

2022

PRODUCTS CATALOG

THE SIGNATURE OF QUALITY

ABOUTUS

TOTEX®

www.totexcosmetic.com

We cover a large range of creative digital projects, platforms, and campaigns to create experiences.

Founded in 1985 by Mustafa KESEN, KESENLER KOZMETİK A.Ş. As we are taking firm steps to gain a permanent place in our rapidly developing country and the world market, we believe that this will be achieved with product quality. Since the year we were established with the aim of becoming an international power by producing products in line with the needs of our consumers, we are determined to continue our ambitious rise in the sector by expanding our product range.

Catching its wide sales dynamics with its strong marketing and export structure, TOTEX COSMETIC takes its market share to the next level every day. As TOTEX brand, we have taken our place among the leading companies in the field of hair cosmetics, which is our expertise.

By continuing our work focused on customer satisfaction, we offer quality products to the customer in the most economical way, taking into account the changes and innovations in the world cosmetics industry without sacrificing quality. The necessary measurements of our TOTEX COSMETIC products are approved by our expert teams in our laboratory environments and we bring them to the consumer after their quality is proven. With our machine park with an annual filling capacity of 5000 tons, keeping human health in the foreground, we offer fast solutions to meet market needs on time. Thanks to our long-term experience in correct product planning, market research, packaging design innovation and quality control, we have proven to the world that comfort can be achieved in cosmetic products by establishing a professional balance. In the packaging of each of our products, we have designed the consumer in line with the target market and concept, which will create ease of use as a result of the necessary testing processes.

TOTEX global brand in Turkey and in line with global developments, we continue to offer the market's needs to produce cosmetics considering and R & D activities effective solutions for improving product formation with innovative approaches to leadership.

Together with our innovation team, we use the current trends obtained as a result of research to improve our products.

With 36 years of experience and know-how, we continue to offer unique services with our designs suitable for customer requests, a wide range of products to choose from, and superior technology. In addition, we continue to export to all parts of the world thanks to our strong economic structure. We take pride in being a preferred brand abroad, by assuming the role of a strategic service partner as our experienced management team and corporate product supplier.

Using quality raw materials, we meet the needs and demands of the customers in the fastest and most accurate way and deliver them to the customer in the right channels.

It is important for us to represent our TOTEX brand in accordance with global and local strategies. COSMETICS KESEN adding new brands under the roof and Turkey have managed to become a trusted brand by expanding its selective cosmetics market. We will continue to look for better in order to protect human health, to offer our cosmetic services in a quality and effective manner, and to improve life in this context.

THE SIGNATURE OF QUALITY

FOUNDER OF TOTEX COSMETIC

HAIR GEL

PROFESSIONAL







250 ml 😂 36

700 ml 😂 24

700 ml 😂 24

250 ml 😂 24

750 ml 😂 24

150 ml 😂 48

HAIR GEL

It's much easier to give your hair the shape you want. Shape as you like and protect your hair shape throughout the day.

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HAIR STYLING WAX PROFESSIONAL THE SIGNÄTÜRE ÖF QUALITY 150 ml 😂 48 MATTE BUBBLE **EXTRA** GOLD STRONG GUM HAIR STYLING WAX HAIR STYLING WAX STRONG CLAY MATTE HAIR STYLING WAX

WAX

Give your hair a natural look by easily giving it the shape you want. Keep your hair shape all day.



POWDER WAX

PROFESSIONAL

SPECIAL

20 gr 😂 36

OF FEEL



POWDER WAX

Protecting your style all day long with the right hair styling is the most important factor. Feel the effect of time.

HAIR SPRAY

PROFESSIONAL

FEELTHE

EFFECT

Renewed Formula









AEROSOL HAIR SPRAY

Shape your hair as you wish in any season and all weather coditions. Keep your hair shape all day long.

HAIR CONDITIONER SPRAY

PROFESSIONAL

ELEGANT 400 ml \$\infty\$ 24















It's much easier to comb after you have washed your hair. Soften your hair as you wish, without lubricating your hair and avoiding electric shock. Protect your hair against the heat of hair dryer and give it a shiny look

HAIR CARE SERUM

PROFESSIONAL

PASSION

125 ml 😂 48

OFHAIR





HAIR CARE SERUM

Feed your hair with Totex Hair Serum. Get your hair brilliant and vibrant. Repair hair fractures and prevent new fractures. You will get brighter, more vibrant, more fuller hair.





HAIR CARE MASK

Strengthen your hair with special formula. Reduce the fractures in your hair and give it a perfect appearance.





BARBER COLOGNE

It is very suitable for you to use after shaving or during the day with a very permanent smell with its effect.

PROFESSIONAL

LIVELINESS

THE EFFECT





BEARD OIL

It continues to maintain its strong and lively effect on beards all day long.



AFTER SHAVE LOTION

PROFESSIONAL











After shaving, moisturize your irritated skin and soften it for a special, lasting smell.

AFTER SHAVE CREAM COLOGNE

PROFESSIONAL









350 ml 😂 24

AFTER SHAVE CREAM COLOGNE

Clean your hair and get a fuller shine thanks to the improved formula.



SHAVING GEL

Soften your beard with it's special ingredients and enjoy shaving by preventing irritation of your skin.

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SHAMPOO

PROFESSIONAL





SHAMPOO

750 ml 🛞 12

Clean your hair and get a fuller shine thanks to the improved formula.



OXIDANT CREAM

Ensure that the hair is prorected while being painted and that the paint is in the best shape.



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