



“Our packaging industry is taking firm steps towards becoming the packaging center of Eurasia”



Zeki Sarıbekir, President of Turkish Packaging Manufacturers Association (ASD)

62 companies from the packaging industry took part in the ‘ISO Türkiye’s Top 500 Industrial Enterprises 2022’ and ‘ISO Türkiye’s Top 500 Industrial Enterprises 2022’ research, which were announced separately by the Istanbul Chamber of Industry (ISO).

Representatives of the packaging industry, which is among Türkiye’s Top 1000 industrial enterprises, increased their sales from production by 145.45 percent and their number of employees by 3.58 percent. Zeki Sarıbekir, President of Turkish Packaging Manufacturers Associations (ASD) said, “Our packaging industry, which continues to grow every year, is taking firm steps towards becoming the packaging center of Eurasia. *Page 9*

Generate your brand’s future with Paris Packaging Week



Be innovative, be creative, and be connected at Paris Packaging Week, the award-winning packaging festival for beauty and personal care, premium drinks, aerosols and luxury products. Paris Packaging Week will take place on 17 & 18 January 2024 at Paris Expo, Porte de Versailles in Paris. The event features four industry-leading exhibitions designed to facilitate packaging innovation and business in specific related markets: ADF for aerosols and dispensing systems; PCD for the perfume, cosmetics and personal care markets; PLD for the premium and luxury drinks markets; and Packaging Première for luxury products such as fashion, watches and jewellery, homewear, fine food and confectionery.

To be hosting 650 exhibitors

Packaging Week’s 2024 showing is set to begin the new year in style as it announces the date of its next event having already sold out its exhibitor slots.

On January 17 & 18, Paris Packaging Week will bring a glittering showcase of packaging excellence to Paris Expo Porte de Versailles, hosting 650 exhibitors in the world’s capital city of the luxury and beauty industries. *Page 9*

Türkiye’s credibility up, S&P revises the outlook to positive

The credit rating agency S&P Global Ratings unexpectedly raised Türkiye’s Sovereign Credit Outlook to positive from stable on subsidizing twin deficits and affirmed its rating at “B.”

The move comes outside of a strict ratings calendar, and S&P said the deviation complies with recent policy adjustments, according to a statement.

These include 10 percentage point hike in the central bank’s benchmark rate to 40% as well as “the monthly current account surplus posted in September, and the recovery in usable reserves during the first 17 days of November.”

“The steps we have taken are yielding results,” said Treasury and Finance Minister Mehmet Şimşek on social media platform X, formerly known as Twitter.

Şimşek said confidence is

increasing in Türkiye’s medium-term economic program, unveiled in early September and featuring policies that require tighter monetary policy to rein in stubbornly high inflation.

“With patience and determination, we will continue to implement the program,” said the minister.

A respected veteran policymaker, Şimşek has been leading a new economic administration that has orchestrated a shift toward more conventional monetary policymaking after the May elections.

Since June, the country’s central bank raised its key policy rate, the one-week repo rate, by 3,150 basis points to curb the inflation, which is running above 61% and is expected to rise through May before dipping. The increases included hikes of 500 points in each of the last three



months. Authorities have also begun to untangle a raft of financial regulations to cool overheated demand and to rein in inflation. “By ensuring price stability, a persistent decrease in the current

account deficit, fiscal discipline and reserve accumulation, we will lead our country to a sustainable path of high growth,” Şimşek said. The S&P acknowledged that Turkish policymakers have been

making progress on cooling down the country’s “overheated” economy and rebuilding the central bank’s stock of net foreign currency reserves. *Page 10*

7TH COSMETIC CONGRESS HIGHLIGHTS THE MULTIFUNCTIONAL COSMETICS



MG International Fragrance Company, hosted a special session in collaboration with Mintel Market Research Company, addressing innovative developments, the importance of R&D, and future predictions in the field. The congress, organized by the Cosmetic Manufacturers and Researchers Association, focused on the theme of “Multifunctional Cosmetics,” with MG International sponsoring the event’s traditional closing night. *Page 5*

The scent of Mardin to surround the world

“ROSE CITY MARDIN” IS BORN

Stating that they aim for Mardin to be remembered with roses, Mardini said, “We want to hold rose festivals in Mardin and produce all products related to roses. At the same time, we planned to build a 20-room hotel in the village. We will ensure that tourists stay in natural life surrounded by roses and lavender.” *Page 8*



The right packaging material extends the shelf life of the product

Packaging, which is one of the first elements where the consumer meets the brand, plays an encouraging role in purchasing behavior. Consumers looking for practicality in their daily lives prefer easy-to-use and high-quality products. In addition to creating excitement in the customer, the packaging must be useful and consist of a material suitable for the product features. Emphasizing that it is possible to extend the shelf life of the product with the right packaging material, Musa

Çelik, Creative Director at Tasarist, shares the 4 most common types of materials used in the packaging process.

The importance of packaging that properly protects the product until it reaches the end user is increasing day by day.

The packaging stands out with its material type as well as design elements such as eye-catching patterns and vibrant colors. Today’s consumer, who prefers comfortable products, evaluates quality at the point of purchase. *Page 4*



Tasarist Creative Director Musa Çelik



FINAT Launches Product Carbon Footprint and Life Cycle Analysis Initiative at Labelexpo

FINAT, the European label association, presents a new initiative designed to give guidance to the label industry on the growing market demand for Product Carbon Footprint data.

The initiative is part of FINAT’s ‘Four Pillar’ programme designed to increase the association’s agility in the areas of community networking, knowledge, collaboration and industry advocacy. The Product Carbon Footprint leaflet and video are part of several new releases to be presented at Labelexpo Europe.

In view of environmental concerns among citizens, consumers, producers and legislators, the impact of Environmental Social and Governance criteria on business behaviour is growing. There is a growing demand for objective criteria to measure the environmental impact of labels and packaging products and processes, and to provide data to customers and stakeholders. *Page 9*



For a new skin in the new year: Beauty&More



New Year’s beauty with Ashley Joy



Estée Lauder Luxury Fragrance Collection can now be refilled



Mehmet Soztutan
Editor-in-Chief

Letter From The Editor

A land of competent exporters...

Turkey has turned out to be a land of competent exporters. The question is: How can you produce the processes that induce product innovation in your company? Innovation is a major business priority; simply put, companies make more money when they have a clear process that produces a reliable stream of new and innovative products.

Exporters operating in Turkey consistently put an emphasis to tackle the problems they face in integrating an innovation strategy with planning and execution and moving at speed to stay ahead of the competition.

Exporting is an efficient means of introducing new technologies, both to the exporting firms in particular and to the rest of the economy, and exports are a channel for learning and technological advancement processes. Opening up a country's market to the international markets allows a country more efficient production and allocation of resources as the country can concentrate on the production of goods in which it has a comparative advantage based on its factor endowments. Thus, world trade markets allow producers and consumers of the participating countries to benefit from lower prices, higher-quality products, more diverse supply of goods, and higher growth.

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.

As known, our publications remain at the service of those businesses people seeking to increase their share in the increasingly competitive foreign markets.

As it is the case in the past, we aim at conveying the messages of the Turkish exporters in efficient manner. We wish them and their trading partners 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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WHEN CONTACTING ADVERTISERS

THE ECONOMIST

What's the difference
between a psychotic
and neurotic?

OK..

A neurotic knows two and two are
four -- but he hates it.



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 - FLEXO (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, FLEXO (photo printing) and HOT STAMP, which is needed by the COSMETICS, FOOD, CHEMISTRY, PHARMACEUTICALS industries



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ABL ve PBL Tüpler



BB-CC-Dudak ve Göz Bakım Tüpleri



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Geri dönüştürülmüş polietilenden üretilen tüplerdir.

SUGARCANE
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gizlidir



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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
- Serigrafi
- Offset
- Sıcak yıldız

2 ve 5 KATMANLI (COEX)

PCR ve SUGAR CANE TÜP ÜRETİMİ

For a new skin in the new year: Beauty&More



Beauty&More is ready to provide holistic care in the new year with the healing effects of minerals on our body. Beauty&More offers special gift options for the new year with 'Amethysts Detox Peeling', 'Amethysts Purple Cloud-Facial Cleanser' and 'Amber Eternal Youth-Anti Aging Serum'.

A New Year's gift that gives peace and tranquility. In the new year, the peaceful, calming effect of amethyst combines with sea salt and precious oils. 'Amethysts Detox Peeling', which revitalizes and pampers the whole body in the new year, gives the skin a smooth appearance and velvety softness.

The product, which controls excess oil production by balancing the sebum secretion in the skin, also ensures the balance of the skin flora. The cleanser makes oily and acne-prone skin look smooth and vibrant.

'Eternal youth' coming with amber stone

Starting from the age of 25, collagen synthesis in the skin begins to decrease and its destruction increases, resulting in loss of elasticity and the appearance of wrinkles on the skin. 'Amber Eternal Youth-Anti Aging Serum' triggers collagen production under the skin with the retinol it contains, giving the skin fullness and elasticity. The product reduces the appearance of large

pores on the skin and does not dry the skin thanks to its peptide complex. 'Amber Eternal Youth', which reduces acne thanks to the amber stone's ability to soothe inflammation on the skin, also helps balance the natural microbiota of the skin with 'Lactobacillus Ferment' and 'Bacillus Ferment'.

Beauty&More, which aims to be the first cosmetic brand that comes to mind when precious stones are mentioned in Türkiye and the world, will continue to offer not only personal care products that will benefit the skin, but also products that calm the soul, shed light on the inner world and cleanse from the stresses of the world.

The purifying effect of sea salt from negative effects; Combining the high moisturizing and skin barrier protective properties of Sweet Almond, Apricot Kernel, Sesame and Jojoba Oil, the product gives a feeling of serenity to the soul with the calming and calming energy of the amethyst stone.

A brand new glowing skin in the new year

Those looking for a special New Year's gift prefer 'Purple Cloud Facial Cleanser'. Purifying the skin from daily stress and pollution with the soothing effect of amethyst stone, 'Purple Cloud Facial Cleanser' gently cleanses the skin without drying it with its sulfate-free structure. The product, which eliminates excess oil and make-up residue accumulated in the pores with the salicylic acid in its formula, also prevents the formation of blackheads.



Jo Malone London appeals to every taste with its different notes



English Pear & Sweet Pea

Seductive green pears sway on the branches, reflecting the liveliness of the orchards warmed by the sun. While the sweet fruit aroma combines with the White Musk in the base note, it becomes completely different with the softly scented Nazende Flowers in pastel tones. The freshness and light floral cologne of these orchards stand as proof of the wonderful harmony of fruits and flowers.

Pomegranate Noir

A daring cologne... The rich and mouth-watering effect of exotic pomegranate and the blend of pink pepper with Casablanca lily will sound

very different to you.

Myrrh & Tonka

Carry this noble and dazzling cologne on you, born from the rich and hand-harvested essence of the Namibian Mer tree and the mixture of Tonka Bean with warm almond and vanilla notes.

Oud & Bergamot

Woody and mysterious, the smoky character of Oud shines with the clarity of lively bergamot and orange.

Make Jo Malone London colognes, which appeal to every taste with their different notes, a part of your memories!

English Pear & Freesia

Feel the sensuous freshness of freshly picked pears wrapped in a white freesia bouquet. Let it touch your soul with the wind of this attractive and precious cologne softened by amber, patchouli and woods.

A perfect look is possible with COSMED

Healthy skin care products special for the new year from COSMED, a dermocosmetics brand formulated with Anatolian Crocus Chrysanthus flower, which was the beauty secret of the Ottoman Empire and used by harem women to have a brighter and smoother skin...

New brand from COSMED that appeals to young people: Beauty Squad!

Cosmed welcomes the new year with its new product Beauty Squad, which brightens and revitalizes the skin. 'Beauty Squad Lightening In A Bottle Illuminating Azelaic Toner' offers Cosmed quality at an affordable price. The product helps brighten the skin and reduce the appearance of blemishes with its 5% Azelaic Acid, green tea extract and AHA acid complex; It can also be used easily on skin blemishes, acne scars and dull appearance. The product, which is suitable for daily use, can be used safely for regional body darkening.



to its self-renewal process, prevents the aging effects of the sun and renews and heals the skin.

Intense moisture and nutrition with 'Ultra Moisturizing & Nourishing Cream'!

The ultra-moisturizing cream from the Day to Day line ensures skin repair and moisture balance with the Squalane it contains, and helps skin renewal with baobab oil. While deeply moisturizing the skin, 'Ultra Moisturizing Nourishing Cream' protects the skin from external factors with aloe vera extracts. The product, which calms the skin while preventing skin irritation with its healing and anti-infective effect, can be used as an aid in the treatment of drying acne.



'Anti-Aging BTX Serum' for a fuller appearance

'Anti-Aging BTX Serum' makes the skin look fuller and smoother. The product, which has a patented ingredient that helps prevent the formation of facial wrinkles, reduces the appearance of wrinkles with regular use and prevents the formation of new wrinkles. 'Anti-Aging BTX Serum', which helps the skin achieve a brighter and smoother appearance by contributing

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New Year's beauty with Ashley Joy



With its vegan certificate, nature-friendly attitude and effective products, Ashley Joy stands out as the favorite of those who want to enter 2024 with shiny and healthy hair as well as those who prefer to gift beauty to their loved ones.

Banana range, which contains banana and niacinamide and supports rapid hair growth, Anti-Orange Purple range and hair care range, each of which are developed to meet the needs of your hair, from shampoo to conditioner, from hair care spray to masks, hair styling, hair brush, dry shampoo, everything you can think of about hair. Each of them is waiting for you at Ashley Joy for your New Year's beauty. While the strengthening Hair Care Oil with 24 100% herbal miraculous mixtures prevents breakage, loss and breakage in your hair, the Eyebrow & Eyelash serum provides effective care for eyebrows and eyelashes with its content enriched with Nacinamide, Arginine, biotin, keratin and B12; It also prevents hair loss with vitamin E. Manicure & Pedicure Peeling moisturizes and softens hands and feet with Jojoba, sesame and apricot oil and provides the care they need. Both you and your loved ones you gift will enjoy the joy



of becoming beautiful in the new year with Ashley Joy care products, which have effective performances and are inspired by nature.

Beauty from nature

Are you ready to turn your New Year's Eve preparations into a unique ceremony and feel the miraculous effects of nature on your hair with Ashley Joy's first care product, Herbal Hair Care Oil? This hair care oil, specially formulated with the oils of 24 plant essences, strengthens the hair, helps stop hair loss, and accelerates its growth and thickening. This care oil, which restores the strength that the hair has lost over time, also provides effective care to treated hair from the first use. Rose-



mary oil, violet oil, corn germ oil, chamomile extract, calendula extract, jojoba oil, macadamia, hazelnut seed oil, vitamin A, almond oil, camphor oil, avocado oil, nettle seed oil, sunflower oil, coconut oil, bay leaf oil, black cumin oil, sesame oil, wheat oil, vitamin

E, hazelnut oil, lily oil, walnut oil, castor oil, peppermint oil, baobab oil; While your soul will be purified with the magnificent scents of these beautiful plants, you will enjoy getting ready for 2024 with a unique care ceremony that will make your soul as beautiful as your hair. With Ashley Joy Herbal Hair Care Oil, which is effective for both women and men, you will discover the happiness of sharing beauty by giving your loved ones a distinctive New Year's gift.

- Suitable for all hair types such as fine wire, treated, dyed etc.
- It restores all the strength lost by the hair.
- Eliminates hair loss.
- Helps hair regain its health.
- It accelerates hair growth.
- Each of the plant oils and extracts it contains serves to stop hair loss, lengthen the hair and give strength from root to tip.
- Contains 24 vegetable oils.
- It has a special formula prepared with the ingredients of Rosemary Oil, Violet Oil, Corn Germ Oil, Chamomile Extract, Calendula Flower Extract, Jojoba Oil, Macadamia Nut, Seed Oil, Vitamin A, Almond Oil, Camphor Oil, Avocado Oil, Nettle Seed Oil, Sunflower Oil, Coconut Oil, Bay Leaf Oil, Black Cumin Oil, Sesame Oil, Wheat Oil, Vitamin E, Hazelnut Oil, Lily Oil, Walnut Oil, Castor Oil, Peppermint Oil, Baobab Oil.
- Thanks to the antioxidant properties of vitamins A and E it contains, it helps protect the hair from the harmful effects of sunlight.
- Baobab oil moisturizes the hair intensively.



The right packaging material extends the shelf life of the product

Continued From Page 1

For this reason, brands are turning to consumer-oriented packaging materials. Stating that the material used in packaging helps shape the packaging design, Musa Çelik, Creative Director at Tasarist said, "The packaging must reflect a quality atmosphere in both design and material type. Because the consumer has a positive purchasing behavior towards attractive and useful products. Therefore, a product packaged with the right materials promises long-term customer loyalty." and lists the 4 most common packaging materials.

that paper, such as Kraft and SBS (solid bleached sulphate) cardboard, is 100% recyclable. Although paper is thinner than other packaging materials, it provides high performance in terms of durability. It also has a structure that is suitable for fun and different packaging designs.

3. Metal: Metal, which has similar properties to materials such as aluminum and steel, is used in the packaging of many products. Metal cans prevent food products from spoiling and offer longer-term protection. Because it is



1. Glass: Glass produced from sand is among the first preferred packaging materials because it is healthy. The high protection performance it provides against the product inside offers various advantages, especially in packaging food and beverages. The fact that it is a recyclable and completely environmentally friendly material gives confidence to both the consumer and the producer. Since it has aesthetic appeal and can be easily adapted to packaging design, it plays a persuasive role at the point of purchasing the product for consumers.

2. Paper: Paper, one of the most popular packaging materials in the packaging industry, is functional and environmentally friendly, and can be designed in accordance with the values of the brand. It is important for sustainability

resistant to high temperatures, it is preferred in many commercial areas such as preserving oil. At the same time, the ability to easily apply various packaging designs on metal makes the product interesting.

4. Plastic: Plastic, which is very easy to access, is mass produced. It is frequently used by both manufacturers and consumers because it is flexible, airtight, durable and lightweight. Most plastic packaging is transparent, allowing the customer to see the product without opening the package. However, since traditional plastic harms the environment, many manufacturers prefer plant-based recyclable plastics. Bioplastics, which protect the product inside at the maximum level, also enable numerous packaging designs that can be applied on them.



Golf Cosmetics has been serving under GMP standarts with the experienced staff and latest technology production track .By exporting more than 40 Countires all over the world; the aim of our company focusing on customer satisfactions is to maintain innovative design and high quality service policy in the international arena.

Golf Kimya San. ve Tic. Ltd. Şti. Gökevlr Mh. 2312.Sk. Ginza Corner Plaza No:16/C Kat:5/60

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7TH COSMETIC CONGRESS HIGHLIGHTS THE MULTIFUNCTIONAL COSMETICS

MG International Fragrance Company discussed global cosmetic trends at the 7th International Cosmetic Congress highlighting the prominence of multifunctional products in the cosmetic industry.



CONSUMER ORIENTATION TOWARD MULTIFUNCTIONAL PRODUCT IS EVIDENT

During the congress, MG International, in partnership with Mintel, conducted a session on "2024 Beauty and Personal Care Trends," revealing insights into consumer preferences for high-quality products integrated into their lifestyles. Samantha Dover, Mintel's Beauty and Personal Care Category Director, emphasized the increasing demand for multifunctional

skincare products and suggested that companies streamline their R&D efforts. The session highlighted the significance of understanding global trends, market research, and the future direction of the industry.

Additionally, MG International hosted a workshop called "Discover Your Scent" during the congress, providing participants with the opportunity to experience fragrance notes and create their own personalized scents. The company's perfumers engaged with attendees, assisting them in blending unique fragrances and emphasizing the contribution of scent to brand awareness.

Bülent Konca, the board member of the Cosmetic Manufacturers and Researchers Association and Deputy General Manager of MG International, expressed the congress's role in bringing together the cosmetic industry and contributing to its diverse development. Konca noted the continuous growth of the Turkish cosmetic sector and predicted a \$2.4 billion export capacity for the year. He highlighted Turkey's rapid adaptation to global trends, particularly the increasing consumer and producer interest in multifunctional cosmetics.

The congress served as a valuable platform for industry experts, renowned brands,

and representatives to discuss scientific advancements, innovations, and approaches in the cosmetic world. It

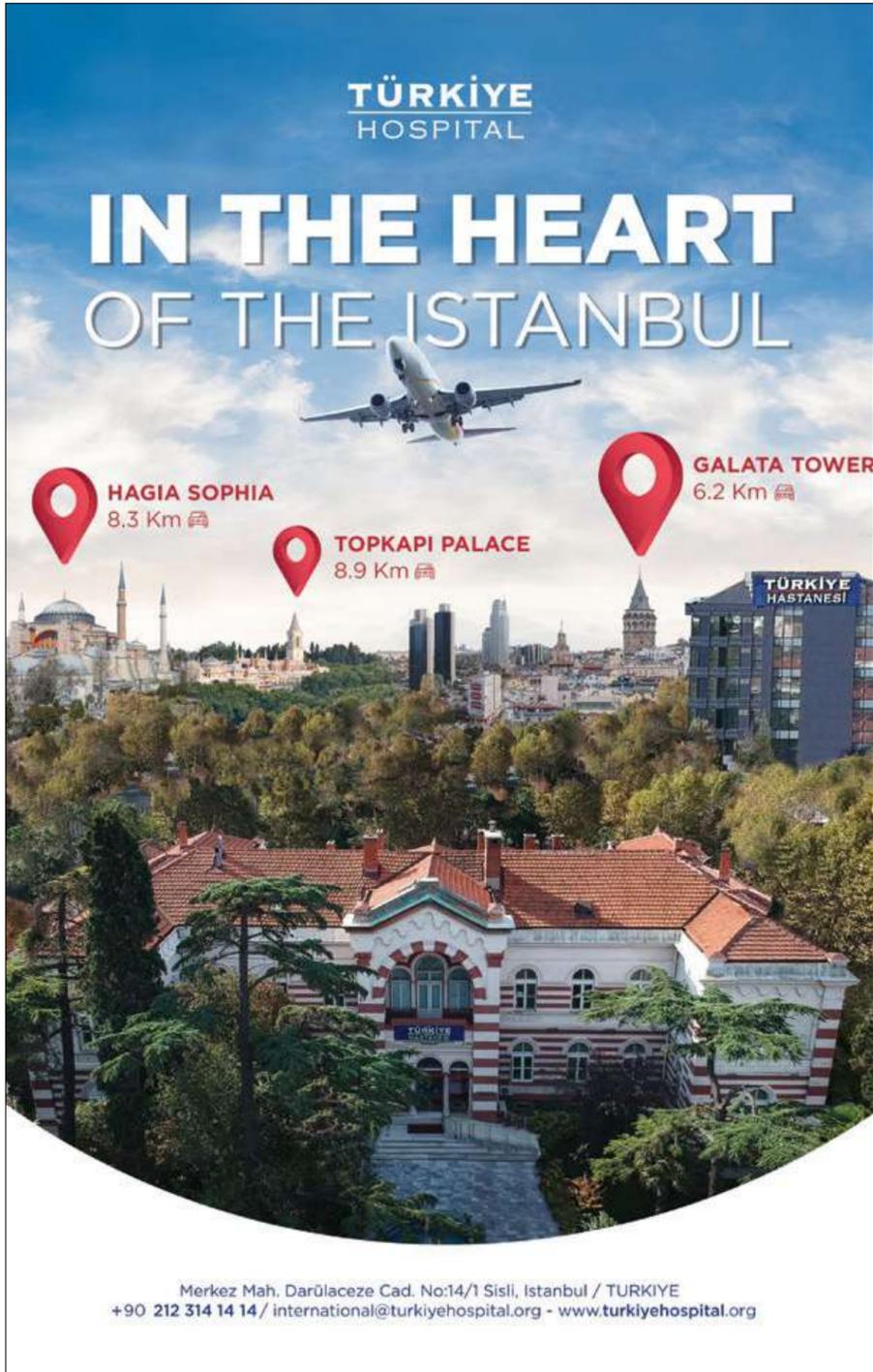
provided a multicultural and rich atmosphere for sharing experiences, discussing projects and innovations,

and exploring the latest developments in technology applied to the sector and research.



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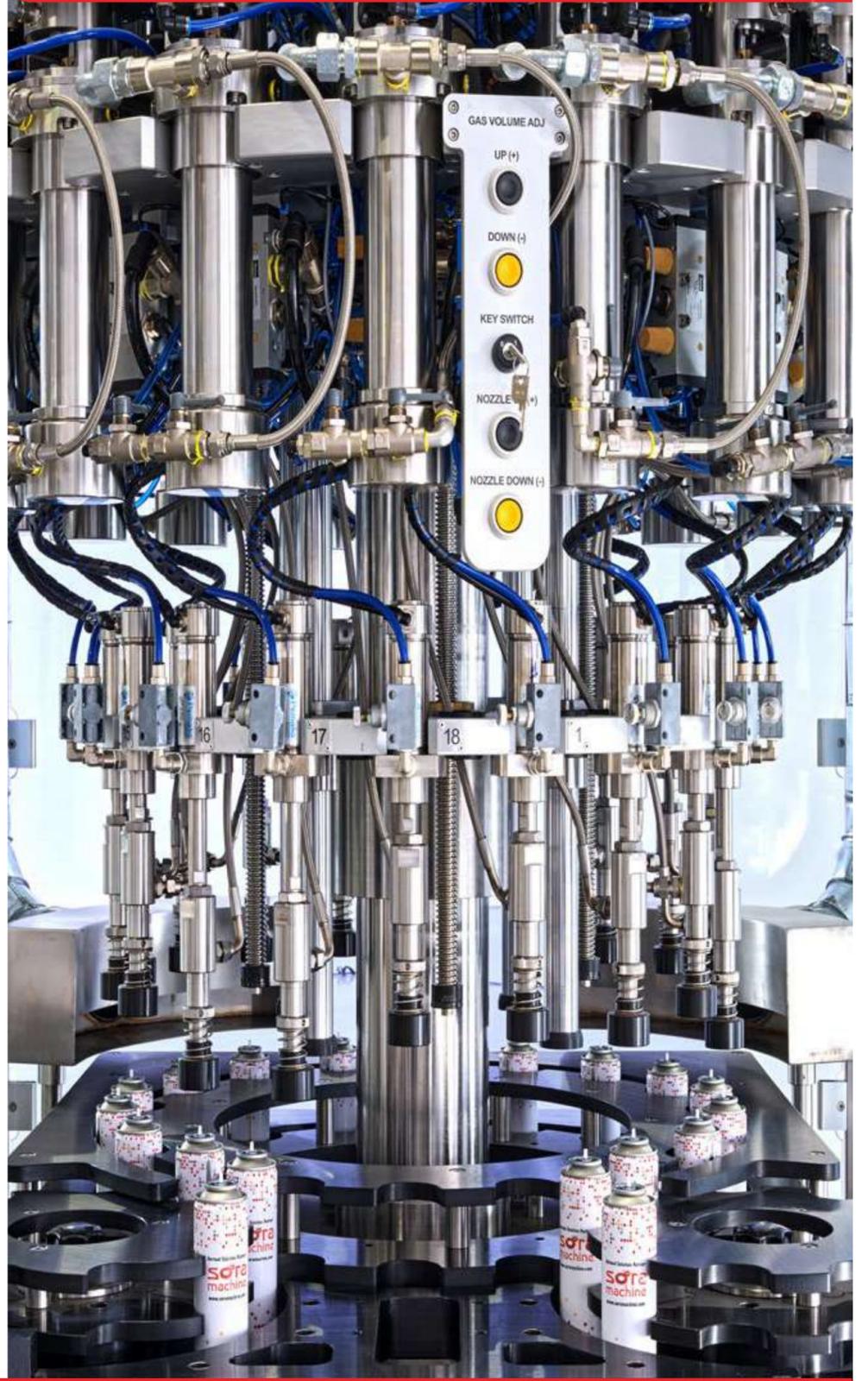




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An extraordinary scent experience that takes you to different and undiscovered places where no scent has been before... Discover the highly lasting luxury perfume series of the Luxury Fragrance Collection, formulated with special essences using scent science!

TENDER LIGHT

Tender Light, the most positive and cheerful member of the Luxury Fragrance Collection, represents harmony and peace. Revitalize your senses with Tender Light, which has a main note of Chinese tea, capturing the warmth and joy that sunlight makes you feel. You will be more optimistic and joyful than ever with this scent that awakens, enlightens and energizes.

SENSOUS STARS

Sensous Stars, a member of the Luxury Fragrance Collection that

symbolizes determination and independence, reflects the sensual tranquility of walking in the moonlight in a forest full of plum trees. The scent of Sensous Stars, whose main note is Chinese Plum, will excite you. This perfume, which is a floral and woody scent with base notes of Orris and Lavender, will first make you and then your surroundings feel like a bright and starry sky.

BLUSHING SANDS

Blushing Sands, the delicate member of the Luxury Fragrance Collection, will make you feel as if you are traveling to a warm and inviting world on soft, pink sands with its main note of vetiver. Its base notes full of pink pepper and musk chords will take you to a completely different place. Symbolizing prosperity and long life, Blushing Sands will allow you to enter a comfortable and peaceful aura.

PARADISE MOON

Paradise Moon, the most noble scent of the Luxury Fragrance Collection, symbolizes love. With its main note of Osmanthus, it evokes both exciting and happy feelings. You will feel the same exhilarating feelings you feel when you watch the moon on a moonlit night when you smell Paradise Moon, which has Citrus Oil extract and leather notes.

THE DESERTER

To understand the feeling that Desert Eden, one of the seductive scents of the Luxury Fragrance Collection, will leave you, imagine the breathtaking moment when the sun's rays spread on the desert sands at dawn. Desert Eden surrounds you in a warm, radiant aura. The most distinctive feature of this perfume, whose main note is sandalwood and symbolizes spiritual healing, is that it reflects a seductive and self-confident aura.

DREAM DUSK

Imagine walking in a blooming garden with the most cheerful and spring-scented member of the Luxury Fragrance Collection: Dream Dusk. Dream Dusk, whose main note is cherry blossom and symbolizes passion, will raise your energy even more, and the scent of notes full of newly bloomed flowers in spring will cheer you up.

RADIANT MIRAGE

Radiant Mirage, the most optimistic and lively member of the Luxury Fragrance Collection, will take you to a brand new land of senses. It will make you feel completely different with its main notes of jasmine and lily. You will create a present but unattainable mirage with this unique scent filled with sandalwood and patchouli base notes.

INFINITE SKY

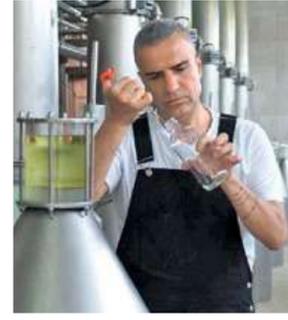
Imagine a vast, bright sunset to un-



derstand the scent of Infinite Sky, the most exciting member of the Luxury Fragrance Collection, and the aura it will leave on you. The moment you smell Infinite Sky, whose main note is Sichuan Pepper, you will rise to this golden and amber sky. Feel the power and self-confidence with these notes that will fill your senses with waves of pure happiness and your soul with hope.

OASIS DAWN

Imagine a dream world where the violet and purple shades of dawn fall on a lush, mysterious oasis with Oasis Dawn, the member of the Luxury Fragrance Collection that symbolizes happiness. Get lost in the beauty of a new Oasis dawn with Marrakesh fig in its main note.



Continued From Page 1

Those who travel the Yaylabaşı District of Mardin's Artuklu district these days are greeted by a pleasant surprise. Those who visit the city are greeted with the scent of roses and lavender permeating the air. The rose saplings that artist Berdan Mardini brought from Isparta in 2017 turned into a major investment worth 10 million dollars over the years. Berdan Mardini processes the roses and lavender they grow on an area of 600 decares in the factory he established in the region and turns them into more than 100 different products. Mardini is quite assertive with its new brand that it introduced to the cosmetics industry, 'Berdan Mardini' brand will become a worldwide perfume brand.

"I OWE LOYALTY TO MY ANCESTORS"

Stating that he wants to contribute to producers and employment, and at the same time pays his debt of loyalty to the neighborhood where his ancestors were born and raised, Mardini said, "I would like to boast that 80 percent of my 250 colleagues are women. Everything a woman's hand touches becomes beautiful." Stating that they have come to an end in their brand investment, Mardini said, "By launching your brand this month, we will enter the world market as well as Turkey with confident and strong steps." Stating that the targeted yield this year is 150 tons of roses, Mardini noted that he obtained more than 50 products from his crop and that he made other products from other raw materials and oils. Stating that he will introduce his products to consumers through internet sales

The scent of Mardin to surround the world



platforms as well as his own website and application, Berdan Mardini has a special surprise especially for art lovers. Mardini gave the maqams "Kürdi, Hicaz, Rast, Saba, Nihavend, Uşşak and Buselik" to the perfume names.

He opened the factory in the village

The priority of Berdan Mardini, who was born in Diyarbakır and grew up in Gelendost district of Isparta is to provide employment to the people of the region and to activate reverse migration. Mardini "Preventing migration from rural to urban areas, we established the factory here."



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"Our packaging industry is taking firm steps towards becoming the packaging center of Eurasia"



Continued From Page 1

In the coming years, many more companies from our sector will be among Türkiye's top industrial enterprises. We wholeheartedly believe that our sector can contribute much more to the growth of our country."

In the 2022 ISO Top 500 and 2022 Second Top 500 Industrial Enterprises surveys, companies in the packaging sector received a 3.5 percent share from production and sales and a 1.3 percent share from exports. Among the top 1000 companies, 1.9 percent of the number of employees was made up of the packaging industry.

"We must work for more exports"

Pointing out that the companies operating in the packaging industry are among the top industrial organizations in Türkiye, ASD President Zeki Sarıbekir said, "Our packaging industry sends its products to 180 countries in the world thanks to its production at European standards. Our packaging industry, which continues to grow every year, is taking firm steps towards becoming the packaging center of Eurasia. On the 100th anniversary of the founding of the Republic, we aim to increase the market size of the packaging industry from 28 billion dollars to 30 billion dollars, our per capita consumption from 325 dollars to 380 dollars, and our exports to 10 billion dollars. We provide an economic movement of approximately 490 billion dollars in our country through packaging. 60 percent of the total growth in Türkiye was made possible by packaging. We set a target of 50 billion dollars for our sector size and 20 billion dollars for exports by 2030. As a sector, we should aim to export more and more every day. We continue our efforts to export at least half of the packaging we produce in Türkiye. With the impact of all these studies, many more companies from our sector will be among Türkiye's top industrial enterprises in the coming years. We wholeheartedly believe that our sector can contribute much more to the growth of o



Generate your brand's future with Paris Packaging Week

Continued From Page 1

The showcase provides drinks, luxury, beauty, and FMCG brands with the sourcing opportunities and expertise to help shape the future of their packaging designs. A packed show floor will be complemented by an exciting programme of speakers, innovation galleries and networking events set to be announced in due course.

Paris Packaging Week brings together four events each designed to drive packaging business and innovation in a specific market. PCD covers perfume, cosmetics, and personal care packaging; ADF is the forum for aerosol and dispensing solutions and is organised in partnership with the European aerosol federation, the FEAA; PLD is for the premium drinks segment, especially wine and spirits; and Packaging Première is dedicated to luxury products such as watches, jewellery, fashion, confectionery and fine food.

A record total of almost 9,000 visitors

The glitzy four-way event continues its impressive growth year-on-year, with the 2023 event attracting a record total of almost 9,000 visitors, representing over 2,500 brand owners and design agencies from across the world. Its

success was also recognised with two prestigious industry awards; the AEO Excellence Award for Best International Show – Europe, and the Exhibition News Award for Best International Trade Show, marking it out as a must-attend event in the packaging industry calendar.

The home of packaging innovation, Paris Packaging Week's four exhibitions – ADF, PCD, PLD and Packaging Première – help thousands of brands like yours create their next product launch.

How? By connecting you with the latest innovations, the world's best suppliers and the latest expert insights on design, sustainability and innovation.

Grow your business

Become an exhibitor at ADF, PCD, PLD or Packaging Première and connect your business with buyers, packaging technologists and designers looking for real solutions to their packaging development challenges.

Build your business in Paris

Paris Packaging Week is a high-energy, interactive environment in the global capital of beauty and luxury. On the doorstep of the world's biggest

brands, it is the perfect opportunity to engage with buyers and generate leads for your innovations, products and materials.

Get in touch today to find out more on options to connect with this community.

Experiences to inspire

ADF, PCD, PLD and Packaging Première, the four events at Paris Packaging Week, are a platform for you to drive innovation, business, and connections.

Learn from the experts

Inspire your next innovation with talks from 100+ expert speakers across four focused conferences dedicated to design, innovation, sustainability and aerosols and dispensing.



FINAT Launches Product Carbon Footprint and Life Cycle Analysis Initiative at Labelexpo

Continued From Page 1

But there are challenges in obtaining and providing the appropriate data and in comparing alternative solutions. Data for which they need input from their suppliers since they can only provide data about their own sphere of influence (scope 1 and 2) whereas also 'scope 3' data are needed from further up the value chain.

FINAT has therefore initiated a project to provide clarity and give guidance to the label community on the subject of Product Carbon Footprint (PCF) and Life Cycle Analysis (LCA). As a first step, at the press conference, on Tuesday 12 September at 12.00 CET at Labelexpo Europe, FINAT launched a brochure and animated video to explain the basics of PCF and LCA, the distinction between the two and the fact that this needs an entire value chain approach.

The two next steps for 2023-2024 are:

- a survey of existing calculation methods currently being used in the labels and packaging production chain (for release in the first quarter of 2024), and
- a guidance document towards harmonising the PCF/LCA approach along the label value chain. This will be done in the form of a whitepaper and presentation at the next FINAT Technical Seminar to be held from 20-22 November 2024 in Barcelona.

The project falls under the scope of FINAT's new Workstream 'Collaboration' that is co-chaired by Board members Alex Knott (Dow) and Uwe Düsterwald (BASF). Alex Knott comments: "In the course of the past year, FINAT has been approached by several label converters and national label associations to support them in addressing demands from label customers to provide data about the environmental impact of their labels and packaging. However, there is a lot of misunderstanding about the different methodologies and definitions, so as a first step we decided to prepare an illustrated document and animated video to explain the basics of Product Carbon Footprint (PCF, which focuses on the aggregated emissions during the process), and Life Cycle Analysis (LCA, which is much broader than just emissions). As a second step, during the next twelve months, a team of volunteers from FINAT and national label associations will focus on providing clarity about the different calculation methodologies at play in the labels and packaging chain. As a third and final step in this project, at our Technical Seminar next year we will present a whitepaper aiming to align the approaches along the value chain. In doing so, we will build on earlier work done several years ago when we released our first LCA Guidance Document."



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Even if you can't win, you won't be defeated!

Although it is used in many sports, it is mostly used in the football world and it is also possible to adapt this discourse to the economy. Each of our exporters has their own goals. Some try to continue their path by shouldering all kinds of risks, while others prefer to stay in their shell and grow aggressively, regardless of the outcome. Some people prefer to protect their assets by increasing their investments in their customers during the foggy and hazy period of the economy when there is a lot of uncertainty. Just like the slogan used in the football community, "even if you can't win, you will not be defeated!"

If you cannot find a new customer, knowing the value of what you have and at least knowing how to get through this process in which we cannot see the future clearly without any damage or loss is considered success.

The Turkish cosmetics industry will come together at the 7th International Cosmetics Congress organized by KUAD in Antalya between 30 November and 2 December this year, with the participation of many brands. As the Beauty Türkiye magazine team, we will also be at this congress.



More than 44 million foreign tourists visit Türkiye

Foreign tourist arrivals increased by 11.6 percent in the January-October period from a year ago to 44.2 million, the Culture and Tourism Ministry has said.

Including Turkish nationals residing abroad, the number of total visitors reached 50.2 million in the first 10 months of 2023.

Russians constituted the largest group of foreign holidaymakers. From January to October, 5.8 million Russians visited Türkiye, accounting for 13.2 percent of all foreign tourist arrivals. In the same period of 2022, 4.6 million Russians vacationed in the country.

Germans ranked second at 5.7 million. German tourist arrivals in Türkiye increased by 8 percent from January to October last year.

Some 3.6 million Britons visited the country in the first 10 months, up from 3.2 million a year ago. Türkiye also saw nearly 2.1 million Iranian tourists, pointing to a 3 percent increase from the same period of 2022.

Data from the ministry showed that 2.4 million Bulgarian citizens visited Türkiye. Bulgarians mostly travel to the provinces near the border, such as Edirne, for shopping purposes.

There was a 27.8 percent increase in the number of Ukrainians visiting Türkiye.

Istanbul was foreigners' most favorite city to visit. The megacity attracted 14.8 million foreign tourists, capturing a 33.4 percent share of all arrivals.

Antalya, on the Mediterranean coast, ranked second with 14.1 million tourists, followed by the northwestern province of Edirne at 4 million.

Some 1.4 million foreigners visited the province of İzmir on the Aegean coast.

Tourism revenues are one of the main sources of hard currency for Türkiye, helping finance the current account deficit.

Türkiye is on course to meet the tourism revenue target set for 2023 despite the challenges in its region, Vice President Cevdet Yılmaz said.

"Our tourism revenues amounted to \$42 billion in the first nine months of the year. We are moving toward meeting the target of generating \$55.6 billion in tourism revenues this year as foreseen in the medium-term program," Yılmaz said, speaking at a trade fair.

"Some geopolitical developments, which are beyond our control, inevitably have some negative effects. But despite those challenges, we will achieve our targets," he said.

The government forecast in the medium-term program that Türkiye's tourism revenues will climb to \$59.6 billion next year and increase further to \$71.3 billion in 2026.



Türkiye's credibility up, S&P revises the outlook to positive

Continued From Page 1

Sustaining an uptrend since June, the central bank's total reserves rose by more than \$2 billion to a record of \$136.5 billion in the week to Nov. 24. Its net international reserves rose by nearly \$7 billion to \$35.81 billion, the highest level since March 2020, data showed.

The rating could be raised "should balance of payments outcomes improve and domestic savings in Turkish lira rise," the S&P said.

It said deposit rates on local currency savings now exceed those on foreign currency savings products by nearly 40 percentage points, suggesting that "this should encourage the de-dollarization of domestic savings."

The agency said the recent data confirm that Türkiye's economy is slowing and rebalancing, with consumption softening since the start of the third quarter. Official data showed Türkiye's economy expanded by a more-than-expected 5.9% in the July-September period, driven by household spending. But activity is expected to begin to slow after aggressive tightening meant to cool domestic demand and high inflation. "Credit conditions are tightening, and fiscal support is tapering. Recent dollar weakness and U.S. interest rates stabilization have also reopened a window for some Turkish corporates, banks, as well as the sovereign, to issue external commercial debt," the credit rating agency said. It also highlighted that Türkiye's twin deficits are declining.

"We project that the fiscal deficit for 2023 will be lower than targeted at 4.3% of gross domestic product (GDP) and that the current account deficit will gradually narrow as imports decline sharply during the last four months of the year and into 2024," it said. The positive outlook indicates a possibility of an upgrade, but is not tied to a timeline. A "B" rating is five notches below investment grade. The next scheduled review for Türkiye will take place in 2024, S&P said.

Foreign fund inflows to Türkiye are likely to gather momentum not after but before the local elections, says Hakan Aran, the general manager of İşbank, one of Türkiye's largest private banks.

The consensus is that foreign investors' interest in Türkiye usually increases before elections, he said.

"However, this time round, I expect foreigners who are waiting to enter the Turkish market to act before the elections."

The local election will be held at the end of March next year. With the rationalization of interest rates in Türkiye and foreigners being able to predict the exchange rate, it will become clearer when they will enter the market and which instruments they will invest in, Aran explained.

"I predict that capital flows to Türkiye will strengthen, and we will be able to provide foreign currency loans at an affordable cost, and the CDS risk premium will fall below 300."

"Under the conditions when the CDS risk premium is low, foreigners' interest [in Türkiye] is high, and we can find foreign currency loans, we can easily provide loans in dollars and euros to businesses and the tourism industry," he said, adding that this will also give a boost to competition among banks. Aran does not expect "abnormal" increases in foreign currency rates and said that rates will probably rise in line with the inflation rate.

"What causes problems to businesses is the difference between inflation and currency rates. The increase in their costs is above inflation, but their revenues are in foreign currencies."

If currency rates increase as much as inflation, this will provide predictability and making decisions about investment will become easier, he said.

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