different scents; excellent effect!

The dry shampoo family, which looks clean, fresh and instantly plump, has 3 different members with coconut, monoi and fresh floral scent preferences. URBAN Care dry shampoo, which gives your hair a clean, fresh and fuller look as if it had just been washed in 1 minute, helps to remove excess oil from oiled and dull hair with its special volumizing formula.



Discover mysterious beauty with Far Away Beyond The Moon

It is now possible to embark on a brand new and fascinating journey with the new fragrance of Far Away family, one of Avon's favorite fragrances. The new addition to the family, Far Away Beyond The Moon, will take you far beyond the moon with its mystical scent.



Discover the mysterious beauty

At the heart of the notes of Far Away Beyond The Moon is a mysterious Belle de Nuit flower that blooms in all the intensity of moonlight. Fresh sweet notes are blended with richer, more fragrant notes, while the charm of Belle de Nuit flower is felt more. The new Far Away Beyond The Moon is a highly concentrated fragrance that captures the eternity and enchanting beauty of the moon. Thanks to its high concentration, the fragrance, which provides long-lasting permanence on the body, will stay on your skin for hours with its oriental and floral scent. Enjoy the feeling of being radiant with Far Away Beyond The Moon...

With its attractive, mysterious and hypnotic scent, you can make yourself feel special or give an unforgettable gift to your loved ones by printing your personal message and note on the bottle of Far Away Beyond The Moon.

The Purest Solutions continues to offer effective solutions in skin care



Hazal Evliyaoğlu,
Co-Founder of The Purest Solutions

The Purest Solutions continues to offer effective solutions with products developed in line with consumer habits and needs. We talked about the story of the brand and the new steps in the brand with Hazal Evliyaoğlu, Co-Founder of The Purest Solutions.

We know that The Purest Solutions focuses on environmental and social responsibilities. Can you tell us your work in this field?

"As The Purest Solutions, we are aware of our environmental and social responsibilities and are excited to act in this direction. We know that environmental problems such as climate change, global warming, air pollution, water scarcity, endangered animals and increasing population can cause irreversible damage to our ecosystem. Therefore, we assume our individual and corporate responsibility to protect our planet."

"WE ARE WORKING TOWARDS BECOME A SUSTAINABLE BRAND WITH THE SUPPORT OF OUR PARTNERS"

What does The Purest Solutions think about sustainability?

"Every day we work on what we can do for envi-

ronmental, social and economic development. We actively strive for 13 different Sustainable Development Goals (SDGs). We consider sustainability from social, economic and ecological perspectives and develop and implement projects in this direction. We aim to offer a livable world to future generations, especially through afforestation projects, reduce our carbon footprint and encourage social cooperation. We are working towards becoming a sustainable brand with the support of our partners."

"IT OFFERS ECONOMIC AND ENVIRONMENTAL BENEFITS"

Can you tell us the Ecological backup packages you have recently launched? What are the economic and environmental benefits for consumers?

"Ecological replacement packages offer economic and environmental benefits to our users. Economically, it provides long-term savings. From an environmental perspective, it contributes to the reduction of waste, encourages the economical use of resources and reduces the carbon footprint. This type of packaging helps consumers save money and contribute to their efforts to protect the environment, while helping to adopt sustainable consumption habits."

We see labels with flaps on the packaging of your products. What is the importance of the labels with flaps?

"The labels with flaps on the packaging of our products are used to provide our users with information on how the product they purchased can be recycled. Through these labels, we encourage environmentally friendly behavior and raise sustainability awareness."

"WE ADD FOOD TO OUR CARGO DELIVERY BOXES"

What if we asked you to tell us about your #birmamabirumut project and the importance you give to animal rights?

"Definitely, we also attach great importance to animal rights. We add food to our cargo boxes within the scope of the #birmamabirumut project to help stray animals, especially during the winter months. Additionally, we support Hachiko for every product we purchase. We will continue to work to improve and protect the welfare of animals.

In this way, as The Purest Solutions, we contribute to our social responsibility as a brand that is sensitive to environmental, social and animal rights. Thank you for asking us questions on these issues."



Are you ready to regain the collagen loss of years?



Developed with PROTINOL TM technology exclusive to Avon and patented in the world, the Anew range continues to grow. The power of Avon Anew Protinol Renewal Power Serum, developed with the revolutionary PROTINOL

TM technology, is now in your eye area care!

Developed with PROTINOL TM technology, Avon Anew Protinol Renewal Power Serum and Avon Anew Protinol Renewal Power Eye Cream work to strengthen your skin and help you see 7 anti-aging effects in 7 days with type I and type III dual collagen support. With regular use, you can achieve a smoother, tighter, brighter, stronger-feeling and younger skin appearance, along with deep intense moisturizing and lightening of fine lines and wrinkles.

The new Avon Anew Renewal Power Eye Cream, on the other hand, instantly brightens your eye area, reduces the appearance of fine lines and provides intense hydration. After applying a small amount of the new Avon Anew Renewal Power Eye Cream around the eyes, under the eyelids and brow bones, it is enough to apply the cream to the skin around the eyes with gentle movements through the specially designed appli-

cator tip.

Get ready to discover this duo that is suitable for all skin types, tones and ages and will reshape your face and eye area care. Discover the power to restore years of collagen loss and see 7 anti-aging effects in 7 days!



Micellar Waters with Amino Acid Complex from NIVEA

NIVEA's new Micellar Waters with Amino Acid Complex completely removes make-up without leaving any residue with their formulas that do not require rubbing!

NIVEA's Micellar Waters, containing the New Amino Acid Complex, offer a flawless make-up removal experience without the need for rubbing with its renewed formulas. With its advanced formulas, all varieties are now suitable for use with sensitive skin. It combines cleaning and care in a single product with its 5 effective formulas enriched with ingredients specific to each skin type.



The renewed range consists of 3 different products: Soothing, Refreshing and Cleansing:

SOOTHING: New NIVEA Soothing Micellar Water with Amino Acid Complex and Dexpanthenol removes make-up, dirt and residue from the skin with just a few light touches. With its formula specially developed for sensitive skin and does not require rubbing, it removes make-up without leaving any residue, moisturizes and soothes the skin.

REFRESHING: New NIVEA Refreshing Micellar Water with



Amino Acid Complex and Vitamin E removes make-up, dirt and residue from the skin with just a few light touches, without the need for rubbing. It purifies and moisturizes the skin with its refreshing formula specific to the needs of normal skin.

CLEANSING: New NIVEA Purifying Micellar Cleansing Water, specially developed for the needs of oily & combination skin, with its formula containing Amino Acid complex and Ocean Algae Extract, deeply cleans the make-up, dirt and residues on the skin with just a few light touches. With its non-rubbing formula, it removes make-up without leaving any residue, mattifies and purifies the skin.






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The only thing you need to prepare your skin for dry weather: Avon Care Essential Moisture Family for Dry Skin!



Acting with the understanding of beauty for the world, Avon's new 'Essential Moisture for Dry Skin' range with intense moisturizing content restores the moisture balance needed by the skin for dry skin. You can provide intense moisturizing to your skin, which needs more moisturizing, especially on cold days, with Avon Care Essential Moisture Family for Dry Skin.

A well-groomed skin needs good hydration!

The new Avon Care 'Essential Moisture for Dry Skin' range, with its 3 powerful ingredients including glycerin, Vitamin E and almond milk, will take its place among the daily care routines of those who take care of their skin. With its special formula developed for dry skin, Avon Care Essential Moisture Body Lotion will help your skin to be deeply moisturized for 48 hours* with regular use. The new members of the dermatologically tested Avon Care are also candidates to be your savior whenever your skin needs moisture thanks to its rapid absorption. 93% of women who tried Avon Care Essential Moisture Body Lotion said their skin felt moisturized after applying it.**

* After multiple uses. Multi-Purpose Hand, Face and Body Cream not included. Multi-Purpose Cream provides 24-hour hydration.

**Based on a Consumer Study of 192 participants.

NIVEA Luminous630 is now effective on all skin tones!

NIVEA's antispot care range, Luminous630 visibly affects the appearance of spots on the skin in 2 weeks!

The patented Luminous630 family, developed by NIVEA specifically for skin spots, a common problem of many women, is now much stronger. Ready to be a solution to all types of spots with two new serums added to the range!

NIVEA Cellular Luminous630 Anti Dark-Spot Face Treatment Serum helps to have a brighter and radiant skin by providing visible results in 2 weeks* with its paten-

ted Luminous630 formula. With its formula containing 2 times more Hyaluronic Acid**, it plumps the skin and moisturizes it intensely.

The new NIVEA Cellular Luminous630 Anti Dark-Spot Face Treatment Serum visibly affects the appearance of spots in 2 weeks*, even after 10 years of spot formation, while providing a tighter skin and reduced wrinkle appearance with its collagen triggering formula.

The new NIVEA Cellular Luminous630 Anti Dark-Spot Face Treatment Serum

provides visible results against acne spots in 2 weeks*. It provides a smooth and matte skin appearance with its formula containing Salicylic Acid, Hyaluronic Acid and Green Tea Extract.

*Requires regular use for increased effect on spot appearance.

**Compared to the old formula of NIVEA Cellular Luminous630 Anti Dark-Spot Face Treatment Serum



Klorane Dry Shampoo with Oat Milk ultra-gentle botanical ingredients

Continued From Page 1

Providing access to clean and freshly washed hair, Ultra Gentle Dry Shampoo with Klorane Oat Milk, with its volumizing and structuring effect, does not leave a white powdery appearance after application and visibly reduces oil.

Ultra Gentle Dry Shampoo with Oat Milk, which is supported by the Klorane Botanical Foundation, which dedicates its efforts to protecting water and fighting against drying out of the soil and plays an important role in the protection and promotion of plant heritage, provides hair cleaning without wasting water thanks to its dry formula.

Klorane Oat Milk Containing Ultra Gentle Dry Shampoo does not contain substances known to have harmful effects on the skin, such as sulfates and parabens. During the application phase, it is recommended to apply the product while dividing your hair and brushing the hair for the best results. Brushing should be done with a hot blow dryer, and after styling, you can use cold air to fix your hair for a longer time.

*Consumer test on 67 women

The address of effective care: Watsons!

Continued From Page 1

Revolution Skincare Brightening Sunscreen SPF 50 ml

Revolution Skincare SPF 50 Brightening Sun Cream helps you to get a flawless skin appearance as well as protecting your skin from the harmful UVA/UVB rays of the sun. Revolution Skincare SPF 50 Illuminating Sunscreen, with its formula enriched with vitamin C, supports the nourishment and lightening of the skin. Revolution Skincare SPF 50 Illuminating Sun Cream, which leaves a natural look on your skin thanks to its transparent formula, will be indispensable for skin care routines in summer.

Solait Kids Moisturizing Sun Lotion Spf 50 200 ml

If you are looking for a sun protection formula that will allow you to prioritize the skin health of your children while enjoying the sun, Solait SPF 50+ Children's Moisturizing Sun Lotion is for you! Solait SPF 50+ Kids Moisturizing Sun Lotion helps prevent skin damage that may occur as a result of sun exposure by effectively protecting children's skin thanks to its five-star UVA protection.

Watsons Bronzing Carrot Oil 150 ml

Offering a summer breeze with its exotic design and seductive scent, Watsons Bronzing Carrot Oil offers the advantage of easy application by being evenly distributed on your body thanks to its sprayed cap. Watsons Bronzing Carrot Oil, which does

not contain sunscreen, will be indispensable in your holiday bags for a natural and effective tan!

Solait Tan Prolonger After Sun Lotion 200 ml

Solait After Sun Moisturising Lotion helps to complete the radiant tan perfectly with its effective formula. Thanks to the vitamin E in its content, it supports the reduction of the effects of oxidative stress caused by the sun on the skin. Solait After Sun Moisturising Lotion containing aloe vera and cucumber juice helps to moisturize your skin for 24 hours with its easily absorbed formula.

Lovely Summer Nude Plumping Lip Gloss

Lovely Summer Nude Plumping Lip Gloss will be indispensable for summer months with three different natural color options in pink tones! Make your makeup routine enjoyable with the strawberry scent of Lovely Summer Nude Plumping Lip Gloss, which supports the lips to look full with its specially formulated ultra-shiny effect!



L'Occitane's new neck cream to be indispensable for those who want to look younger!

Continued From Page 1

With the newly discovered powers of Immortelle

Iconic L'Occitane ingredients join forces to give neck skin the special care it needs. The new neck cream with Shea Butter and Immortelle essential oil, as well as skin-softening peptides and a skin-tightening oat extract, blurs the folds for a visible difference. When used regularly, it targets firmness, elasticity and moisture and relaxation of the skin.

The neck and décolleté cream, which is produced after long-term R&D studies, needs to be applied to clean skin with upward and outward movements. Every application should be used as an opportunity to relax the skin and bring it to the position you want it to be. With this regular care, you can turn your neglected neck massage into a ritual of your life, and you should not forget your

neck and ears.

Immortal's natural ability for stamina also has the ability to unlock certain properties of our skin. Over time, the skin regains its strength and it helps our skin for vivid and color tone uniformity. L'Occitane is discovering the new powers of this flower from Corsica, which they have been working on for more than 20 years. Immortelle Karite Pro-Youth Neck Care Serum-In-Cream is a gift from the brand to everyone who does not neglect their care...

Remember, our skin starts to slow down the production of collagen at the age of 25, it stops completely around the age of 30. While the skin is constantly fighting against gravity, the skin in the neck and chin area begins to sag, which leads to the formation of the jowl, called the turkey neck.

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"Barbie pink" on nails!

The Barbie craze, which has taken over the world under its influence, continues to affect all areas of our lives. Baby-like pink tones, which found a wide place on the agenda with Barbie and became a trend in a short time, also spread to the nails.

The Barbie movie, which has become very popular with its release, attracts great attention in our country. Burcu Güzel Davud, the founder of Chic Nail Beauty and Cosmetic, stated that since the day Barbie became a trend, it has entered every area of our lives from clothes to hair, accessories to nails, and said, "The Barbie trend has risen to a position that affects our personal care decisions in this period. Our guests want to see the pink and its tones, which are identified with Barbie, on their nails, too."

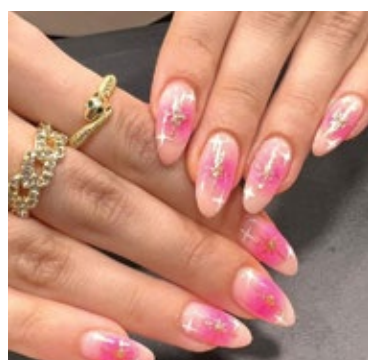
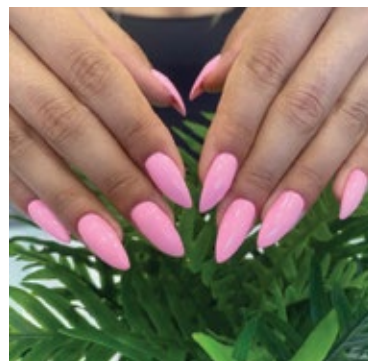
The color and tones of pink, which represent friendship, compassion and balance, are the most preferred color today with Barbie, which has become a trend and attracts great attention recently. Talking about the effect of Barbie on women, Burcu Güzel Da-



vud said, "It is very important for us women that our hands look aesthetically pleasing. Contrast and colorful Frenches are a must for hot summer manicure. You can get a fun and elegant look and catch the trend with the candy pink French manicure. There are several different options to reflect the pink trend on your nails."

Pink color trend in manicure

Continuing her speech by talking about different manicure models, Davud said, "First of all, you can make a classic pink manicure using pink nail polish. You can also try a gradient manicure by mixing different shades of pink nail polish. Another option is to add patterns or details with pink nail polish. For example, you can decorate one nail with glitter glitter or embellish other nails like white flowers on pink nail polish. If you want a more creative look, you can also consider nail art applications with pink nail polish. This can include different motifs such as heart patterns, stars or cute



animal figures in pink. Remember, it is important to choose shades that suit your skin tone and personal style when choosing pink for manicure."





ILKO Pharmaceuticals, which aims to improve people's quality of life and offer life-saving innovative products by using the advanced technologies needed by modern medicine, broke new ground in Türkiye with its innovative consumer health brand Wellcare. At the press conference held at Konya Production Facilities of ILKO Pharmaceuticals on Tuesday, September 5, moderated by the famous presenter Oylum Talu, Wellcare Collagen Beauty Boost, the first and only collagen supplement produced in Türkiye and containing silicon in our country, was presented to consumers with the slogan “Rule the Time”.

Continuing its work by offering new and different products in the field of consumer health, Wellcare performs to grow with its 'Wellcare Collagen Beauty Boost' range, which is the first and only silicon-containing range in Türkiye, which has different forms as sachets, liquids, powder jars and tablets. Hatice Öncel, Board Member of Selçuklu Holding and General Manager of ILKO Pharmaceuticals, Dietician Yeşim Temel Özcan and Physical Medicine and Rehabilitation Specialist Prof. Dr. Demirhan Dıraçoğlu attended. At the meeting, the valuable effects of collagen and silicon on the human body and, in binary combinations, on health were discussed.

“WE HAVE A RICH PRODUCT RANGE”

Hatice Öncel, Selçuklu Holding Board Member and General Manager of ILKO Pharmaceuticals said at the press conference, “As ILKO Pharmaceuticals, the current representative of more than 50 years of knowledge and experience in the sector, by using the advanced tech-

nologies needed by modern medicine, by introducing 'innovative' products that improve people's quality of life and save lives, with all production and R&D investments, we aim to be a leading company in global competition. We have a wide product portfolio covering all major treatment areas, especially cardiology, central nervous system, rare diseases and acute products. In addition, we have intensive work in the field of biotechnology. I would especially like to point out that we are the first and only company with a cell line platform in Türkiye in biotechnology. In these studies, in which we use recombinant DNA technology as a tool, we are working with the aim of developing biotechnological products for cancer and cancer-related diseases in the first stage. Again, with our latest investment, we will soon launch a new production unit for the production of High Potent drugs, which are very limited in production and difficult to develop in Türkiye. Here, in the first stage, products will be produced mainly for oncology and rare diseases.

ILKO Pharmaceuticals is among the top 10 pharmaceutical companies in Türkiye that invest the most in R&D, and our investment in R&D to date is 52 million Euros. We entered the field of consumer health with our Wellcare brand in 2016, and our main goal with our Wellcare brand is to provide consumers; To offer innovative health products developed from a drug sensitivity and medicine perspective. What distinguishes us is that we apply the same quality and assurance processes in medicine to our Wellcare products. Wellcare products; They are products that have clinical studies, are produced with certified raw materials, and have

Wellcare Collagen Beauty Boost was offered to consumers with the slogan “Rule Your Time”

been developed especially with the right dosage and correct composition. We develop our products by taking into account consumer needs, taking into account user compatibility, and carrying out meticulous and long studies on features such as taste, smell and ease of use. Our new product group, Wellcare Collagen Beauty Boost products, is a valuable product group that we have created at the end of all these studies and processes.”

“WE BEGIN TO EXPERIENCE A 1% LOSS OF COLLAGEN EVERY YEAR AFTER THE AGE OF 25”

Dietitian Yeşim Temel Özcan shared the synergistic effect of collagen and silicon on the skin, “Collagen protein is found in many parts of our body. However, the main ones are muscle, bone, tissue, tendon structure, vascular lining, as well as the digestive tract, and since it is a protein structure, it always needs to be supported. When we think about this protein structure that ensures the strength and continuity of cells; Starting from the age of 25, we begin to lose 1% of collagen every year, so it is important that the collagen stores in our body are full. There are three types of collagen. Type I collagen makes up 90% of the collagen in our body. It consists of densely packed fibers. It provides structure to skin, bones, tendons, fibrous cartilage, connective tissue and teeth. Type II collagen consists of more loosely packed fibers. It is found in the elastic cartilage that supports the joints. Type III collagen regulates the structure of the muscles, organs and arteries in our body. Provides skin elasticity. Damage to collagen fibers that accumulates over time reduces their ability to function properly. Intrinsically aged skin is generally characterized by a decrease in the density of collagen fibers, elastin and hyaluronic acid.

Silicon is the second most abundant element in nature after oxygen and, like all minerals, is essential. In this respect, the production of collagen supports the production of the protein that provides

flexibility, which we call elastin. On the one hand, since it supports the connective tissue, it ensures its retention and also the activity of skin cells. The topic is always beauty, but since we say that beauty should be beauty from the inside out, it is also very important for me to support it with its immunity. Because the toxin cells in the digestive tract, silicon has a slightly mucilage structure and a slippery structure, therefore it lubricates the intestinal cell wall and prevents the adhesion of bacteria, fungi and toxins that we do not want there. Therefore, along with beauty, the silicon mineral also provides serious immune support. Silicon has an important role in collagen biosynthesis. We increase the elastin structure and try to reveal the body's ability to repair and heal itself as much as possible in functional nutrition by diversifying bioavailability. When we add silicon to collagen, it increases the repair of collagen even more. It increases elastin production, increases the support of connective tissue retention and also supports immunity. Therefore, the combination of silicon and collagen provides much more benefit for our body. It is possible to strengthen the intestinal biota when we use collagen supplements as a cure at regular intervals and support it with proper nutrition.”

“TYPE II COLLAGEN FORMS THE ROOF ON WHICH CARTRIDGE CELLS SIT”

Physical Therapy, Rehabilitation and Pain Specialist Prof. talked about the effects of collagen on joint health and cartilage tissue. Dr. Demirhan Dıraçoğlu said, “We see that Type II collagen is very important for joint cartilage health. If we did not have cartilage, the bones would contact each other in such a way that we could neither walk, run nor sit. The soft spongy cartilage structure on that bone allows us to move. Here we see that a large part of that soft cartilage structure, and even the roof on which those cartilage cells sit, is made up of Type II collagen. Along with vari-



ous situations where collagen deficiency occurs with age; Factors such as not taking collagen supplements, living a sedentary and unhealthy life, and poor nutrition negatively affect our collagen rate, and joint pain begins in later ages. We use just one of our joints, where we carry out all our vital functions, an average of 2 million times a year. Considering this, we should support our body with Type II collagen found in the elastic cartilage that supports the joints. Silicon comes into play for better collagen synthesis and optimizes fluid retention in the joints, he says. We talked about the importance of Type I collagen in terms of bone health. When taken with silicon, it prevents osteoporosis, which we describe as bone weakness, which can occur in later ages, and becomes more resistant to bone fractures. Silicon plays a very important role here in terms of increasing bone health and bone strength. “I can say that taking Type I and Type II collagen, which is important for bone and cartilage structure, together with silicon increases its effect.”

The first and only Wellcare Collagen Beauty Boost Range containing Silicon in Türkiye

Wellcare Collagen Beauty Boost range, presented with the slogan “Rule over time”, it differs with the microencapsulated Silicon it contains. Wellcare Collagen Beauty Boost products contain 5 mg microencapsulated Silicon in the daily intake dose in all forms; It contains patented collagen content of Verisol and Fortigel brands, whose effective-

ness has been proven in clinical studies in areas such as joint, skin, hair and nail health.

Wellcare Collagen Beauty Boost products, produced in Konya production facilities of ILKO Pharmaceuticals, have sachet, liquid, powder and tablet options, as well as watermelon, mint, orange, blackcurrant and pomegranate flavored options.

Pomegranate, apple and watermelon flavored Wellcare Collagen Beauty Boost sachet form contains 10,000 mg Type I-III Hydrolyzed collagen peptides.

Wellcare Collagen Beauty Boost liquid form, containing 5,500 and 10,000 mg Type I-III Hydrolyzed collagen peptides, has blackcurrant-orange and watermelon-mint flavors.

Wellcare Collagen Beauty Boost powder jar form contains pomegranate flavor as well as Type I, II and III Hydrolyzed collagen peptides.

Wellcare Collagen Beauty Boost tablet form differs from other Wellcare Collagen products by having 750 mg of Hydrolyzed collagen peptides in a single tablet.

The sachet and liquid forms of the Wellcare Collagen Beauty Boost range offer rich content with Coenzyme Q10, B complex, vitamin C, glutathione and alpha-lipoic acid. The powder jar form contains three different types of collagen as well as vitamins D3 and K2.

Wellcare Collagen Beauty Boost range was deemed worthy of the 2023 America's Taste Award for its aromas in liquid, sachet and powder jar products.

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Alix Avien Paris'in **Staying Power Lip Pencil**'i, dudaklara uzun süre kalıcılık, yüksek pigmentasyon ve konforlu bir kullanım sunuyor. Makyajınıza daha fazla ifade katmak ve dudaklarınızı ön plana çıkarmak istediğinizde bu ürün tam size göre. Unutmayın, **Staying Power Lip Pencil**'i tek başına kullanabileceğiniz gibi farklı renk ve bitişe sahip Alix Avien Paris rujlarla da kombinleyerek farklı görünümler yaratabilirsiniz. Alix Avien Paris'in makyaj dünyasına getirdiği bu yeni ürünle, dudak makyajınızda uzun süre dayanıklılık ve estetik bir görünüm kazandırabilirsiniz.

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Tightening to continue until inflation outlook improves



Hafize Gaye Erkan, Governor of CBRT.

Continued From Page 1

The guidance was given in minutes of the bank's June 22 policy meeting, where it hiked its main interest rate by 650 basis points to 15%. After a two-year easing cycle, the Central Bank of the Republic of Türkiye (CBRT) said the policy reversal was the first step of a tightening process initiated to establish disinflation as soon as possible. "The deterioration in price stability threatens macroeconomic stability and especially financial stability. Accordingly, the committee decided to implement a monetary tightening process, the steps of which are gradually strengthened when and as necessary," the central bank said.

"The monetary tightening process is

expected to continue until a significant improvement is achieved in the inflation outlook," it said in a Turkish version of minutes of its monetary policy committee meeting. The rate hike came in the first policy meeting under the new Governor, Hafize Gaye Erkan. Before that, the one-week repo rate had dropped to 8.5% from 19% in 2021. Annual inflation fell below 40% in May after touching a 24-year high above 85% in October last year.

"The committee evaluated that the current monetary policy framework is far from achieving the 5% inflation target, given the inflation outlook and upside risks," the bank said.

"We brought many innovative products to the industry"

Continued From Page 1

Şırnak has always been an important oil center since the 1970s. The route is one of the routes through which the Iraq-Türkiye pipeline passes."

Referring to PKK terrorism in the region, he said that regions that were once synonymous with terrorism, such as Gabar, Kato and Bestler-Dereleer regions, are now associated with oil.

"This region has become the region of peace, tranquility and oil. These regions were cleared of terrorism with the determined, persistent stance and struggle of the Republic of Türkiye. All of our institutions, especially our governors, local administrators, relevant institutions, security forces, gendarmerie, police and military, have made these regions truly peaceful and livable."

"Right after that, we continued the work we started in oil and natural gas exploration here, and we started to get results from them," he said.

Türkiye's daily output has topped 70,000 barrels, the TPAO said most recently, adding: "With our discoveries, we have exceeded the highest domestic daily production level in the last 32 years."

Türkiye, in early May, announced it had discovered 1 billion barrels of oil in a field in the southeast province of Şırnak, the largest onshore oil find in the country.

TPAO has drilled 2,771 meters (9,091 feet) deep and found an over 162-meter light oil-bearing reservoir, with further prospects to be explored in the area.

The country discovered 150 million barrels of oil in the southeast's Mount Gabar area in December 2022.

President Recep Tayyip Erdoğan had dubbed it "one of the top ten onshore discoveries in 2022" and said it was valued at approximately \$12 billion.

Türkiye, which has little oil and gas, imports nearly all its energy needs. The country consumed 246 million barrels of imported crude oil in 2022, besides 29 million barrels of locally produced crude oil, according to official data.



Togg delivers more than 2,000 cars

Continued From Page 1

Kacır, together with Treasury and Finance Minister Mehmet Şimşek, visited the carmaker's production and innovation campus on Aug. 17.

"The target is to become a global power," Kacır wrote on X. Between Aug. 1 and 18, Togg delivered a total of 909 T10X model cars to customers, while July deliveries were 627.

Until mid-Aug, the company delivered 2,344 vehicles.

Pre-orders for the Togg T10X were taken online from March 16 to 27, and some 177,000 vehicles were sold online. The first buyers of Togg's EV model T10 were selected through a digital draw.

In his remarks in July, Kacır said that Togg will produce a total of 1 million vehicles by 2032.

Some 97 percent of those vehicles will be sold to consumers, while the public institutions will buy the remaining 3 percent, the minister said at that time.

Kacır also announced that Togg will introduce a new Sedan model to the market toward the end of 2024.

Türkiye's electric vehicle market has been growing fast.

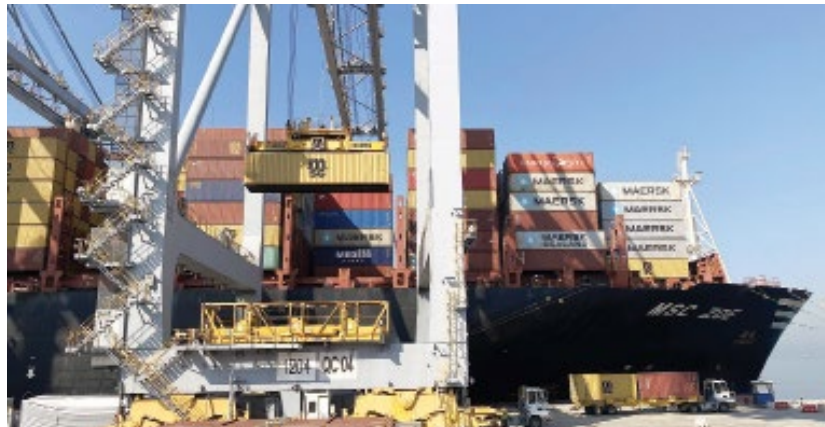
In the first seven months of 2023, electric vehicle sales leaped nearly 584 percent from a year ago to 17,307, accounting for 3.4 percent of all vehicle sales in the country.



Continued From Page 1

An Anadolu Agency (AA) survey forecasted a surplus of \$422 million. Excluding gold and energy, the two main drivers of the deficit so far, the balance registered a net surplus of \$5.58 billion in June, the central bank data showed.

The trade gap came in at \$3.69 billion, while the services industry posted a net surplus of \$5.02 billion. Travel items, under services, recorded a net inflow of \$4.2 billion. Primary income recorded a net outflow of \$799 million, whereas secondary income indicated a net inflow of \$151 million, the bank



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Two gold awards to Abdi İbrahim Academy



Abdi İbrahim, the uninterrupted leader of the Turkish pharmaceutical industry for 21 years, added new ones to the awards that crowned its success. Abdi İbrahim Academy, Abdi İbrahim's education platform, was deemed worthy of 2 gold awards at the Excellence Awards given by Brandon Hall Group, one of the world's leading institutions in the field of human resources.

Abdi İbrahim, Türkiye's healing power, continues its activities without slowing down with its modern and effective human resources strategies. Abdi İbrahim Academy, which aims to develop the talents of its employees at the highest level in line with the vision of the company, was awarded in the "Best Advance in Competencies and Skill Development" category at the Brandon Hall Group Excellence Awards. It crowned this goal with the gold awards it won in the category of "Training and Development" and in the "Best Program to Improve Individual Development Planning" category in the "Talent Management" category.

The company has been managing its business and development priorities through the same integrated performance system since 2022. In the feedback meetings between employees and managers, contributing to employee development is considered as a priority in addition to the business priorities determined. Abdi İbrahim Academy; With the Expert Development Program it has designed, it aims to improve the professional qualifications of its employees, to increase their innovation and new generation competence capacities, and thus to train the leaders of the future.

Abdi İbrahim's human-first approach, which has also been confirmed by international awards, will continue with innovative digital applications and projects that will strengthen its employer brand identity.



The Chemistry Technology Center is getting ready to go into operation

The Chemistry Technology Center (KATİM A.Ş.), which was implemented by the Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB), the umbrella organization of the Turkish chemical industry exports, is completing its final preparations to go into operation in the first half of 2024.

The Chemistry Technology Center (KATİM A.Ş.), which was implemented by İKMİB with the vision of developing high-tech and value-added domestic products and will be the first in Türkiye, will operate on the basis of technology, innovation and sustainability in order to increase the exports of the sector and reduce foreign dependency. Preparations continue for KATİM A.Ş. to start operating. The Chemistry Technology Center, which will act as an advanced R&D center, where internationally valid certificates will be given to our exporters, is an entrepreneurship and entrepreneurship and development center, 1,700 square meters of which is prepared with a special infrastructure for entrepreneurs, in a 4-storey building in Türkiye's largest thematic technopark, Informatics Valley. It will serve as a meeting point where the entire start-up ecosystem in the chemistry and related sectors will benefit, with its accredited test and analysis laboratories, digital library, in an area of approximately 4 thousand square meters, including an incubation center. Within the scope of the test and analysis services that KATİM A.Ş. will offer to exporters, it is expected to save 7.2 million dollars every year.

luding an incubation center. Within the scope of the test and analysis services that KATİM A.Ş. will offer to exporters, it is expected to save 7.2 million dollars every year.

"We will save a minimum of 7.2 million dollars annually with the Chemistry Technology Center"

Adil Pelister, Chairman of the Board of İKMİB, said, "With the Chemistry Technology Center project, which will be a first in Türkiye, we aim to establish a new ecosystem focused on high technology and high added value. Thus, we are taking firm steps forward on the way of undertaking works that will bring the Turkish chemical industry to the forefront in global trade. The Chemical Technology Center will act as a technology base that will cross the threshold for our chemical industry and exports. We have completed our company establishment for our Chemical Technology Center project.

We have allocated the space for our head office in the IT Valley and received our budget approval for the investment cost from the Ministry of Commerce. We look forward to the commissioning of KATİM A.Ş. We are completing our final preparations to put the center into operation in the first half of 2024."

Stating that a total of 175 different tests will be carried out within the Chemistry Technology

Center and 83 tests will be accredited, Pelister said, "The 38 tests currently performed abroad will be carried out with national resources thanks to KATİM A.Ş. We are planning to provide services with a total capacity of 1 million 201 thousand 883 tests per year once our center becomes operational at full efficiency. With the internationally accredited test and analysis laboratories to be implemented at KATİM A.Ş, we will have saved millions of dollars in the country every year. Thus, we expect a minimum annual saving of 7.2 million dollars at optimum capacity within the scope of testing and analysis services. On the other hand, through our Sustainability Center, it will play a major role in the transition and adaptation processes of our chemical industry, especially our SMEs, to the green economy. Again, by establishing our digital library, we will open all sectoral scientific publications to our users and the world of science. Through our entrepreneurship incubation center, we will contribute to the realization of new inventions and technologies in the field of chemistry by our young scientists and academics, especially within the scope of industry-university cooperation. We are sure that our exporting companies will see our Chemistry Technology Center as a place they will benefit from with great pride."

The key to health and youth: Collagen

The secret of healthy skin and youthful looking lies in collagen, one of the basic building blocks of our body.

Collagen is one of the body's most common proteins that maintains the elasticity and strength of the skin. Collagen, the main component of many different tissues from hair to nails, from bones to joints, stands out as the most talked about health issue in recent years.

Celal Yücel Batmacı, LifeClub International Medical Director, Internal Medicine Specialist made the following statements about collagen, "Collagen is a structural protein that is widely found in many tissues and organs in the body. There are a total of 29 known types of collagen, but 90% of the collagen in the human body consists of Type I collagen. The basis of collagen is

the amino acids glycine, proline and hydroxyproline. These amino acids form three strands that form the characteristic triple helix structure of collagen."

Very important for cells

Underlining that collagen is found in many tissues in the body, including bone, cartilage, skin, connective tissue and tendon, Batmacı said, "Collagen provides structural support to the tissues and provides structural support to the tissues, which is necessary for many tissue damage and repair, immune response, cell signal transmission and tissue repair." It plays an important role in cellular processes such as migration. Stem cells called fibroblasts produce new collagen. As a person ages, collagen production in the body decreases and the synthesis activity of fibroblasts deteriorates.

"These negative changes cause the loss of another important structural protein called elastin, creating signs of aging such as sagging and wrinkles on the skin," he said.

What causes collagen loss?

Dr. Celal Yücel Batmacı stated that as a person ages, collagen production in the body normally decreases and some external factors accelerate this and said: "In addition, the structure of the existing collagen deteriorates over time, causing the skin to sag. Thus, the physical signs of aging appear. The amount of collagen in the skeletal system decreases with age, resulting in increased fragility of bones, which paves the way for diseases related to bone loss. It is inevitable that collagen decreases with age; however, unhealthy diet and heavy

consumption of harmful substances can also accelerate collagen loss.

For example, according to researchers, smoking disrupts the collagen structure and causes skin aging and wrinkles. Excessive alcohol consumption also reduces collagen production and accelerates skin aging by damaging the skin's repair mechanism.

A diet containing added sugar and excessively processed foods causes glycation in collagen, disrupting the interaction of collagen with surrounding cells and proteins, making collagen weaker and more fragile. Excessive sun exposure also reduces collagen production. Therefore, applying sunscreen and avoiding excessive sun exposure can reduce the signs of premature aging that the sun can cause on the skin."



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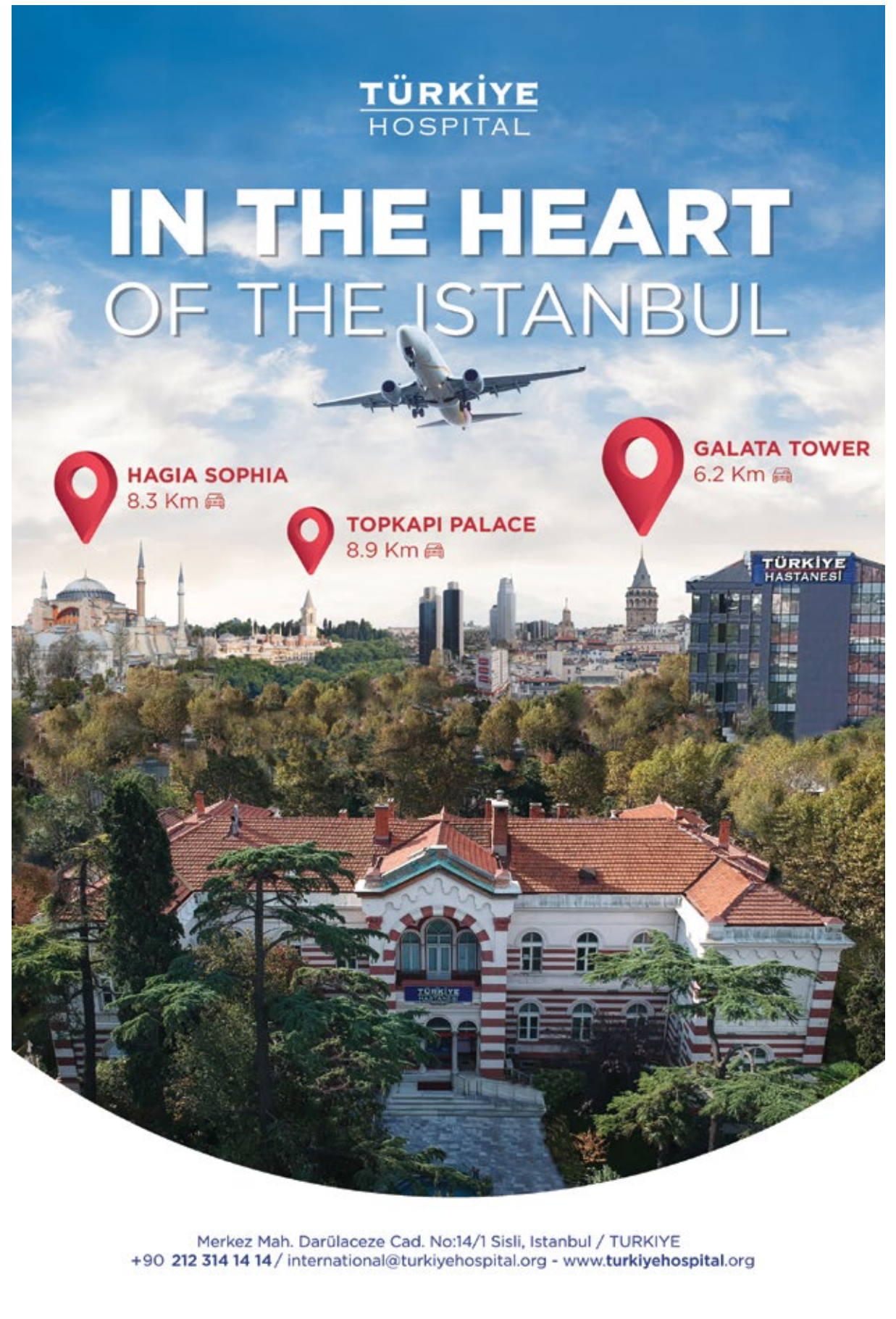
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Beware of summer heat!

Sea, sand, sun, in short, the holiday was very nice, but it ended even though we didn't want it to. As we begin to experience the first weeks of September, it is time to take care of our skin and hair because our most valuable assets are our hair and skin, which are exposed to the negative effects of environmental factors, especially sun rays, during the summer months. One of the most important issues to consider when starting care is to choose quality cosmetic products. In addition, the points where we purchase cosmetic products are also very important. Cosmetic products purchased from places called "under the counter" often cause more harm than good. Unfortunately, it produces consequences that are very difficult and in some cases impossible to compensate for. In order to avoid a negative situation, we should use cosmetic products, if possible, by taking into account the advice of our pharmacists and physicians.

We will be at the Beauty Istanbul fair between 27-29 September 2023 with the September 2023 issue of Beauty Türkiye magazine. Stay safe until we see you in the October 2023 issue of Beauty Türkiye magazine.

"We brought many innovative products to the industry"



With the importance we attach to R&D, we have put many product types into production with standard quality that can be defined as "the best in their field" by users, and we have brought many innovative products to the sector."

"WE PRODUCED BROWN NECK STRIP TO THE INDUSTRY FOR THE FIRST TIME IN THE WORLD"

You have multiple brands and product ranges. What about your product range?

"We are currently the leader in the sector in the field of BARBER NECK STRIP with our locomotive brand MORE FOR YOU. With our other brands NECKY, MORE 4 U and KRAFT BARBER, we produce professional hairdres-

sing and beauty salon products and export them to many countries. In addition, we provide private label - contract - product services to many companies known in the sector. Another product group, SIR AGDA, is preferred in professional hairdressers and beauty salons. For the first time

in this field, we have introduced granular wax in the form of CORE and MOLD wax in the form of TABLET. Again, we are happy to introduce the Brown neck strip, which is produced for the first time in the world, to the sector. Thanks to the formula we developed many years ago, our traditional barber shaving soap is one of our products with an innovative design that is used with pleasure in Türkiye and all over the world."

Can you give us more detail about the characteristics of the Seed Mask Wax, which you describe as the "result of many years of R&D"?

"As you said, our seed wax is one of the products that our innovative perspective has brought to the

sector. Thanks to its 4 in 1 feature, it is applied as a mask for the epilation of the facial area, while it nourishes the skin with the tea tree extract it contains and at the same time helps to remove dead skin from the skin by exfoliating.

As a company that does not compromise on quality and customer satisfaction, what if we asked you to list your success criteria in three items?

1- Quality: Since our customer portfolio is professional users, we have to maintain certain quality standards.

2- Innovation: To develop new products continuously by considering the changing needs of the salons.

3- User-friendly budget: While doing all these, maintaining the appropriate price policy for our customers.

We see your products in almost every hairdresser in the country.

This is a pretty good achievement. So what do you think about your export and foreign target markets?

"We currently have active exports to more than fifty countries abroad. Although our market is mainly in the Middle East, Europe and neighboring countries, we work with a dealership system in many countries. We participate in fairs and promotion organizations to increase our activities in more distant transoceanic places."

"WE LEAD ALL KINDS OF INNOVATION WITHOUT BREAKING QUALITY STANDARDS"

What are your brand's future goals and growth plans? Can you tell us a little about what awaits Kraft Kağıt in the future?

"Kraft Kağıt will continue to be an important company in its field in the future thanks to its corporate culture; this is our hope and our work. In line with this goal, we strive to pioneer all kinds of innovations in the sector without compromising quality standards.

We are trying to make our other brands Necky, More 4 U and Kraft Barber stand out as much as our More For You brand and make them more widespread in the sector.

With the aim of creating a dealer network in the world and appealing to the end user in the parquet sector, we are working to be on the shelves especially in cosmetics stores.

We will continue to manufacture for professional user needs by developing more innovative products."



Capture youth with Clinique!

Combining years of experience and the latest technologies, Clinique offers an amazing solution for erasing the signs of aging and restoring youth. With its new Smart Clinical Repair Lifting Face and Neck Moisturizing and Anti-Wrinkle Serum, Clinique surrounds your skin with a unique synthesis of science and beauty in every drop.

Every age is the beginning of a story and every story is unique. While the passage of years is engraved on our skin with the traces of experiences, Clinique's newest solution makes the dream of a skin full

of youthful energy come true. Clinique's Smart Clinical Repair™ Lifting Face and Neck Moisturizer and Anti-Wrinkle Serum offers the opportunity to rewrite your skin's story.

Traces of your story come alive with Clinique

Clinique is determined to erase the traces of years on the skin. Thanks to its powerful formula, Smart Clinical Repair™ Lifting Face and Neck Moisturizer visibly tightens the skin while helping to visibly reduce the appearance of fine

lines and wrinkles. It also moisturizes your skin all day and night. While it provides an effective tightening in the face and neck areas, it also significantly reduces the appearance of folds around the neck. Clinique Smart Clinical Repair™ Anti-Wrinkle Serum, which provides effective results at the dermatological level, provides a laser effect in the appearance of fine lines and wrinkles.

This formula, which restores the skin in a versatile way, targets the problems in the face and neck area down to the last detail.

The key to skin rejuvenation: Clinique Smart Clinical Repair™ Range

Skin tells a story, with every wrinkle and line. But with Clinique, any story can be rewritten. The Smart Clinical Repair™ Lifting Face and Neck Moisturizer brings youth back to your skin with the amazing dance of Multi-Peptides and Hyaluronic Acid. Acetyl Hexapeptide-8 stimulates the skin's collagen production, while Palmitoyl Tripeptide-1 and Palmitoyl Tetrapeptide-7 help keep your skin firm and bright. Palmitoyl Hexapeptide-12 helps to make your skin feel

plump and lively.

Beauty shines at any age, but with Clinique's cutting-edge technology, that glow is made even more impressive. The new groundbreaking Clinique Smart Clinical Repair™ Anti-Wrinkle Serum offers the perfect ally in the fight against the signs of aging. The serum contains 1% new generation retinoid and 9.5% peptide, increasing the skin's natural collagen production and visibly reducing the appearance of lines and wrinkles.

Clinique Clean Philosophy



Developed to achieve maximum results

without causing skin irritation.

Great skin every day. Allergy tested.

100% fragrance free.

the
purest
solutions

**LESS PLASTIC
CLEAN SKIN
GREEN PLANET**



**REFILL
ECOPACK**
"Yeniden doldur"



Time to renew with The Body Shop's Wellness range



The Body Shop, which responds to all needs with its products developed from perfumes, body lotions, make-up materials to skin care products, allows you to pamper yourself with its Wellness range with different features.

Good Night

The 5 products of the Good Night range, which emerged from the unique harmony of lavender and vetiver, will be indispensable for your pre-sleep routine. Good Night Essential Oil Blend with its unique scent, sweet almond oil and lavender oil will help you relax and clear your mind before sleep. Good Night Pillow Spray, enriched with organic olive oil and vetiver essential oil, will increase your sleep quality and become an indispensable part of your beauty sleep.

After a tiring and hard day, Good Night Relaxing Shampoo and Shower Gel with its aromatic and floral scent will provide refreshment in the shower, while your skin will be purified from dead skin cells and become silky soft with Good Night Revitalizing Body Peeling. Thanks to Good Night Balmy Body Cream produced

for all skin types, you will make your skin feel soft, moist and smooth.

Boost

Enriched with tangerine and bergamot, the fragrant citrus range Boost will rejuvenate your skin with its energizing effect and provide you with a fresh feeling.

You will make your care routine enjoyable with 6 products of the range. While Boost Uplifting Shampoo and Shower Gel will make your hair and skin feel happy and renewed with its citrus scent, Boost Shine On Hair and Body Oil, which you can apply by massaging your hair ends and skin, will envelop you with its positive energy. Boost Essential Oil Blend,

with its unique scent and sweet almond, tangerine and bergamot oils, will help you to take a moment to revive and renew yourself.

While Boost Whipped Body Cream will keep your skin lively, soft and moist all day long, you will noticeably feel the moist, shiny, purified feeling on your hands and cuticles thanks to Boost Purifying Liquid Soap and Boost Happy Hand Cream, which does not forget your hands.

Flow

With the refreshing scent of eucalyptus and rosemary, the dazzling range Boost will help you find your inner peace with the regenerating effect of the 3 products it contains.

Thanks to the eucalyptus and rosemary oils in Flow Essential Oil Blend, it will allow you to regain calmness and reconnect with yourself whenever and wherever you need it. While Flow Weightless Body Gel Cream, which does not leave a greasy feeling and has a light texture, provides a smooth skin with its fast absorbing structure, you will feel relaxed and refreshed with Flow Body Peeling enriched with salt crystals and its energizing and mind-opening scent.



MG International Fragrance Company invests in a sustainable future

MG International Fragrance Company, a pioneer in the fragrance industry since 1961, prioritizes sustainable goals in its investment planning. The Company has invested more than USD 5 million in the last 7 years only for environmental infrastructure and projects.



Founded by Mişel Gülçiçek in 1961, MG International Fragrance Company ranks among the top 600 industrial companies in Türkiye as an international fragrance producer and pursues its investments for a sustainable future. A pioneer in the fragrance world, the Company supplies fragrances and raw materials for fragrances to more than 2,600 local- and international-based global producers in more than 60 countries, with its state-of-the-art technologies and innovation ability in production. The company has been producing in the Gebze Organized Industrial Zone since 2015, in the world's first integrated fragrance facility with the highest production capacity under a single roof. It uses more than 4,500 raw materials to produce over 200,000 fragrance formulas and 280 different raw materials on eight different lines at the same time. The Company has achieved higher economic productivity levels through raw material diversification, technological improvement and innovation, and now aims to reach a sustainable future with a people-focused and environment-friendly approach. Known for its art, nature and people-friendly identity since its establishment, the Company stands out with its impressive

projects in its journey undertaken for the love of fragrance in the world of fragrances. Pursuing its growth with sustainable goals in fragrance production, MG International supplies fragrances and raw materials for fragrances to global manufacturing brands in cosmetics, personal care, hygiene, household cleaning, and paper products.

ECO-FRIENDLY PRODUCTION

Acting with the awareness of eco-friendly production, MG International has invested more than \$5 million USD in the last 7 years only for environmental infrastructure and projects, in order to protect and support natural life.

The Company updates its production processes by considering environmental sensitivities in fragrance production. It thus ensures the efficient use of local resources with sustainable means in the production of new raw materials and achieves higher levels of economic productivity through innovation in manufacturing for the diversification of raw materials for high-value-added essential oils. MG International reduces carbon dioxide emissions thanks to its state-of-the-art technology

capabilities, ensuring the protection of biodiversity through the effective use of raw materials and respecting the balance of the ecosystem.

AWARD WINNER IN PROTECTING THE ENVIRONMENT

MG International Fragrance Company most recently received the Chemistry Industry Environmental Award in the Large-Scale Business Category at Turkey's most prestigious environmental award, Şahabettin Bilgisu Environmental Awards, held by the Kocaeli Chamber of Industry (KSO) for the 29th time this year. "MG INTERNATIONAL FRAGRANCE COMPANY" won the Chemistry Industry Environmental Award in the Large-Scale Business Category for its projects on energy saving (LED lighting automation systems, I-REC certificate), Zero Waste, rainwater collection, water reduction, recovery and reuse of wastewater from treatment facilities, hazardous waste reduction, scrap reduction, odor reduction, carbon emission reduction, carbon footprint verification, biodiversity, Sustainability Report and environment-themed social responsibility activities.



FOR THE LOVE OF FRAGRANCE

MG

*Established
in 1961*