

A COLORFUL TOUCH TO
your hair



 ProCo
Beauty



ABOUT US 11

FPS Grup is a well-established import, export and sales marketing company headquartered in Istanbul. It specializes in hairbrushes, make-up mirrors, kitchenware and disposable product groups, aiming to bring innovation to the sectors in which it operates, and adopting customer satisfaction as a principle.

The umbrella brand of FPS Grup is "ProCo" and it has the brands "ProCo Beauty" for hairbrushes and make-up mirrors, "ProCo Home" for kitchenware, "ProCo" for disposable products and also "ProCo Max". In the hairbrush product group, we have the brand "ProCo Beauty Makaron".

While the ProCo Beauty brand makes a difference in hair care with its modern designs and registered products, our innovative product "Makaron Hair Brush" is registered in Türkiye, EU, UK, Russia and USA, and its design and name belong to our company.

We also have a group company called "ProCo International DOO" based in Montenegro, and our company located abroad carries out the sales, marketing and distribution of our "ProCo" branded products to the Balkan countries. The ProCo International DOO is also a foreign trade company that carries out import and export activities.

The brands and products owned by our company are also available in foreign markets, especially in the Turkish market, and we export our products to more than 15 countries, especially European Countries, Balkan countries, the Turkish Republics, the United Arab Emirates, Russia, and the USA.

ProCo brands are sold in cosmetic markets, supermarkets, chain stores and online platforms operating throughout Turkey, and we also have distributors who provide regional distribution. We deliver our products to our customers in all regions and provinces of Turkey through our chain stores and distributor network that we cooperate with.

We continue to lead the sector by developing products suitable for both daily and professional use with quality materials, ergonomic design and innovative technologies.

FPS Grup aims to be a pioneer in its sector by bringing the most innovative and high-quality products together with its customers, and on the other hand, it has adopted the basic principle of carrying out its commercial activities within the scope of the ethical values and social responsibility policy it has adopted.

- To shape the future of the sector by developing the most innovative and high-quality products in the product groups in which it operates
- To be the most reliable and preferred company in Turkey in its sector
- To be a pioneer and strong brand in the foreign markets to which we export
- To conduct our commercial activities within the scope of our adopted ethical values and social responsibility policy
- To establish long-term and sustainable business partnerships with our customers
- To ensure unconditional customer satisfaction and loyalty
- Being innovative, original and pioneering
- Ensuring continuous development
- Working in accordance with the principles of Equality, Transparency and Accountability
- Adhering to our ethical rules
- Being reliable in commercial relations
- Protecting the rights of business partners and stakeholders

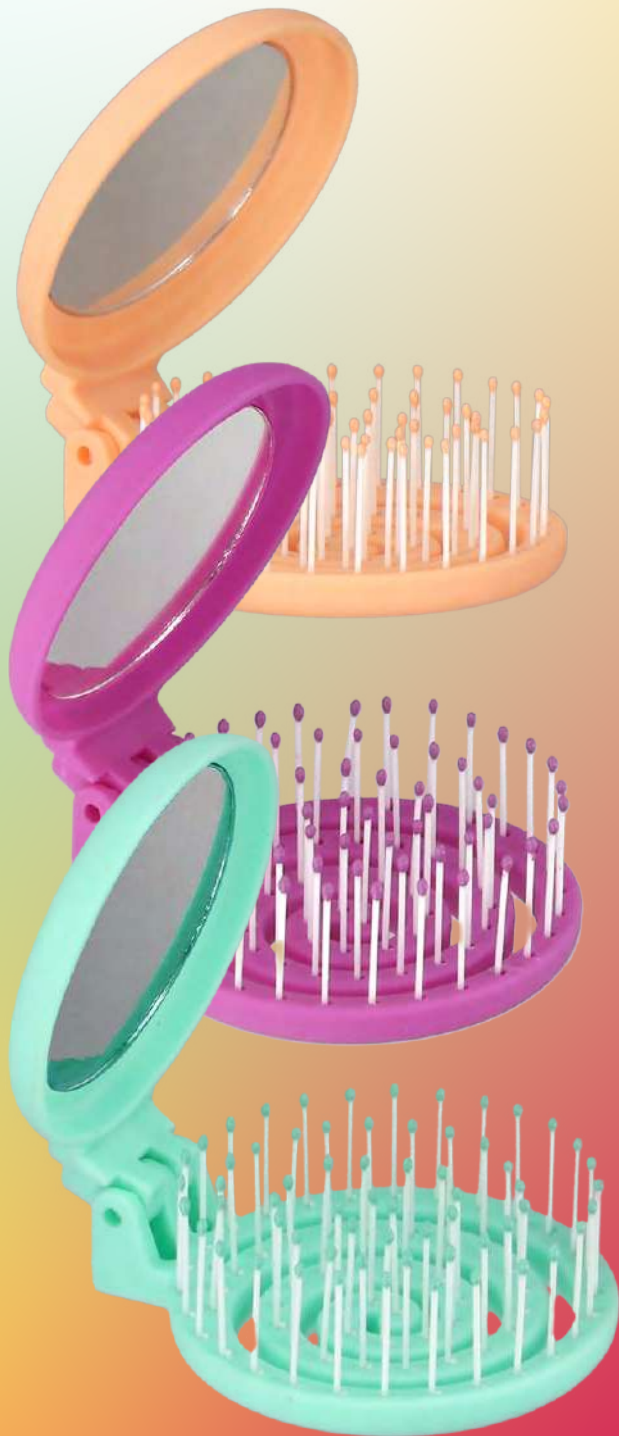




COLOR

MAKARON

OF DIFE



FLORAL SCENE

PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

- FLEXIBLE
- MIRRORING
- BAG SIZE
- SOFT TOUCH
- FOLDABLE
- EASY TO CLEAN
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY MAKARON HAIR BRUSH FLORAL SCENE SERIES		8684264709477	MAKARONFS-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG, DISPLAY BOX	PURPLE, MINT, PEACH FUZZ	4 X 3 COLOUR	72 PIECES



FOREST FRUITS

PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

- FLEXIBLE
- FOLDABLE
- MIRRORED
- EASY TO CLEAN
- BAG SIZE
- SUITABLE FOR USE ON
- SOFT TOUCH
- WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY MAKARON HAIR BRUSH FOREST FRUITS SERIES		8684264709477	MAKARONFF-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG, DISPLAY BOX	LILA, DAMSON, BLUE	4 X 3 COLOUR	72 PIECES



SWEET DREAMS

PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

- FLEXIBLE
- MIRRORED
- BAG SIZE
- SOFT TOUCH
- FOLDABLE
- EASY TO CLEAN
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY MAKARON HAIR BRUSH SWEET DREAMS SERIES		8684264709477	MAKARONSD-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG, DISPLAY BOX	CYAN COLOR, FUCHSIA, LEMON YELLOW	4 X 3 COLOUR	72 PIECES



MAKARON

AUTUMN GLOW



PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

- FLEXIBLE
- MIRRORED
- BAG SIZE
- SOFT TOUCH
- FOLDABLE
- EASY TO CLEAN
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY MAKARON HAIR BRUSH AUTUMN GLOW SERIES		8684264709477	MAKARONAG-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG, DISPLAY BOX	BROWN, FADED LEAF GREEN, ORANGE	4 X 3 COLOUR	72 PIECES



FAVORITE FLAVORS

PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

- FLEXIBLE
- MIRRORED
- BAG SIZE
- SOFT TOUCH
- FOLDABLE
- EASY TO CLEAN
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY MAKARON HAIR BRUSH FAVORITE FLAVORS SERIES		8684264709477	MAKARONFL-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG, DISPLAY BOX	PINK, YELLOW, GREEN	4 X 3 COLOUR	72 PIECES

MAKARON

METALIC SERIES



MAKARON

PARTY VIBES



PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

METALLIC COATING

- FLEXIBLE
- MIRRORED
- BAG SIZE
- FOLDABLE
- EASY TO CLEAN
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY MAKARON HAIR BRUSH - METALLIC SERIES, PARTY VIBES		8684853800271	MAKARONPV-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG, DISPLAY BOX	GOLD, SILVER, PURPLE	4 X 3 COLOUR	72 PIECES



MAKARON



PEARLY GLAMOUR

PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

METALLIC COATING

- FLEXIBLE
- EASY TO CLEAN
- MIRRORED
- SUITABLE FOR USE ON
- BAG SIZE
- WET AND DRY HAIR
- FOLDABLE

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY MAKARON HAIR BRUSH AUTUMN GLOW SERIES		8684853800271	MAKARONPG-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG, DISPLAY BOX	BROWN, FADED LEAF GREEN, ORANGE	4 X 3 COLOUR	72 PIECES

A portrait of a woman with long, dark, wavy hair, some of which is braided. She has vibrant pink eye makeup, pink blush, and bright pink lipstick. She is looking directly at the camera with a slight smile. The background is dark with several bright, out-of-focus neon light tubes in shades of pink, blue, and orange, creating a bokeh effect. The text 'MAKARON' is at the top in a colorful, stylized font, and 'EXTENSION SERIES' is below it in a large, pink, sans-serif font.

MAKARON
EXTENSION SERIES



MAKARON

COOL NEON



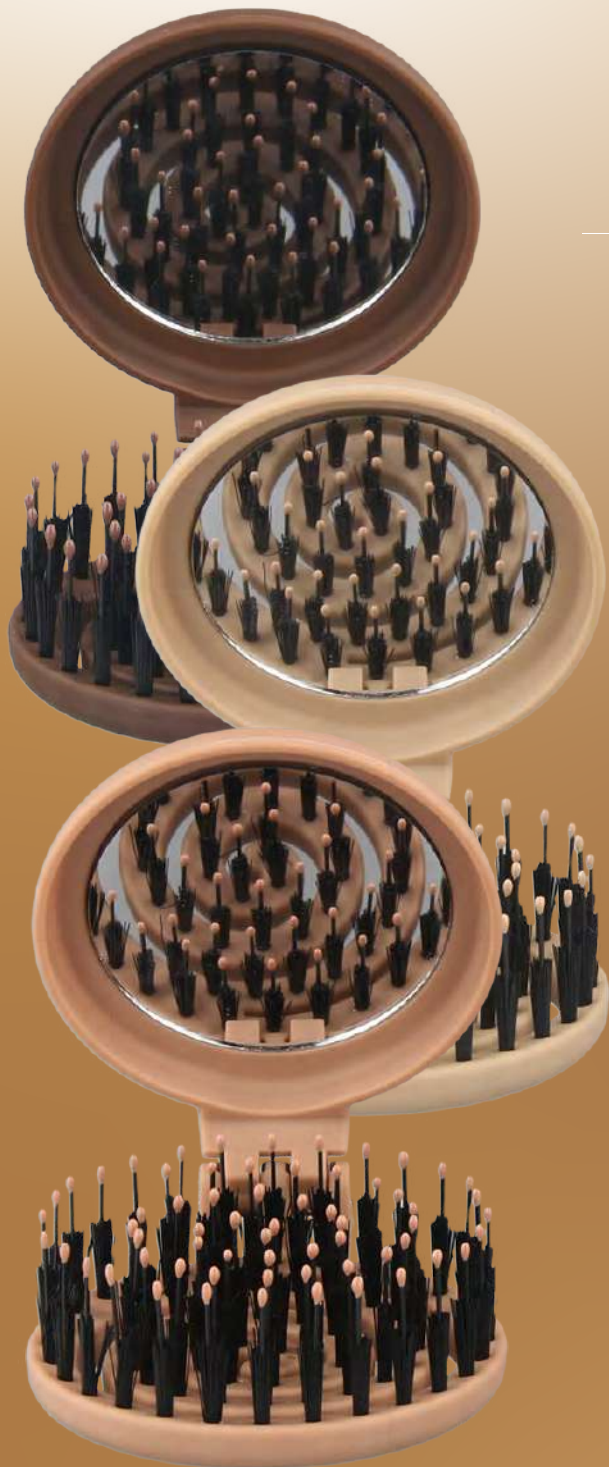
PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

SUITABLE FOR USE ON EXTENSION HAIR

- FLEXIBLE
- MIRRORED
- BAG SIZE
- SOFT TOUCH

- FOLDABLE
- EASY TO CLEAN
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE	
PROCO BEAUTY MAKARON HAIR BRUSH - EXTENSION SERIES, COOL NEON		8684853800301	MAKARONCN-FPS	
PACKAGE	COLOURS		IN BOX	IN CARTON BOX
HANGING TAG, DISPLAY BOX	PASTEL CORAL, PASTEL MINT GREEN, PASTEL PINK		4 X 3 COLOUR	72 PIECES



COFFEE LOVE

PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

SUITABLE FOR USE ON EXTENSION HAIR

- FLEXIBLE
- MIRRORED
- BAG SIZE
- SOFT TOUCH

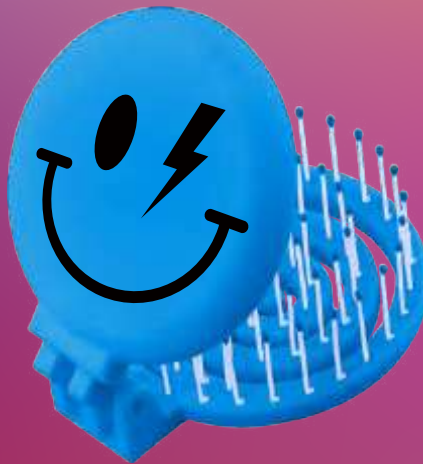
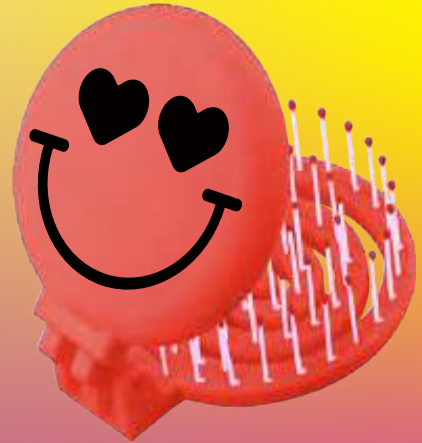
- FOLDABLE
- EASY TO CLEAN
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY MAKARON HAIR BRUSH - EXTENSION SERIES, COFFEE LOVE		8684853800301	MAKARONCL-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG, DISPLAY BOX	ESPRESSO, LATTE FOAM, MOCHA	4 X 3 COLOUR	72 PIECES

MAKARON

S.W. SMILEY®





SW SMILEY® LICENSED MAKARON HAIR BRUSH

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY MAKARON X SW SMILEY HAIR BRUSH		8684853800349	MAKARONSW-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
SURPRISE PACKAGE, DISPLAY BOX	YELLOW, RED, PINK, BLUE, GREEN, LILAC	2 X 6 COLOUR	72 PIECES

CURLY

Curl Defining Hair Brush





CURLY

CURL DEFINING



PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

SPECIAL FOR CURLY HAIR

CURL DEFINING, FLEXIBLE, UNICORN HANDLED,
SEPARATES HAIR WITH ITS INDENTED EDGE AND
DEFINES CURLS WITH ITS UNICORN HANDLE,
SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY PRO CURLY CURL DEFINING HAIR BRUSH		8684264709729	PROCURLY-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG	CLARET RED	6 PIECES	72 PIECES

MIRACLE BRUSH





MIRACLE BRUSH



SUITABLE FOR
USE WITH BLOW
DRYER

HEAT RESISTANT

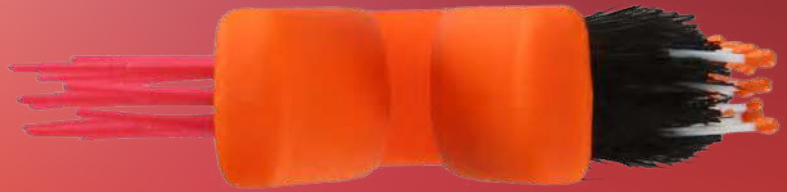
- FLEXIBLE
- SHINY BLACK APPEARANCE
- SUITABLE FOR USE ON SENSITIVE HAIR
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE	
PROCO BEAUTY PRO MIRACLE HAIR BRUSH		8684853800158	MIRACLE-FPS	
PACKAGE	COLOURS	IN BOX	IN CARTON BOX	
HANGING CARTON BOX	BRIGHT BLACK-PURPLE, BRIGHT BLACK-ORANGE, BRIGHT BLACK-YELLOW	2 X 3 COLOUR	72 PIECES	

NEW GENERATION BUN BRUSH



NEW GENERATION BUN BRUSH



FIRST AND ONLY IN TÜRKİYE,
EXCLUSIVE TO PROCO BEAUTY



COMB



FIX



VOLUME

- SPECIAL DESIGN
- NEW GENERATION BUN BRUSH
- COMBING FIXING VOLUMIZING ALL IN ONE
- SUITABLE FOR USE ON HAIR EXTENSIONS
- SOFT TOUCH
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY PREMIUM MULTY HAIR BRUSH		8684853800370	MULTY-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG	ORANGE PINK GRADIENT	6 PIECES	72 PIECES

EASY CLEAN

HAIR BRUSH



EASY CLEAN HAIR BRUSH



SPECIAL PRACTICAL
CLEANING APPARATUS

EXCLUSIVE TO PROCO BEAUTY

- SPECIAL PRACTICAL CLEANING APPARATUS
- EASY TO CLEAN
- SHINY GRADIENT DUAL COLOR
- SOFT AIR BAG SURFACE
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY PREMIUM EASY CLEAN HAIR BRUSH		8684853800219	EASYSKIN-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING CARTON BOX	SHINY NAVY BLUE PURPLE GRADIENT	6 PIECES	72 PIECES

A woman with dark, curly hair is the central figure. She has bright pink eyeshadow, blue eyes, and pink lips. Several colorful jelly beans are tucked into her hair. The background is dark, and a large number of colorful jelly beans are falling around her, creating a dynamic and festive atmosphere. The word 'JELLY' is written in a large, stylized font at the top, and 'SERIES' is written in a large, stylized font at the bottom.

JELLY

SERIES



- GLITTER COATING
- JELLY APPEARANCE,
- 3D FLEXIBLE
- HAIR DETANGLING AND COMBING
- EASY GRIP
- SUITABLE FOR USE ON WET AND DRY HAIR

EXCLUSIVE TO PROCO BEAUTY

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY PRO JELLY HAIR BRUSH		8684853800189	JELLY-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING PVC BOX	LEMON YELLOW, ORANGE, STRAWBERRY PINK	2 X 3 COLOUR	72 PIECES

LOVE

HAIR BRUSH



PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY!

- SPECIAL DESIGN SYMBOLIZING LOVE AND AFFECTION
- HEART-SHAPED
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE	
PROCO BEAUTY LOVE HAIR BRUSH		8684264709699	3DLOVE-FPS	
PACKAGE	COLOURS	IN BOX		IN CARTON BOX
HANGING TAG	BARBIE PINK	6 PIECES		72 PIECES

SELF CLEANING HAIR BRUSH



SHINY

MIRRORED HAIR BRUSH

PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY



- LILAC PURPLE SHINY COATING
- MIRRORED
- SELF-CLEANING

- OPEN AND CLOSE LATCH
- BAG SIZE
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY PREMIUM SHINY SELF-CLEANING MIRRORED HAIR BRUSH		8684264709903	MCPREMIUM-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING PVC BOX	SHINY LILAC PURPLE	6 PIECES	72 PIECES



SELF CLEANING HAIR BRUSH



- SOFT TOUCH
- SOFT BRUSH BRISTLES
- SELF-CLEANING
- SUITABLE FOR USE ON WET AND DRY HAIR

OPEN AND CLOSE HANDLE

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY PRO SELF-CLEANING HAIR BRUSH		8684264709965	KTPRO-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG	FUCHSIA, MINT GREEN, PINK	2 X 3 COLOUR	72 PIECES

MASSAGE

HAIR BRUSH

TWISTY

TWISTY



MASSAGE HAIR BRUSH



EXCLUSIVE TO PROCO BEAUTY

TWIST OPEN AND CLOSE

MASSAGE HAIR BRUSH,
SPECIAL DESIGN,
SOFT BRUSH BRISTLES,
SUITABLE FOR WET AND DRY USE

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE	
PROCO BEAUTY PREMIUM TWISTY MASSAGE HAIR BRUSH		8684853800240	TWISTY-FPS	
PACKAGE	COLOURS		IN BOX	IN CARTON BOX
HANGING CARTON BOX	DARK PINK, LILAC		3 X 2 COLOUR	72 PIECES

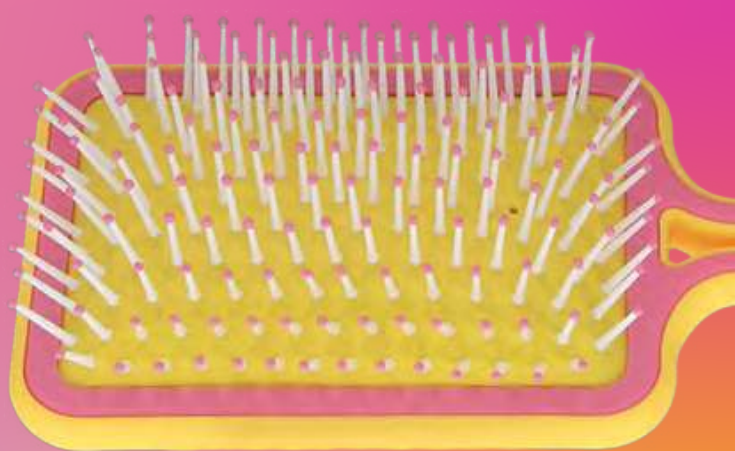
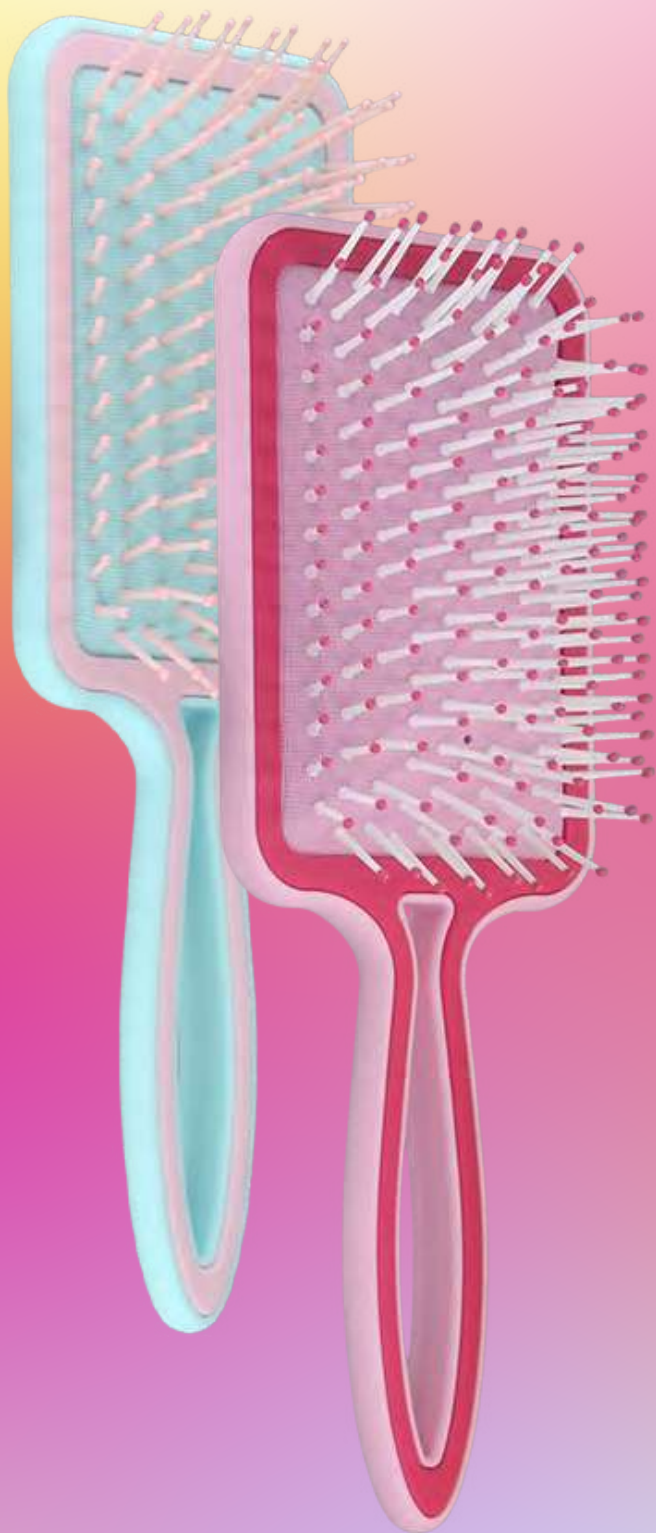
PUFF



SERIES

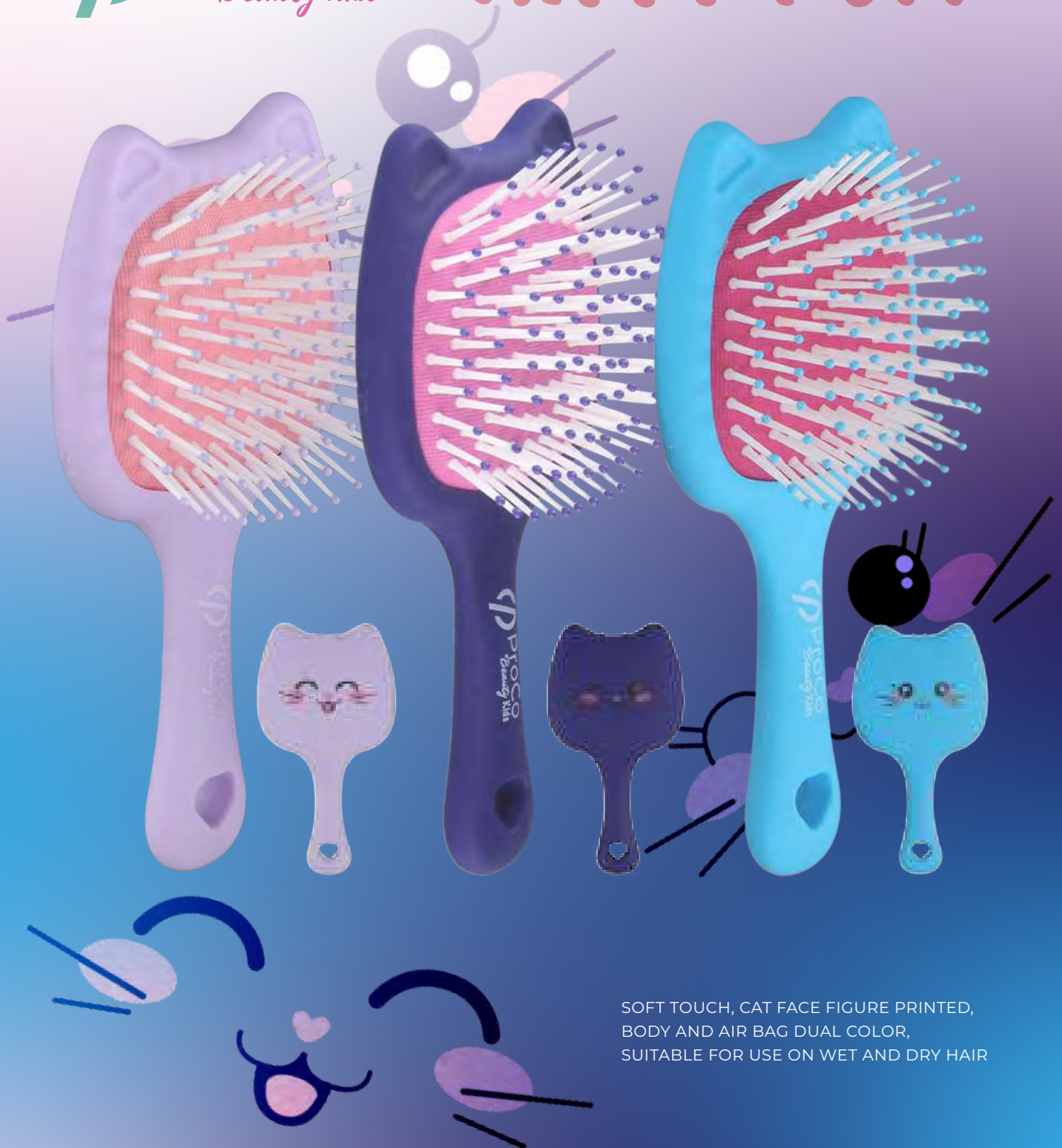
PUFF

PRO



- SOFT TOUCH
- WIDE SURFACE AIR BAG
- DUAL COLOUR PASTEL COLOURS BODY
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE	
PROCO BEAUTY PRO PUF HAIR BRUSH		8684264709668	PROPUP-FPS	
PACKAGE	COLOURS		IN BOX	IN CARTON BOX
HANGING TAG	MINT GREEN-BABY PINK, PINK-CHERRY, YELLOW-DUSTY ROSE		2 X 3 COLOUR	72 PIECES



SOFT TOUCH, CAT FACE FIGURE PRINTED,
BODY AND AIR BAG DUAL COLOR,
SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY KIDS KITTY PUF HAIR BRUSH		8684264709781	KITTYPUF-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING TAG	TURQUOISE, LILAC, PURPLE	2 X 3 COLOUR	72 PIECES

A woman with a large, colorful floral crown featuring pink, purple, and blue flowers. She has intricate face paint, including a central forehead design with a blue and pink motif, and purple eyeshadow. Her hair is styled in two long, thick braids. She is wearing a black top with a vibrant floral pattern and a red beaded necklace. The background is a solid blue color.

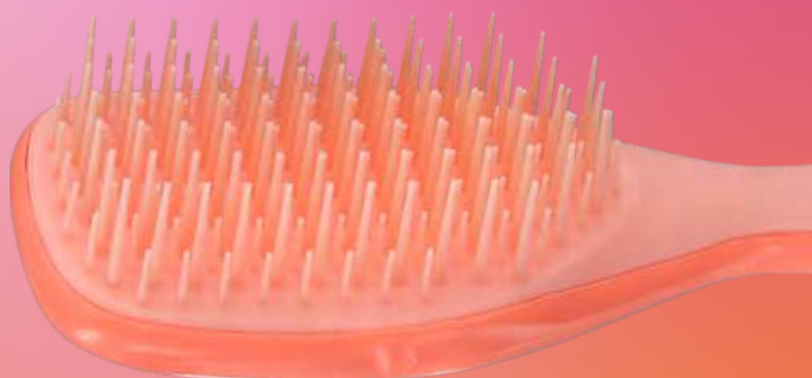
HAIR DETANGLER

HAIR BRUSH



HAIR DETANGLER

HAIR BRUSH



- BAG SIZE
- HAIR DETANGLER
- TWO-LAYER BRUSH TECHNOLOGY
- SUITABLE FOR USE ON WET AND DRY HAIR

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE	
PROCO BEAUTY PRO DETANGLING MINI HAIR BRUSH		8684264709934	DBPRO-FPS	
PACKAGE	COLOURS		IN BOX	IN CARTON BOX
HANGING PVC BOX	DARK PINK, MINT GREEN, CORAL		2 X 3 COLOUR	72 PIECES

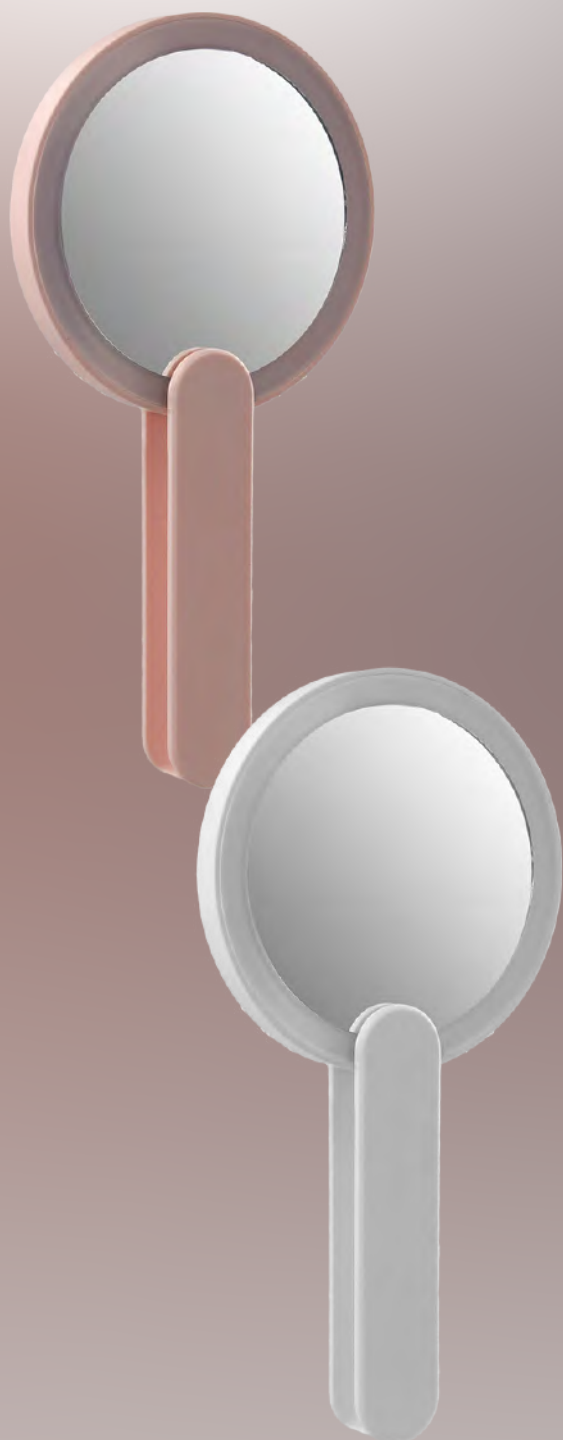
LED LIGHTED

MAKEUP MIRROR





PRO



LED LIGHTED HANDLED MAKEUP MIRROR

- LED LIGHTED
- TURN THE LIGHT ON AND OFF WITH THE HANDLE
- FOLDABLE HANDLE
- LONG-LIFE RECHARGEABLE BATTERY

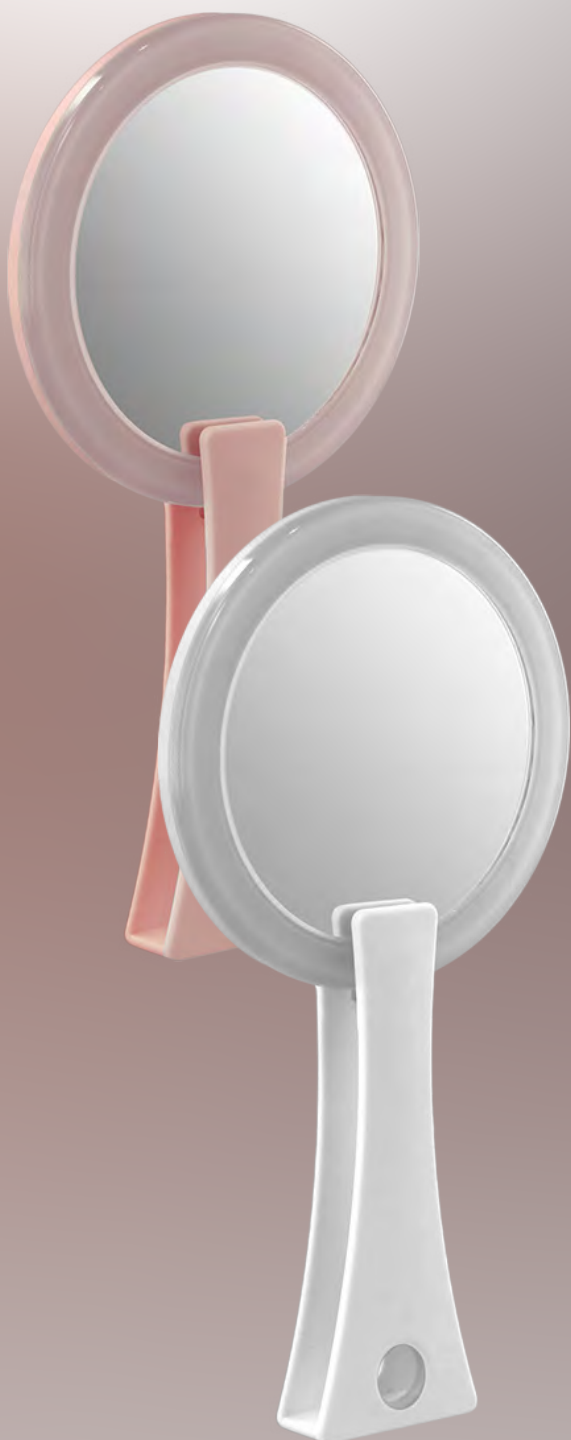
PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE	
PROCO BEAUTY PRO LED LIGHTED HANDLED MAKEUP MIRROR		8684264709842	PRM01-FPS	
PACKAGE	COLOURS		IN BOX	IN CARTON BOX
HANGING CARTON BOX, DISPLAY BOX	BABY PINK, WHITE		3 X 2 COLOUR	72 PIECES



PRO

LED LIGHTED STANDING
HANDLED MAKEUP MIRROR

PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY



- LED LIGHT
- TURN THE LIGHT ON AND OFF WITH THE HANDLE
- FOLDABLE HANDLE THAT LETS IT STAND
- LONG-LIFE RECHARGEABLE BATTERY

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE	
PROCO BEAUTY PRO LED LIGHTED STANDING HANDLED MAKEUP MIRROR		8684264709873	PRM02-FPS	
PACKAGE	COLOURS	IN BOX		IN CARTON BOX
HANGING CARTON BOX, DISPLAY BOX	BABY PINK, WHITE	3 X 2 COLOUR		72 PIECES



PRO



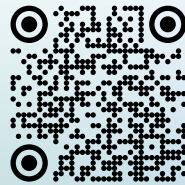
TOUCH LED LIGHTED
FOLDABLE MAKEUP MIRROR

PATENTED DESIGN,
EXCLUSIVE TO PROCO BEAUTY

- LED LIGHT
- TOUCH LIGHT ON AND OFF
- 3 DIFFERENT LIGHT COLORS
- 5X ZOOM
- ADJUSTABLE BRIGHTNESS
- LONG-LIFE RECHARGEABLE BATTERY

PRODUCT NAME		PRODUCT BARCODE	PRODUCT CODE
PROCO BEAUTY PRO TOUCH LED LIGHTED FOLDABLE MAKEUP MIRROR		8684264709811	PSM01-FPS
PACKAGE	COLOURS	IN BOX	IN CARTON BOX
HANGING CARTON BOX, DISPLAY BOX	BABY PINK, WHITE	3 X 2 COLOUR	72 PIECES

THANK YOU!



FPS Grup Satış Pazarlama İç ve Dış Ticaret Ltd. Şti.
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