

“THERE’S NO END TO LEARNING”

We talked to Chief Executive Mansur Yıldız and Member of Board Resül Yıldız about the evolution of their family corporation Yaşarlar Cosmetics and their production standards.

Interview: Zeynep Merve Kaya
Photos: Tuna Yılmaz



There are lots of essential personal care products within your product range. You are one of the few firms that produce in different categories, like children, women and men...

Our firm began its commercial activities as a family firm in August 2000. Our production, which began in pharmacy, cosmetics and luxury hardware, still continues in the cosmetics branch. Having crowned our knowledge and experience with the commencement of production in 2000, we are continuing to promote our 100% Turkish products to the world and contribute to national employment. As two brothers we have embarked on this journey together, and when we look back we tell ourselves, “There were two of us, now there are 20. We hope someday we will be 2000.”

You have been active in the sector since 2000. You are celebrating your 10th anniversary. How far has Yaşarlar Cosmetics advanced during the last ten years?

We perceive the satisfactory and critical feedback we get from the domestic market as a real gaining and we do everything we can to generate an increase in export rates. We can see how far we’ve been by acting brave and consistent just by looking at our product barcode count and sales figures. The fact that we began exporting in 2005 really widened our horizons. Although it has been a short time, we can see that many things have changed in the world since then. We observe how the way people perceive Turkish people and Turkish products are changing in the countries we are visiting. Each new

product and each export, gives us more excitement. But there are definitely more roads to follow and lots more to learn. There’s no end to learning. We’re firmly on our way.

What are your brands and products?

Alongside our commercially strong products like Favori Fresh White, Tüyo and Doal&Doal, we are producing oral hygiene products like toothpaste, teeth whitener, whitening powder, oral spray, mouthwash, female personal care and body care products, shaving cream and baby care products. We are importing condoms from Europe under our commercial brand Family. We are also continuing our cooperation with domestic and international partners with regards to private label projects.

Dental hygiene is among the biggest priorities for many people. Teeth whitening trend is taking over the world. You have many dental products within your product range...

Considering the input of medicines, beverages and food, we can regard the mouth as the entry point of energy. It is of utmost importance for us to contribute to mouth care and dental hygiene – which are the in a way, the safety fuses of our bodies. The toothpastes which we are still continuing to produce are very well received both in Turkey and in the countries which we export to. As the interest in personal care and health increases and technology advances, innovations in the cosmetics sector will remain continuous. Soon we are planning to begin producing some new products which we have been working on for a long time.

TRIED & TESTED

Here the products we tried and tested by Yaşarlar Kozmetik specializing in family oriented hygiene products.
Nil Otova Photos: Tuna Yılmaz

Which countries do you export to? Does interest in your products change from one country to another?

All our products, which have become items of necessity, are being exported within our capacity to around 25 countries in Europe, Balkans, Turkic Republics, Middle East and North and Central Africa. We are increasing our production capacity and pouring all our gaining into the business, forcing open new export channels. Our newest destination is USA.

What are the primary standards during production?

Our products are being used by our families and children too. Initially, we have to be satisfied with the product, so that we can make other people happy too. From staff training to the supply of raw materials and packaging, and storage, we try to make sure we apply the essentials of conscientious, ethical and legal standards. Our products are being used by tens of millions of people. Who knows, maybe hundreds of millions of people will be using them in the future. No one has the right to toy with public health.

Do you only have Turkish partners or do you also cooperate with foreign partners?

We are a commercial brand with a 100% Turkish capital, and we're very happy about the way our products are being received. We believe that we're doing what we have to do and meeting all requirements. We would like to take this opportunity to thank all our domestic and international partners and consumers who have preferred our products. We are receiving countless proposals to produce internationally under our own brands or for private brands. We are interested in some of them but we are being very meticulous about whether our conditions are fully satisfied or not. That's why we haven't realised any of the projects yet. That's because these projects are far more serious than lots of people think. The fact that such projects are important means to bring added value to our country, loads great responsibilities on our shoulders.

Do you take part in international fairs?

We try to take part in all domestic and many international fairs which appeal to the sector we are operating in. We would like to note that in December 2010, we'll be taking part in the 1st Syrian Turkish Export Products Exhibition organised by İTO in Syria by supporting our distributor in this country.

Why should people have trust in your products?

As a reality of daily life, respectability of a firm depends a lot on to the reliability of the products, service, statements and actions. Since 2000, our products are known by their high quality, renewability and their success in responding to changing demands. www.yasarlar.com.tr



TOOTH PASTE: One of the useful products within the Fresh White dental range, the Sensitive toothpaste is ideal for those with sensitive gum. It gently cleans the tooth and the oral area, leaving a pleasant freshness inside the mouth. Adequate information available on packaging. The Mint Flavored Toothpaste in this series creates a refreshing feeling both during and after brushing. It also clears the breathing passage.



TÜYO DEPILATORY CREAMS: Easy to use. Detailed information available on the package. Comes with a spatula. Slightly perfumed. Creates the desired effect on gradually thinned hair when applied according to the manual.



FOOT CARE: The Doal&Doal foot care cream is immediately absorbed by the feet, including the hardened parts. It softens by moisturising and creates a lasting freshness. It gives you exactly what you expect from it. The Doal foot care spray is effective both on the feet and inside the shoes as an anti-perspirant. It's a refreshing and practical product.



FRESH WHITE TOOTH POLISHING POWDER:

This thin powder containing carbonate and active ingredients comes in an oyster shell shaped case. It gently whitens the teeth and creates a nice sheen with a fresh fruit scent. It's ideal especially for smokers. Explanatory information is available on packaging.



DOAL & DOAL HAND AND SKIN CARE CREAM:

Nourishing cream with a deep consistency. Relaxes and softens the skin when applied by massaging. Ideal for those who have skin that stretches in the dry winter weather.

