



Mehmet Soztutan
Editor-in-Chief

Letter From The Editor

Dynamism of export-growth prevails

As known, Turkish products are exported all over the world for years. For the first time of the country's history, Turkish exports exceeded the threshold level of \$20 billion on a monthly basis. Furthermore, Türkiye's share in global exports has surpassed 1% for the first time in its history, according to quarterly data from the World Trade Organization (WTO) and the Turkish Statistical Institute (TurkStat).

It should also be noted that the disruptions to the global economy during the pandemic have upset cross-continent supply chains while leading some global giants to move their production to Türkiye, a major alternative to China in terms of quality production, logistics infrastructure and incentive system. This trend is likely to continue with the country attracting more investors from Europe.

Actually, sustaining the stable growth process, increasing employment, securing the fiscal discipline, narrowing the current account deficit and as a result, strengthening the economic stability are the major priorities of the Turkish Government.

The structural reforms, hastened by Türkiye's EU accession process, have paved the way for comprehensive changes in a number of areas. The main objectives of these efforts were to increase the role of the private sector in the Turkish economy, to enhance the efficiency and resiliency of the financial sector, and to place the exporting industries on a more solid foundation.

Despite the global imbalances and the regional turmoil, the Turkish economy sustains its strong position on the path of sustainable growth. As for Türkiye's exporters, they wish to relentlessly invest, manufacture and export.

Carrying out sizeable technology investments in various industries, Turkish companies managed to diversify their export markets. Realizing a fascinating growth in the past decade, the business people of Türkiye are now gearing up themselves to produce the market trends by investing in brand development.

From the stand point of exporters, competition is a complex series of moves and countermoves on a global landscape. Exporters of Türkiye are no exception. They are particularly involved in identifying, evaluating and selecting target markets by trying to answer global questions.

We wish them success and lucrative trade.



THOUGHT OF THE MONTH

Always listen to experts!
They'll tell what can't
be done and why. Then
do it!

When the man in the street says: "If it ain't broke, don't fix it," the lawyer writes:

"Insofar as manifestations of functional deficiencies are agreed by any and all concerned parties to be imperceivable, and are so stipulated, it is incumbent upon said heretofore mentioned parties to exercise the deferment of otherwise pertinent maintenance procedures."

In the USA, everything that is not prohibited by law is permitted.

In Germany, everything that is not permitted by law is prohibited.

In Russia, everything is prohibited, even if permitted by law.

In France, everything is permitted, even if prohibited by law.

In Switzerland, everything that is not prohibited by law is obligatory.

A junior partner in a firm was sent to a far-away state to represent a long-term client accused of robbery. After days of trial, the case was won, the client acquitted and released. Excited about his success, the attorney telegraphed the firm: "Justice prevailed."

The senior partner replied in haste: "Appeal immediately."

How many lawyers does it take to change a light bulb?

"How many can you afford?"

It only takes one to change your bulb...to his.

Two. One to change it and one to keep interrupting by standing up and shouting "Objection!"

Three. One to do it and two to sue him for malpractice.

Three. One to turn the bulb, one to shake him off the ladder, and the third to sue the ladder company.

Three. One to sue the power company for insufficiently supplying power, or negligent failure to prevent the surge that made the bulb burn out in the first place, one to sue the electrician who wired the house, and one to sue the bulb manufacturers.

Fifty four. Eight to argue, one to get a continuance, one to object, one to demur, two to research precedents, one to dictate a letter, one to stipulate, five to turn in their time cards, one to depose, one to write interrogatories, two to settle, one to order a secretary to change the bulb, and twenty-eight to bill for professional services.

How many lawyers does it take to screw in a light bulb?

None, lawyers only screw us.

You Might Be a Lawyer if...

- you are charging someone for reading these jokes.
- you believe that a forty words' sentence is a short one.
- you have a daughter named Sue and a son named Bill.
- you can look at a contract and instantly tell whether it's verbal or written.
- your other car is a BMW.
- when you look in a mirror, you see a lawyer.



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between a psychotic
and neurotic?

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four -- but he hates it.



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Give your skin the gift of smooth beauty



The Organic Pharmacy, which has made a name for itself in skin care for more than 20 years with its powerful raw materials and effective recipes, promises beautiful skin to everyone this summer with the brand new Niacinamide Ultra 5 Serum, which was recently offered for sale in Türkiye, and provides shine on the skin in a week, shrinks pores and balances redness. It reduces wrinkles and strengthens the skin barrier.



The most striking aspect of the success of Niacinamide Ultra 5 Serum is that it is easy to apply and gives rapid results... This star product, which has many simultaneous results with a single product, is an alternative for your summer travels, especially for people who travel extensively and a lot.

The Organic Pharmacy, which has been combining the highest quality and natural raw materials in its special recipes for more than 20 years in pharmaceutical skin care, has 5 powerful and active ingredients including 5% niacinamide and triple molecular hyaluronic acid, stabilized vitamin C, bakuchiol and organic rose water that work synergistically to brighten the skin. The first beauty cocktail where ingredients meet. You can use The Organic Pharmacy Niacinamide Ultra 5 Serum, which has proven its success clinically in natural environments that do not harm animals, and you can safely use it on sunny days and give your skin a smooth beauty.

Are you ready for a new generation of care?

tiny green vegan promises an effective, safe and high-performance brand new care with environmentally friendly products produced with sustainable ingredients.



Today, it is getting harder to find products that combine effective care experience with sustainability. However, tiny green, which interprets the new generation care concept with the motto "Effective + Sustainable + Minimal", puts an end to this challenge! The tiny green brand, which advocates a return to nature inspired by the skinimalism movement, stands out with the aim of providing maximum benefit with its basic care products prepared with minimal and effective ingredients.

*only tiny green Liquid Hand Soap contains sulfate (SLS & SLES).

Healthy, shiny and moisture-saturated hair with the power of nature

Designed with a sulfate-free, paraben-free and vegan formula, tiny green Hair Care Line helps to meet the needs of your hair by making a natural touch. Strong & Shiny Shampoo helps to add volume to the hair with horsetail extract and apple cider vinegar, while the Nourishing Shampoo helps to nourish dry and sensitive hair with argan oil. Purifying Shampoo, with garlic extract, helps strengthen your hair. Hair Tonic gives vitality and freshness to your hair

with apple cider vinegar. The Conditioner helps to nourish and soften the hair and hair ends by deeply moisturizing it. tiny green helps you achieve a lively, well-groomed and healthy hair appearance with its natural formulas.

Smooth and breathing skin with natural ingredients

tiny green Hand & Body Care Line helps nourish and moisturize your skin with its vegan and natural formula. Moisturizing Hand Cream in the line provides deep care to your skin with avocado oil and oat extract, while Body Lotion helps your skin stay moist with hyaluronic acid and oat extract. Moisturizing hand cream and body lotion, which attracts attention with its fragrance as well as its content, helps you to have a soft and smooth skin with its skin-refreshing effect and special cucumber scent.

Deep cleansing and refreshing freshness with fruit extracts

tiny green Bathroom Care Line helps to gently clean and moisturize your skin. Liquid Hand Soap and Shower Gel, formulated for all skin types, offers a unique cleaning experien-

ce with its scents. While the Shower Gel helps to revitalize your skin and maintain its moisture balance with apple, lime, pineapple and passion fruit extracts in it, Liquid Hand Soap helps you to clean your skin deeply and achieve a smooth skin with its tea tree extract and refreshing cucumber scent.

Deep sun protection and moisturizing

tiny green Sun Care Line helps you protect your skin from the harmful effects of the sun at the highest level with its vegan formula, mineral fil-

ters and fermented oat extract. The Face & Body Sun Lotion and Face Sun Cream containing niacinamide in the line protect your skin without adding weight with its fine structures. These products not only protect you from the harmful effects of the sun, but also help moisturize your skin deeply with the panthenol it contains.

Natural ingredients special for children

Rash Cream containing tiny green, avocado oil and oat extract, Baby & Kids Hair and Body Shampoo enriched with apple and bamboo juice, nourishing Baby Body Milk containing oat extract, avocado oil and shea butter help the little ones experience an effective and enjoyable care process. In addition, Children's Face & Body Sun Lotion with mineral filter helps protect the skin of the little ones from sun damage.



Flexo (Fotoğraf Baskı)

Son teknoloji makinelerimiz ile flexo baskı ve serigrafi baskı kombinasyonu sağlamaktayız. Böylece çok yüksek kalitede tüpler basabilmekteyiz.

Yirmi yılı aşkın tecrübesiyle AGG AMBALAJ, yüksek kalitede 2 katlı ve 5 katmanlı (coex) PE plastik tüp ve ABL & PBL Lamine tüp imalatı alanında öncü kuruluşlar arasındadır. Amacımız, KOZMETİK, GIDA, KİMYA, İLAÇ sektörünün ihtiyaç duyduğu, OFFSET - SERİGRAFI - FLEKO (fotoğraf baskı) SICAK YALDIZ baskı çeşitliliğimiz ve kendi bünyesinde farklı KAPAK üretimimize her daim ürünlerinizin katma değer kazanmasını sağlamaktır.

AGG AMBALAJ is among the leading companies in the field of high-quality 2-layers and 5-layers manufacturing PE (CO-EX) Plastic tubes, ABL (aluminium barrier laminated) tubes and PBL (plastic barrier laminated) tubes with the production of different type of CAPS and SHOULDERS with more than twenty years of experience. Our goal is to guarantee that your products always have added value with our range of OFFSET, SILK SCREEN, FLEKO (photo printing) and HOT STAMP, which is needed by the COSMETICS, FOOD, CHEMISTRY, PHARMACEUTICALS industries



Oval Tüpler



ABL ve PBL Tüpler



BB-CC-Dudak ve Göz Bakım Tüpleri



Sıcak Yıldız



Kilitli kapak - Ribbed - Diş macunu Flitop

Yenilikçi Kapak Çeşitlerimiz



PCR
Geri dönüştürülmüş polietilenden üretilen tüplerdir.

SUGARCANE
Şeker kamışından üretilen ve doğada çözülebilen tüplerdir.



KALİTE
DETAYLARDA
gizlidir



Polietilen (PE) Tüp Çapları

Ø 19 Ø 40
Ø 25 Ø 50
Ø 30 Ø 60
Ø 35

Alüminyum Bariyerli (ABL) Tüp Plastik Bariyerli (PBL) Tüp Çapları

Ø 12,70 Ø 30
Ø 19 Ø 35
Ø 22 Ø 40
Ø 25 Ø 50

Baskı Tekniklerimiz

■ Flexo ■ Offset
■ Serigrafi ■ Sıcak yıldız

2 ve 5 KATMANLI (COEX)

PCR ve SUGAR CANE TÜP ÜRETİMİ

Autumn alert on nails!

Mara Cosmetics, which entered the industry with nail products and is the 70 percent market leader in this category, brings autumnal colors to nails with its Nud3 nail polish range. Taking its inspiration and name from the 5 largest cities of the world, the range offers a unique nail polish experience with Mara quality to those looking for innovation in nude shades. Taking its inspiration and names from the cities of Istanbul, London, Tokyo, Paris and New York, the range consists of 15 colors, 5 separate sets of 3 colors each. Mara Nud3 range, which has special nude shades, brings together the colors of the city under a single cover with its first and only original cover design. Offering unique colors for those who prefer Nude nail polish and those looking for innovation in Nude shades, the range makes the nails feel like autumn.



"Extra Exxtra" volume for your eyelashes from Avon



Dare to wear your most extreme lash look ever? Then you are in the right place. Offering up to 2* more volume with each layer, Avon Extravert Extreme Volume Mascara provides EXXTRA VOLUME to your eyelashes without clumping with its specially designed brush. #extremekirpikler are waiting for you with the new Exxtravert Extreme Volume Mascara!

Acting with the understanding of beauty for the world, Avon's newest mascara, Exxtravert Extreme Volume Mascara, will hit the hearts of everyone who loves the look of dense and voluminous eyelashes! Do you want your mascara to give you EXTREME volume? If so, look no further. Introducing the New Exxtravert Mascara which promises your fullest and most extreme lash look ever, with up to double the amount of volume with every coat*.

Exxtravert Mascara's special 3-channel bristle brush, which provides more product transfer to the eyelashes, gives extra volume without clumping with its full shape. With the formula that can be applied in layers, you can achieve an extreme eyelash look by combing each eyelash one by one and increase the volume as much as you want.

*Through 7 coats, based on Clinical Efficacy Study with 16 participants.



Continued from Page 1

Providing a long-lasting moisturizing experience without leaving a sticky or oily feeling on the skin, the cream instantly provides 2 times** moisture and provides moisture to the skin for 24 hours*. It offers a perfect care experience by providing 2-3

Hypnotic eyelashes with Fan Fest Mascara!

Benefit Cosmetics takes its claim on mascara one step further with its brand new Fan Fest.

The most striking feature of the new Fan Fest mascara is that it separates the eyelashes one by one with a single brush stroke, giving the look of a fan.

With its specially designed Full-Flex Fiber brush, Fan Fest grasps the lashes at a 40° angle, lifting them from root to tip and reaching from corner to corner. In this way, an equal amount of product is distributed to each lash.

A style suitable for any time of the day!

Fan Fest mascara is suitable for every style at any time of the day, thanks to its lightweight,



Kiehl's Ultra Facial Moisturiser meets your skin's needs even when you return to the city!

times more moisture.

Thanks to its effective formula, Kiehl's Ultra Facial Moisturizer accelerates skin surface barrier repair by 55%***, providing healthier and softer looking skin. With its clinically tested formula, the cream strengthens the moisture barrier by 47.9%* and also helps the skin achieve a softer, smoother and healthier appearance. It is recommended to use the cream regularly in the morning or evening on cleansed skin to prevent moisture loss, and it is applied by massaging the face with circular movements.

Glacial Glycoprotein

Glacial Glycoprotein is derived from sea glaciers and notable for its ability to thrive in extreme climates. Within our formula, it is known to deeply hydrate, protect, and

help prevent water loss from skin.

Squalane

Squalane is a highly-refined moisturising oil derived from olives known for its exceptional affinity to skin. Within our formula, Squalane is known to help strengthen and restore skin's moisture barrier.

Why is it important for the skin to have a strong moisture barrier?

"A healthy-looking skin barrier is crucial for the skin's protective function against the physical environment. "If the skin barrier can repair itself faster, the possibility of skin water loss, discomfort caused by dryness, and external factors affecting the skin can be greatly reduced." Dr. Nancy Ilaya, Scientific Director at Kiehl's

** Instrumental test, 25 subjects

** Instrumental testing vs untreated site

*** Instrumental study on 29 subjects



Let your hair be saturated with moisture with the Herbal Essences Aloe and Avocado Oil range!

The Aloe and Avocado Oil range of Herbal Essences, England's number one hair care brand inspired by nature, prevents your hair from damage. Get ready to experience the spirit of autumn in your hair and make a natural start to autumn with the Sulfate-Free Aloe and Avocado Oil Range!

Herbal Essences Aloe and Avocado Oil range reduces the negative effects of autumn months and seasonal transition on hair and scalp. While bidding farewell to the summer months, it is possible to stop the damaging effects of the changing weather on the hair with the Herbal Essences Sulfate-Free Aloe and Avocado Oil Range. Say hello to autumn with shiny and vibrant hair by caring for your hair with Herbal Essences Aloe and Avocado Range, which nourishes your hair from root to tip by providing the necessary moisture to your hair and scalp with the pure aloe and avocado oil it contains.

- Herbal Essences Aloe and Avocado Sulfate-Free Shampoo: It gently cleans your hair and scalp and moisturizes it with the pure aloe and avocado oil it contains.
- Herbal Essences Aloe and Avocado Sulfate-Free Dry Scalp Conditioner: Formulated for use with every wash, it promises nou-



rished and moisture-saturated hair. Used to complete the ultra-nourishing natural hair mask.

- Herbal Essences Aloe and Avocado Hair Care Mask: A weekly treatment for both hair and mind. Apply it when you have time for yourself and add softness and moisture to your hair.

Natural hair care with Herbal Essences Aloe & Avocado Range

Herbal Essences "Aloe & Avocado Range", which will show the natural form of your hair in the most beautiful way by caring for your damaged hair with every wash, is produced from real, natural herbal extracts. It easily penetrates into the hair with a single use, repairs damaged hair and scalp and helps regain lost moisture.



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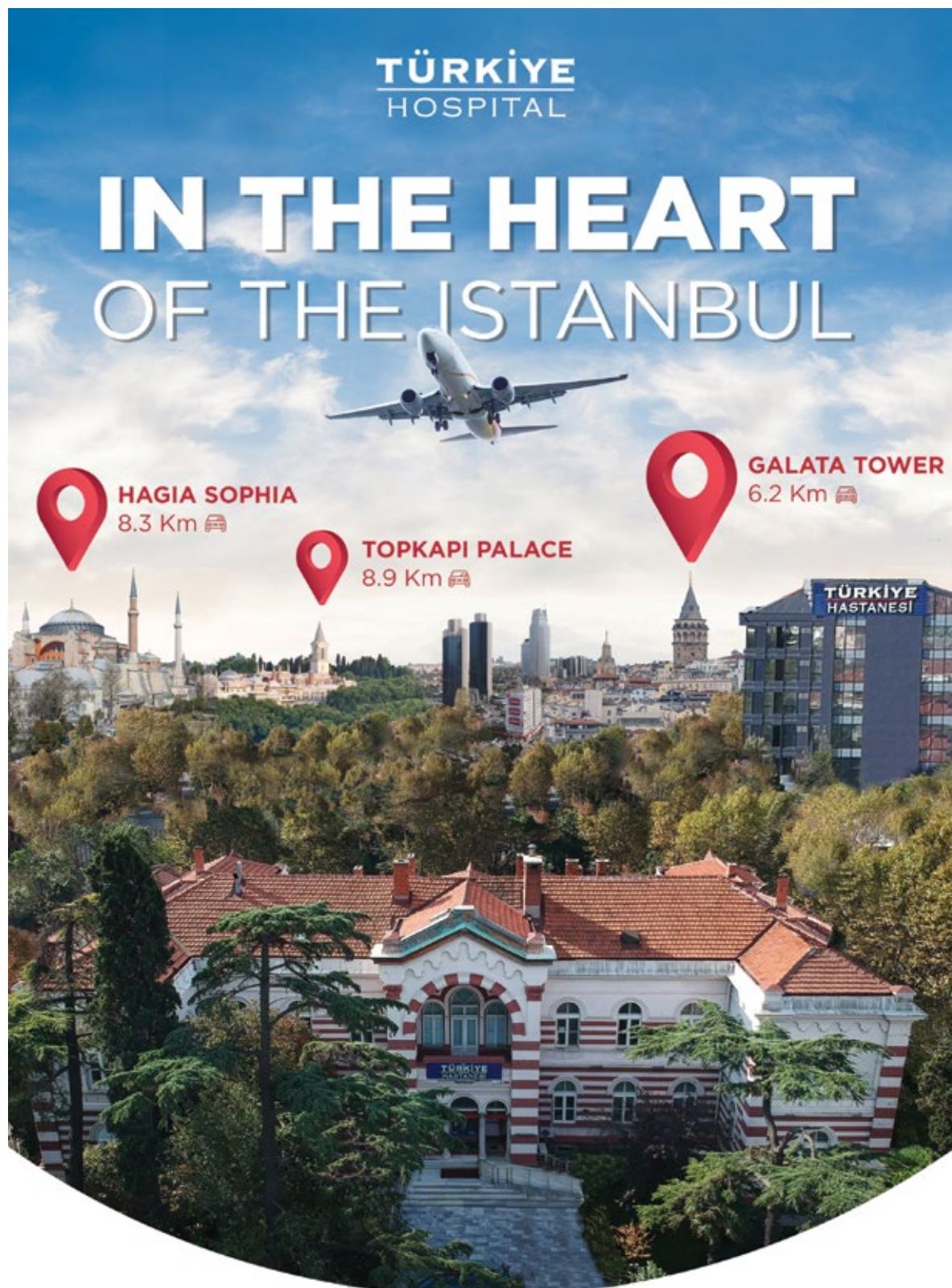
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Elseve Hydra [Hyaluronic] range for hydrated hair with moisture



Leading the way in the beauty trends, L'Oréal Paris meets the expectations of women in hair care with its Elseve Hydra [Hyaluronic] Range.

The best-selling launch of the last year* Elseve Hydra [Hyaluronic] Range allows you to have hair that is full of moisture. The range, which adds full, bouncy and shiny look to the hair and feels weightlessly hydrated for up to 72 hours, includes shampoo, conditioner, mask and serum.

Elseve Hydra [Hyaluronic] Moisture Boosting Shampoo

Moisture Filling Shampoo cleans and moisturizes the hair. The shampoo, which gives the hair a lively appearance, makes the hair 80% more moist. You can rinse off after applying Moisture Filling Shampoo by massaging wet hair.

Elseve Hydra [Hyaluronic] Moisture Locking Conditioner

Brighter and 80% more moist hair awaits care enthusiasts with Moisture Locking Conditioner, which provides easy combing. You can apply the Moisture Locking Hair Care Cream to the lengths and ends of the hair after the Moisture Filling Shampoo, leave it on your hair for 1 minute and then rinse your hair.



Elseve Hydra [Hyaluronic] 72H Moisture Wrapping Mask

The 72-Hour Moisture Wrapping Mask fills the hair with moisture without weighing it down. The immediate-acting product moisturizes the hair 10 times more for 72 hours. You can apply the 72 Hour Moisture Wrapping Mask to the lengths and ends of your hair after using the Moisture Wrapping Mask, wait for 2-3 minutes and then rinse your hair.

Elseve Hydra [Hyaluronic] Moisture Plump Serum

The Moisture Plump Serum fills and shapes the hair. The serum, which increases the hair fiber thickness by 9% and provides 10 times more moisture, makes a difference with its permanent scent for 72 hours. You can apply the Moisture Plump Serum to dry or wet hair and hair lengths. For more effective results on hair, you can apply the best-selling launch of the last year* Elseve Hydra [Hyaluronic] routine in order of shampoo, conditioner, mask and serum.

*Nielsen Nielsen report of July 2023- the shampoo and conditioner category is based on the volume market share data of the products whose market share was not measured before June 2022-July 2023.



In the busy pace of daily life, your hair will be fresh, lively and voluminous in just 1 minute with the URBAN Care Dry Shampoo family.

Your hair always remains voluminous with URBAN Care Dry Shampoo range

URBAN Care dry shampoos instantly give your hair a clean, fresh and fuller look, as if it had just been washed. Vegan formula Urban Care dry shampoo family protects your hair against the sun thanks to the UV filter it contains.

URBAN Care Dry Shampoo Family: "3 different smells, each more unique than the other"
The dry shampoo family, which looks clean, fresh and instantly plump, has 3 different members with coconut, tropical fruit and fresh floral smell preferences. URBAN Care dry shampoo family, which offers your hair a clean, fresh and full look as if it had been freshly washed in 1 minute, with

its special volumizing formula, it purifies the oil on the oily, dull hair and makes the hair look clean, fresh and fuller like freshly washed.



Add strength and vitality to your hair with Vichy Dercos

Vichy is ready to eliminate the worries about the scalp and the problem of hair loss by breaking out with the effective products of Dercos, the expert hair care range recommended by dermatologists. Dercos Energy+ Anti-Shedding Shampoo and Dercos Anti-Dandruff Shampoo are unique solution partners for those who have hair loss or dandruff problems.

Dercos Anti-Hair Loss Shampoo, enriched with aminexil molecule, suitable for all hair types

Dercos Energy+ Anti Hair Loss Shampoo, which contains the patented aminexil molecule that fights hair loss, provides an effective solution to the problem of hair loss by breaking off. Aminexil, which is against the hardening processes caused by the premature weakening of the hair follicles of collagen, acts as a supportive agent in hair loss treatments. Dercos Energy+ Anti Hair Loss Shampoo, which instantly intensively cleans the hair and scalp; While it gives strength and vitality to the hair, thanks to its hypoallergenic formula, it stands out as a product suitable for frequent use for men and women suffering from initial and advanced hair loss. While aminexil, one of the active ingredients of the shampoo, fights against shedding by breaking away, niacinamide provides a soothing feeling. Dercos Energy+ Anti Hair Loss Shampoo, which provides a 19% increase in

hair volume and a 24-hour permanent volume*** in addition to making the hair strands 47% stronger** with regular use, is applied to wet hair and scalp, and then massaged into your scalp for 1 minute. You can rinse.



Stronger "anti-spill care protocol" in 2 steps: cleaning and care

It only takes two steps to get 3x stronger hair**** and 48% more volume****. At the first stage, you can clean your hair with Dercos Energy+, the Anti-Hair Loss Shampoo with its renewed formula, and then you can care it with the Anti-Shedding Hair Care Serum Dercos Aminexil Clinical 5.

* Shedding

**Instrumental test, after 5 uses

***Instrumental test

****After instrumental test, use of Aminexil serum and Energising Shampoo

Unique expert in anti-dandruff care: Dercos Anti-Dandruff Shampoo

Dermatologists' #1 recommendation for anti-dandruff care* Dercos Anti-Dandruff Sham-

poo, with its formula containing Selenium DS Technology****, helps maintain the microbiome balance by fighting against the problems caused by the disruption of the microbiome balance in the scalp. In order to control scalp concerns, it is important to maintain the balance of the microbiome, which constitutes the invisible ecosystem where living microorganisms reside on the scalp surface. Dercos Anti-Dandruff Shampoo showing its effect from the first use, removes up to 100% dandruff** and controls dandruff reappearance for up to 6 weeks***. It also contributes to reducing the feeling of itching, making the scalp feel cleansed and purified. You can apply some Dercos Anti-Dandruff Shampoo by gently massaging your damp scalp, wait for 2 minutes and then rinse your hair. During the anti-dandruff period, continue to use the product that you apply several times a week within the 4-week program, once a week for anti-dandruff control in the following period.

Dercos Anti-Dandruff Shampoo, which has clinically proven efficacy under dermatological control; It has 4 different options: Normal and Oily Hair, Dry Hair, Sensitive Scalp and Scalp Prone Scalp.


*Based on independent research results by Ipsos in January 2023.

**Visible dandruff. Consumer test, 262 people, after 2 weeks of regular use - Italy.

***Clinical test, 45 subjects, after 4 weeks of use.


****Selenium Disulfide

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- ▶ Kirpikleri besler
- ▶ Güçlendirir
- ▶ Ekstra hacim verir
- ▶ Topaklanma yapmaz
- ▶ %77 doğal içerikli

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Türkiye's credibility rising remarkably in line with the new economic program

S&P revises the outlook from 'negative' to 'stable'



Continued From Page 1

Tourism is a critical source of revenue for Türkiye as President Recep Tayyip Erdoğan and his government focus on reducing the current account deficit to tackle stubborn inflation. The current account in June registered a surplus for the first time in almost two years, driven partly by robust tourism and lower energy bills. The balance swung from a \$7.84 billion deficit in May to a surplus of \$674 million in June, according to the central bank data. It marked the first surplus since October 2021.

"Türkiye's current account deficit is expected to shrink significantly (from a 12-month rolling deficit of \$56 billion in June to around \$40 billion in December) thanks to a slowdown in consumer loan growth and a sharp rise in tourism revenues," Şimşek wrote on social media platform X, formerly known as Twitter. "This is supportive of a more stable Lira."

In 2022, Türkiye's current account deficit was at nearly \$48.77 billion. The balance was expected to improve on seasonal factors, including a lower energy import bill, high tourism income, and monetary tightening that started after President Recep Tayyip Erdoğan secured another term after the May elections. The lira rallied after the central bank shocked the market by lifting its key

policy rate by 750 basis points to 25% – three times the size of the expected move. It marked another step toward abandoning ultra-loose monetary policy in the government's post-election policy reversal to address rebounding inflation. Erdoğan appointed Şimşek and picked as central bank governor former Wall Street banker Hafize Gayer to run the monetary authority. Earlier rate cuts had been accompanied by a steep fall in the Turkish lira and soaring inflation, which leaped to a 25-year high above 85% last year but subsequently eased to as low as 38.21% in June.

It rose again to nearly 48% because of the lira's decline and various tax hikes. Officials have acknowledged it would rise further toward the year-end. Erkan said the impact of the monetary tightening cycle would result in an improvement in the current account in the second half of 2023.

Aside from the combined 1,650 basis points in monetary tightening since June, there are other signs of lasting change.

Authorities have raised taxes to limit budget deficits, cooled domestic demand, begun rolling back a depreciation-protected deposit scheme, and raised foreign exchange reserves by \$20 billion to head off any possible current account deficit crisis.



Continued From Page 1

Ender YORGANCILAR, Chairman, Aegean Region Chamber of Industry (EBSO) said "We are carrying on our activities within the scope of a solution-focused, reconciliatory, accessible and equal management model, offering local and governmental solutions for the issues of our chamber and members as best as we can in 2022-2026 calendar year being the fourth 4-year of our term of working. We believe that a strong economy is possible with a strong real sector. For this reason, we said that "development is a dream if there is no pro-

Aegean Region Chamber of Industry (EBSO)-Plugged into sustainable growth

duction."

He said "We reached to a significant point by Aegean Region Quality Excellence Award, Turkish Excellence Award by KALDER – (Turkish Society For Quality, partner of EFQM European Foundation of Quality Management) and Best Chamber of Asia Pacific Region by the Confederation of Asia-Pacific Chambers of Commerce and Industry (CAC-CI) we won thanks to our effort of increasing service concept and quality of our chamber in line with the changing conditions."

As for the Organized Industrial Zones of the region, he noted, "Organized Industrial Zones (OIZ) model is defined as; instead of undertaking individually and redundantly, investors are offered collectively all infrastructural necessities built by the corporate entity of the organized industrial zone administration, such as energy supplies, natural gas supplies,

solid waste elimination facilities and water purification systems in a centralized fashion."

"OIZ administrations also offer telecommunication solution, health services solutions, fire prevention and fire department solution, and many similar services. Incentive measures that are current for entire Turkey are also valid and applicable for organized industrial zones. OIZ investment

benefit from the measures one level less than the region they are located in therefore an organized industrial zone in Izmir benefits from second region investment promotion."

"Investment made in Organized Industrial Zones develops into front line state-of-the-art technologies which are highly competitive and which enjoy high rates of export orientation."



Veysel Memiş: Our pulse exports reached to 440.5 million dollars



Continued From Page 1

"In the first nine months of the year, pulses products ranked first in the list of the product groups we exported the most, with an increase of 74 percent and a value of 440.5 million

dollars. After pulses, which constitute 30 percent of the region's exports, pastry products came in second place with an increase of 31 percent and a value of 309.8 million dollars and vegetable oils followed with an incre-

ase of 53 percent and a value of 191.5 million dollars. In the said period, the product we exported the most in all product groups was red lentils. Red lentils, of which we reached a value of 266.4 million dollars with an increase of 128 percent, constituted 18 percent of our regional exports," Memiş said.

Stating that they reached the highest export values in the Iraqi, Syrian and Lebanese markets in the January-September period of 2022, Chairman Veysel Memiş announced that the strongest surges in export volume were achieved in the Malta, Vietnam and Benin markets.

"As of the third quarter, Iraq is the first in the list of countries to which we export the most, with a spike of 105 percent and a value of 401 million dollars, Syria is the second with

a decrease of 9 percent and a value of 109.1 million dollars, lastly with a spike of 119 percent and a value of 55.3 million dollars Lebanon ranked third," he added.

"When we examine the countries in which we have achieved the strongest rises in export volume, Malta was at the top of the list with a rise of 1,490 percent and a value of 3.1 million dollars. This country was followed by Vietnam with a rise of 674 percent and a value of 8.7 million dollars and Benin with rise of 565 percent and a value of 11.5 million dollars," he concluded

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Turkish Export Products Shine in the Venezuelan Market

Mediterranean Exporters' Associations (AKİB) organized the Turkish Export Products Fair in Venezuela, which is among the countries where Turkey intensifies its diplomatic traffic in order to strengthen its foreign trade towards distant markets. Turkish exporters, who opened a stand in the capital Caracas, had the opportunity to promote a wide range of products, from food to cosmetics, from personal care to construction materials.

Continued From Page 1

AKİB Coordinator President and Mediterranean Furniture, Paper and Forest Products Exporters' Association (AKMİB) Board of Directors attended the Venezuela Turkish Export Products Fair, which was held with the participation of 32 companies between 20-24 September, with the support of the Ministry of Commerce and the coordination of the Turkish Exporters' Assembly (TİM). President R. Onur Kılıçer, Chairman of the Board of Directors of the Mediterranean Chemical Substances and Products Exporters Association (AKMİB) Saadetin Çağan, Vice President of the Mediterranean Fisheries and Animal Products Exporters Association (ASHİB) Ali Can Yamanyılmaz, and Executive Vice President of Venezuela Delcy Rodríguez cut the opening ribbon of the fair. Delcy Rodríguez, Executive Vice President of Venezuela, Wilmar Castro Soteldo, Venezuelan Minister of Productive Agriculture and Lands, Dheliz Alvarez, Minister of Commerce, Carlos Leal Telleria and Aydan Karamanoğlu, the Turkish Ambassador in Caracas attended the opening ceremony of the Venezuelan Turkish Export Products Fair. After the opening ceremony, Rodríguez and her accompanying delegation and Ambassador Karamanoğlu, accompanied by the managers of the Associations affiliated with AKİB, visited the stands of Turkish companies and received information

from the relevant people about the products on display. ASHİB Vice President Ali Can Yamanyılmaz presented a painting with his picture to Venezuelan Vice President Delcy Rodríguez in memory of the fair. More than 9 thousand Venezuelan company representatives visited the fair, which allowed Turkish companies to communicate directly with their Venezuelan counterparts for five days, and more than 150 commercial agreements were reached. Marcos Meléndez, Manager of La Guaira Special Economic Zone, one of the important special economic zones of Venezuela, also visited the fair and held talks with Turkish companies about investment opportunities. In addition, a memorandum of understanding was signed between Turkish companies and La Guaira Governorship to evaluate investment opportunities. Ambassador Karamanoğlu, who consulted with Turkish exporters in the giant organization and made evaluations about Venezuela's export potential in relevant sectors, hosted the Turkish delegation at the reception held at the embassy. "We held the first Turkish Export Products Fair in the Americas, where all sectors took part" AKİB Coordinator President Onur Kılıçer stated that the event, which was the first Turkish Export Products Fair in the Americas where all sectors took part, was very productive and the participating com-



panies established new trade bridges. He said that Türkiye achieved 358.1 million dollars of exports in the Venezuelan market in 2022, with an increase of 26.5 percent compared to the previous year, and that its export performance increased by 2.7 percent in the January-August period of 2023, reaching 226.3 million dollars. Noting that AKİB is most active in the Venezuelan market in the grains, pulses, oilseeds and products, chemicals and products, aquatic products and animal products sectors, Kılıçer said, "The products that AKİB-affiliated export companies sell most to Venezuela are pasta and canned meat." and offal, sweet biscuits and wafers, mineral oils, soap and washing preparations. Our Union, which achieved exports of 26.5 million dollars in 2022, reached a foreign sales value of 25.6 million dollars in the January-August period of 2023. I believe that we will achieve much more successful results with the synergy created by the Venezuela Turkish Export Products Fair."

"We are happy to see that our close cooperation is built on

solid foundations" In his evaluation, AKMİB President Saadetin Çağan emphasized that the Venezuela Turkish Export Products Fair provides the opportunity to strengthen existing commercial ties while laying the foundations of new business associations. President Çağan said, "We are very happy to see that our deep-rooted relations with the friendly and brotherly country Venezuela are built on solid foundations and our close cooperation today. "We are making great efforts to turn the great trade potential for our chemical industry into value in Venezuela, which is shown as the country with the richest oil reserves in the world." he said. "President Maduro opened the

doors wide to Turkish exporters 5 years ago" ASHİB Vice President Ali Can Yamanyılmaz stated that the strong ties developed with Venezuela, which is 10 thousand 563 kilometers away from Türkiye, are also reflected in trade data, and with the Trade Development Agreement signed by Venezuela with Türkiye, customs duties will be reduced in 91.7 percent of the tariff lines within 7 years at the latest. He reminded that he made a commitment to reset it. Yamanyılmaz, Venezuela's agricultural and food products with high export potential, especially chicken, milk powder, pulses, nuts and dried fruits, flour, vegetable oils, olives, pasta, confectionery, flour, biscuits, chocolate,

pasta, canned food and tomato paste. He stated that it contains important opportunities. Yamanyılmaz said that there is a high export potential in the Venezuelan market in the sectors of construction materials, petrochemicals, medical drugs and materials, cosmetics and cleaning products, textiles, ready-made clothing, shoes, home and kitchen goods, agricultural machinery and automotive sub-industry, and that the attraction of the South American market can be transformed into value. He emphasized that the Venezuela Turkish Export Products Fair is an important move on his behalf. Stating that Venezuelan President Nikolas Maduro accepted the Turkish delegation during the sectoral trade delegation trip they organized in 2019, Yamanyılmaz said, "Friend of Türkiye and fan of Turkish television series, Venezuelan President Mr. Nikolas Maduro said in his acceptance 5 years ago, "The doors here are open to you. He said, "We are ready for all kinds of cooperation" and instructed his ministers, "Whatever our country needs, you will first meet it from

Türkiye." Over the years, foreign trade between Türkiye and Venezuela has become stronger. We see Latin America as an alternative to the Middle East market. Demand for every product is high, and there is no shortage of ports and warehouses. "We think that we will be effective in the markets in this region as Venezuela is included in the customs union in the Americas."

Maduro hosted the Turkish delegation on live broadcast and gave open support. On the other hand, Venezuelan President Nikolas Maduro hosted the delegation led by Türkiye's Ambassador to Caracas Aydan Karamanoğlu and ASHİB Vice President Ali Can Yamanyılmaz in the program broadcast on state television. Maduro expressed his satisfaction with the Turkish Export Products Fair being held for the first time in his country and announced that Türkiye stood by the Venezuelan nation in its most difficult times and that it would continue to provide all kinds of support to develop bilateral commercial relations.




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Contributions of labels and packaging to the product

A product goes through many processes from production to reaching the consumer. Products that come with labeled packages immediately after production begin their journey to meet their consumers. Quality packaging and quality labels are very important, especially for cosmetic products we always need in our lives. While quality packaging contributes to the perception of the product and extends its shelf life, quality labels play a very important role in informing the manufacturer, the expiration date and most importantly, introducing the ingredients in the product. The airport's statements starting with "Istanbul, the meeting point of the world..." really impress me. I believe many people have the same feelings. We would like to thank those who organize events in our country that have recently brought together important stakeholders of the industry from many countries, especially the cosmetics industry, and those who serve manufacturers and consumers. We will continue to support fairs, congresses and other sectoral events with our Made in Türkiye export newspaper and other sectoral publications of our group. Stay safe until we meet in the November 2023 issue of our Made in Türkiye export newspaper.

Professional level coverage with HD Skin Concealer



MAKE UP FOR EVER, one of Sephora's high-performance and accessible brands, gives your skin a real look that provides long-lasting durability with its concealer, foundation and powder-foundation products that apply professional level coverage. Make Up For Ever HD Skin Concealer completely covers the imperfections of the eyes thanks to an unprecedented coverage. HD Skin Concealer, which is immediately synchronized with the skin thanks to its ultra-thin structure, provides a completely natural appearance without clumping effect. Thanks to its special content, the product also helps the under-eye area to gain volume, helps to moisturize the under-eye area, and regulates the skin color. Make Up For Ever HD Skin Foundation, on the other hand, creates a luminous effect with its moisturizing and thin structure that does not provide dryness on the skin. When used with HD Concealer, the product, which completely equalizes the skin tone,



provides a soft and smooth look. Make Up For Ever HD Skin Powder Foundation combines with the skin with its silky smooth powder formula, equalizing the skin texture and purifying the pores. The product, which eliminates the crusted appearance created by compact foundations, gives the highest level of matte result with adjustable coverage. HD Skin Powder Foundation, which can be used on normal, combination and oily skin types, is in perfect harmony with other skin care products. The product, which can be applied immediately after moisturizer or make-up base, has a color and tone range of 20 shades.

HD Skin Powder Foundation
HD Skin Powder Foundation, which has 4 transparent primary colors and 3 sub-tones, has a silky texture that can be used on all skin tones. The product, which keeps its coverage and silky appearance for 24 hours, has a high-level matte effect. HD Skin Powder Foundation, which has a flawless natural appearance with its smooth powder formula, is waterproof, does not sweat and does not smear with its adjustable coverage, comfortable and breathable powder structure.
HD Skin Concealer
While HD Skin Concealer moisturizes the under eye with its hyaluronic acid and jojoba oil content, it provides high coverage with its light powdery structure. The product, which is ultra-thin and



ultra-light, has a structure that can be easily applied layer by layer.
HD Skin Stay True Foundation
HD Skin Foundation, which contains high coverage and softening effect, is compatible with every skin color with its 40 color tones. The foundation, which provides an excellent effect with HD Skin Concealer, provides a natural and luminous appearance.
Make Up For Ever – Mist & Fix Spray- Fixing Spray
How about the pleasure of walking around with fresh make-up all day? Suitable for all skin types, especially if you have normal to dry skin, this spray is for you! With the acid hyaluronate and aloe vera in its content, it relaxes your face all day long and gives it a glow. With a single spray, it moisturizes, fixes and gives your make-up a fresh look all day long. The bottle and cap of this spray, which consists of 93% natural ingredients, is made of 100% recyclable materials.



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Perfect skin is no longer a dream!



The products in L'Occitane's renewed Immortelle Divine line are enriched with two new extracts from the same flowers with new extraction techniques.

Reformulated cream

The delicate fragrance of Immortelle Divine contains the power of 600 flowers that do not fade even when plucked, and the skin looks soft, smooth and brighter from day one.

Thanks to the power of 330 molecules that make up 4 immortelle extracts, the formula increases the resistance of your skin to external factors and the effects of time.

Immortelle super-extract that enriches the formula

Immortelle super extract acts like natural retinol, stimulating collagen synthesis, accelerating cell proliferation, triggering skin regeneration and strengthening the epidermis, while being gentler to the skin.

The second new extract is the super-aqueous extract of immortelle, which helps to increase the antioxidant protection of immortelle essential oil and protect against overexposure to blue light.

The effects of the cream after 30 days of regular use are incredible.

It has now been proven to have better results than Vitamin C in age-related hyperpigmentation. At the same time, thanks to its effect on firming fibers, it is also soft and stable on fine lines and wrinkles, incomparable with synthetic retinol.

Perfect skin is no longer a dream! Immortelle Divine cream softens the skin, balances surface oil and water, and helps accelerate cellular regeneration thanks to its powerful immortelle formulation. The newly formulated cream is a dream come true when used regularly. The skin is deeply nourished, moisturized, shining and perfectly absorbed at all times.

It's not just cream, it's science

Divine cream has the same basic formulation as the rest of the range, which includes Corsican immortelle fortified with 7 naturally derived active ingredients. These naturally derived active ingredients; marsh clover, Corsican myrtle, Corsican honey, chamomile, hyaluronic acid, evening primrose oil and camelina oil. Its juicy texture is magnificent, and the authentic scent of the immortal flower is magnificent.

Benefits

* The natural antioxidant power,

which is twice as strong as Vitamin E, helps protect the skin from external factors such as air pollution.

* It keeps the skin healthy with Omega 9 and 6, which are known for their nourishing properties.

* Rich in polyphenols, this powerful antioxidant helps to resist skin damage caused by external factors.

* More effective than Vitamin C.

* Reduces melanin production by 53 percent in age-related hyperpigmentation.

R&D and the current process

In generating the "Kosika Grana" label, time was taken to ensure excellent traceability of immortelle from seed to cream. From harvesting and distillation of the essential oil in Corsica to its formulation at the production center in Provence, every step was under strict control.

Extra time is spent in the extraction of immortelle essential oil. This double extraction helps capture new molecules from the heart of the plant and produce the immortelle super-extract. They are also working on recycling levels for sustainability in all products at any time. Jars for Immortelle Divine Cream, for example, are made from 40 percent recycled glass.

Reflect your light with the NARS Light Reflecting collection



NARS Light Reflecting Collection with Photochromic Technology, which adjusts skin tone according to the intensity of light and has a "photo-friendly" formula, reflects the light like a prism by targeting the brightness on the skin surface. NARS Light Reflecting Collection consists of Light Reflecting Eye Brightener, Light Reflecting Foundation and Light Reflecting Setting Powder.

NARS Light Reflecting Eye Brightener

Offering up to 24 hours of brightness, NARS Light Reflecting Eye Brightener appeals to all skin tones with 6 color options. NARS Light Reflecting Eye Brightener brightens and revitalizes the under eye area with its creamy texture, aiming to eliminate dark circles and dull look. NARS Light Reflecting Eye Brightener, created with the innovative formula of NARS, makes the whole face look alive with the lumino-

sity it gives to the eye area. The chromatic pearl powder in the illuminator helps to reduce the appearance of fine lines. NARS Light Reflecting Eye Brightener, which contains innovative mixtures that increase skin elasticity and strengthen the skin barrier, provides a natural glow under the eyes.

NARS Light Reflecting Foundation

NARS Light Reflecting Foundation, which offers make-up and skin care together, helps to instantly eliminate skin imperfections, smooth the skin appearance and hide blemishes and redness. NARS Light Reflecting Foundation visibly improves the smoothness of the skin, even after six weeks of daily use, even after removing make-up. While protecting the skin against blue light, Light Reflecting Foundation instantly strengthens the skin's barrier to retain moisture with its advanced skin care ingredients. The foundation, which has adjustable coverage from medium to high, has Photochromic Technology, a "photo-friendly" formula that adjusts skin tone according to the intensity of the light. This product, which is much more than a foundation, instantly brightens the skin with its vegan formula consisting of 70% skin

care ingredients. NARS Light Reflecting Foundation users enjoy smooth and healthy-looking skin all day long and confidently pose for cameras while taking pictures.

NARS Light Reflecting Setting Powder

NARS offers Light Reflecting Setting Powder, which provides a feeling of absence with its formula, in 4 color options and for all skin tones. Light Reflecting Setting Powder fixes the make-up with a luminous finish all day long without weighing it down. This transparent powder, strengthened with the NARS Light Reflecting Complex formula, which creates a personalized lighting effect, provides a velvety softness to all skin types, while reducing the shine of oily skin. Light Reflecting Setting Powder; hides fine lines, wrinkles and pores. NARS Light Reflecting Setting Powder helps to protect the skin against dryness and provides a flawless finish thanks to its glycerin and micro-fine mineral powders loaded with antioxidant-rich vitamin E.




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