



— HERM.IO RESEARCH · TURKEY COSMETICS

AI Visibility Report

The second AI-visibility snapshot of Turkey's cosmetics market, and the first with a like-for-like comparison: how five large language models answer 45 Turkish-language questions about skincare, makeup and personal care — read across eight separate cuts.

1,125

Total Responses

45

Questions Analyzed

322

Entities Tracked

53

Qualified Entities

43 / 60

Rose / Fell vs May

KEY FINDINGS

At a glance

This report reproduces the real Turkish-language questions consumers ask AI assistants about cosmetics, and measures how often, in what order, and across how many models five large language models name each brand. It is the second edition of a quarterly series, and the first that can compare itself with the one before it.

- 1 The Purest Solutions leads the 45-question board with a 93.92 score**, named in 33.2% of all 1,125 responses and by all five models. Golden Rose (89.64), Flormar (82.61), Maybelline New York (82.08) and La Roche-Posay (76.44) complete the top five — two of them foreign, which is new for this series.
- 2 Ask for a Turkish brand and Turkish brands take 98.3% of qualifying mentions.** Drop the word Turkish and they take 30.8%, with the top five all foreign. The same five models, in the same week, produce two entirely different shelves.
- 3 Of 322 tracked entities, 53 cleared the 5% threshold** on the full question set; the average qualified score is 54.34, and thirty of the fifty-three are Turkish.
- 4 Claude Haiku 4.5 is the only model whose most-named brand is not Turkish**, and Grok names 15.2 entities per answer against Claude's 6.2 — a difference in answer format, not in knowledge.
- 5 On the 27 questions carried from May, 43 brands rose and 60 fell.** Maruderm gained 16.11 points and Bioxcin 12.41; Farmasi lost 10.37 and Atelier Rebul 10.18. The movement runs toward mid-sized Turkish challengers and away from the incumbents.
- 6 Gemini stopped searching.** Its web-grounding rate fell from 84.4% in May to 26.2%. All 225 calls completed normally, so this is model behaviour, not a collection failure; every other model grounded between 96.4% and 100%.

Edition 1 against edition 2

This is the first comparative edition in the series, so the first thing to establish is what actually changed about the study — as distinct from what changed about the market.

WHAT CHANGED BETWEEN THE TWO EDITIONS the study, not the market

	Edition 1 — May 2026	Edition 2 — September 2026
Questions	27	45 (the same 27, plus 18 new)
Models	4	5
Responses	540	1,125
Entities tracked	138 (brands only)	322 (brands, retailers, marketplaces, licensed, sub-brands)
Qualified on the main board	31	53
Comparable to the other edition?	—	Rankings: no. Raw mention rate on core27_4prov: yes, with caveats.

WHAT IS COMPARABLE, AND WHAT IS NOT

The leaderboards in Chapter 3 are a **new baseline**, not a continuation of edition 1's: the question set is two-thirds larger and the entity list now includes retailers and marketplaces. Scores are scaled within each cut and never travel between cuts, editions or verticals. The only cross-edition comparison in this report is Chapter 8, which uses raw mention rate on the 27 questions carried verbatim and the four providers carried from May.

SCOPE & METHOD

Vertical: cosmetics, skincare, makeup and personal care — Turkey. Method: a single point-in-time study of 1,125 responses across five large language models (Gemini 3.6 Flash, ChatGPT 5.6 Luna Pro, Claude Haiku 4.5, Grok 4.3, Perplexity Sonar), each asked 45 Turkish-language questions five times. Collection window: 4–5 September 2026. Edition 2 of a quarterly series; edition 1 (May 2026) covered 27 questions and 4 models.

HOW TO READ THIS REPORT — VISIBILITY IS NOT QUALITY

This report measures one thing: how often, how prominently, and across how many AI assistants a brand is named when people ask about cosmetics in Turkey. A high score means these systems currently have a lot of information available about a brand and surface it readily — not that the brand is better, safer, healthier or more effective. A low score, or a zero, means a brand is currently less visible to these systems — not that it is inferior. AI visibility reflects information availability and discovery, not product quality. This study does not measure the accuracy, quality or sentiment of any recommendation.

Key terms: AI visibility, AI Visibility Score, cosmetic brands, Turkish cosmetics market, Turkish (yerli) cosmetic brands, LLM brand recommendations, ChatGPT/Gemini/Claude/Grok/Perplexity brand recommendation, Generative Engine Optimization (GEO).

CONTENTS

Report contents

01	Executive Summary	05
02	Methodology	07
03	Overall Visibility Leaderboard	13
04	Two Shelves: What Happens When You Say “Turkish”	19
05	Differences Between Models	25
06	Question-Type Ownership	28
07	The Product Shelf	31
08	What Changed Since May	33
09	The Discovery Ecosystem	38
10	What the Patterns Suggest	41
11	Limitations and Notes	43
12	Appendix & Data	47

01

SECTION 01

Executive Summary

The single strongest determinant of which cosmetic brands an AI assistant names in Turkey is not the brand — it is whether the question contains the word “Turkish.”

EXECUTIVE SUMMARY

The question chooses the shelf

ONE-SENTENCE TAKEAWAY

The single strongest determinant of which cosmetic brands an AI assistant names in Turkey is not the brand — it is whether the question contains the word “Turkish.”

- 1 The Purest Solutions leads the full 45-question board.** It appeared in **33.2%** of all 1,125 responses, was named by all five models, and scores **93.92**. Golden Rose (89.64), Flormar (82.61), Maybelline New York (82.08) and La Roche-Posay (76.44) complete the top five. Two of that five are foreign, which is new for this series.
- 2 The market has two entirely different shelves, and the question chooses between them.** On the 22 Turkish-constrained questions, Turkish entities take **98.3%** of qualifying mentions and 38 of the 40 qualifiers are Turkish. On the 23 origin-neutral questions, Turkish entities take **30.8%**, only 17 of 53 qualifiers are Turkish, and the top five — Maybelline New York, La Roche-Posay, L'Oréal Paris, Estée Lauder, Bioderma — are all foreign.
- 3 This is not a reversal of May, and should not be read as one.** Edition 1's origin-neutral comparison rested on 5 questions and 100 responses. This one rests on 23 questions and 575 responses, 18 of which are new product-level queries such as *akmayan rimel önerisi* (a mascara that doesn't run). We did not watch a shelf move; we built a much larger one and looked at it properly.
- 4 The five assistants do not agree, and one of them disagrees on origin.** Grok names **15.2** entities per answer, Claude Haiku **6.2**. Perplexity has the widest repertoire at 207 distinct entities. And Claude Haiku 4.5 is the only model whose most-named brand is not Turkish — it leads with L'Oréal Paris at 23.1%, while The Purest Solutions, the overall leader, appears in only 7.6% of its answers.
- 5 Turkish challengers gained on the carried questions; the incumbents did not.** On the 27 questions repeated verbatim from May, 43 brands rose and 60 fell. The largest gains went to Maruderm (+16.11 points) and Bioxcin (+12.41), the largest falls to Farmasi (-10.37) and Atelier Rebul (-10.18). The leader itself slipped 3.88 points and still led comfortably.
- 6 Gemini stopped searching.** Its web-grounding rate fell from 84.4% in May to **26.2%** — all 225 calls completed normally, so this is model behaviour, not a collection failure. Every other model grounded between 96.4% and 100%.
- 7 Retailers and marketplaces are now part of the shelf.** Gratis (#18), Trendyol (#19), Watsons (#22), Sephora (#35) and Hepsiburada (#36) all qualify on the full question set. Four in five of Trendyol's mentions come from a single model.
- 8 The source ecosystem is long-tailed and increasingly brand-owned.** Across **770** cited domains, 52.7% of citations come from a long tail of small sites; brand-owned sites now account for **22.6%**. Only nine domains were cited by 100 or more responses.

Why it matters

Consumers are shifting product discovery from search engines to AI assistants. Whether a brand appears in those assistants' answers is becoming a discovery channel in its own right. This edition doubles the question set and adds a fifth model, and in doing so it exposes something edition 1 was too small to see clearly: a Turkish cosmetics brand can be highly visible in the domestic conversation and nearly invisible the moment the consumer stops specifying origin. A reminder: the numbers below describe visibility and information availability — not which brands are best.

02

SECTION 02

Methodology

Five large language models were asked 45 Turkish questions five times each, with no system prompt, producing 1,125 responses; every one of 2,832 entity candidates passed a human review gate, and scores are computed separately within each published cut.

METHODOLOGY

How the study was run

ONE-SENTENCE TAKEAWAY

Five large language models were asked 45 Turkish questions five times each — with no system prompt — to produce 1,125 responses; every one of 2,832 entity candidates passed a human review gate, and scores are computed separately within each published cut against a published scale.

2.1 SCOPE AND MODELS

The study queried five large language models directly via API with identical questions. All models received **only the user question** — no system prompt was used, temperature was not set manually (provider default), and no region or locale parameter was defined. Because the questions are in Turkish, models infer the Turkish market from language alone; an explicit locale was deliberately not set.

TABLE 1 — THE FIVE-MODEL PANEL 225 responses each · 45 questions × 5 repeats

Model	API name	Resp.	Grounded	Entities	Per answer	Edition 1
Gemini 3.6 Flash	gemini-3.6-flash	225	26.2%	182	9.16	Carried
ChatGPT 5.6 Luna Pro	openai/gpt-5.6-luna-pro	225	96.4%	171	6.68	Carried
Claude Haiku 4.5	anthropic/claude-haiku-4.5	225	100.0%	200	6.15	Carried
Grok 4.3	x-ai/grok-4.3	225	100.0%	203	15.24	Carried
Perplexity Sonar	perplexity/sonar	225	100.0%	207	9.81	New

Four of the five providers carry over from edition 1. Perplexity Sonar is new. Within the carried four, only Grok is genuinely unchanged: Gemini moved from 3.5-flash to 3.6-flash, ChatGPT from 5.5 to 5.6-luna-pro, and **Claude moved from Sonnet 4.6 to Haiku 4.5 — a tier change, not a version bump**. Chapter 8 explains what that does to cross-edition comparison and how this report handles it.

2.2 WEB-SEARCH CONFIGURATION

Web search was available to every model, and each model decided for itself whether to use it. Overall **84.5%** of responses were web-grounded, but the distribution is extremely uneven.

TABLE 2 — GROUNDED AND UNGROUNDED RESPONSES by model · 1,125 responses

Model	Grounded	From memory	Grounded rate
Gemini 3.6 Flash	59	166	26.2%
ChatGPT 5.6 Luna Pro	217	8	96.4%
Claude Haiku 4.5	225	0	100.0%
Grok 4.3	225	0	100.0%
Perplexity Sonar	225	0	100.0%

WEB-GROUNDED RESPONSE RATE BY MODEL (%)



Claude, Grok and Perplexity grounded every answer. ChatGPT grounded 96.4%. **Gemini grounded 26.2%**, down from 84.4% in May. All 225 Gemini calls completed and returned substantive text, so this is a change in how the model chooses to answer, not a data-collection fault. It means roughly 174 of the 1,125 responses in this study were produced from model memory rather than retrieval, and about 166 of those are Gemini's.

CITATION PAYLOADS DIFFER BY PROVIDER

Gemini returns grounding text segments rather than URLs, with a redirect wrapper on the URI, so domains were taken from the search-results title field. Grok returns citation titles as bare numerals, so domains were taken from the URL. Perplexity and Claude embed the full text of cited pages inside the citation payload; that payload was never matched against brand names, because doing so would credit a brand quoted inside a cited page but never named by the model.

2.3 QUESTIONS AND CUTS

45 questions, all asked exactly as a consumer would type them. **27 are carried verbatim from edition 1; 18 are new**, all origin-neutral and product-level (*kalıcı mat ruj önerisi, beyaz iz bırakmayan yağsız SPF 50 güneş kremi hangi marka iyi?*). No question was reworded, and none was excluded after collection.

TABLE 3 — QUESTION DESIGN BALANCE

type totals 15/15/15 · scope totals 23 open / 22 constrained

Question type	Origin-neutral	Turkish-constrained	Total
Discovery	10	5	15
Attribute	7	8	15
Use case	6	9	15

Within-type scope is deliberately uneven — discovery skews origin-neutral, use case skews Turkish-constrained — because the 27 carried questions could not be reworded without breaking the trend. Read per-type origin splits with that in mind.

TABLE 4 — THE EIGHT PUBLISHED CUTS

every metric is computed within a cut

Cut	Questions	Models	Responses	Qualified
general — all questions	45	5	1,125	53
local — Turkish-constrained	22	5	550	40
open — origin-neutral	23	5	575	53
qtype:discovery	15	5	375	63
qtype:attribute	15	5	375	49
qtype:use_case	15	5	375	33
core27 — carried questions	27	5	675	48

(cont.)

Cut	Questions	Models	Responses	Qualified
core27_4prov — trend cut	27	4	540	45

HOW THE CUTS RECONCILE

local + open = general, and the three question-type cuts also sum to general. The two core27 cuts are model-restricted trend cuts and deliberately do not participate in that reconciliation.

2.4 ENTITY RESOLUTION

Every one of **2,832 candidate names** above a three-response floor was reviewed by a human. 1,449 were dropped as non-entities, 1,079 were merged into a parent, and **322 were kept** — 298 brands, 12 retailers, 4 marketplaces, 5 licensed brands and 3 sub-brands. Every kept entity carries a verified website or an explicit blank, and every one carries a source URL for its origin decision.

Four parts of that process are worth stating, because each is a place where a ranking of this kind usually goes wrong.

- **Generic words look exactly like brands.** The most frequent extracted candidate in the whole corpus was *türkiye* (672 responses), followed by *cilt* (skin, 513) and *türk* (492). None is a brand. Nor is “solutions,” which appears in 373 responses — every single one of them a fragment of The Purest Solutions.
- **Product lines are not brands.** “Anthelios” appeared in 89 responses; it is La Roche-Posay’s sunscreen range, and was merged into it. “Lash Sensational” (88), “Fit Me” (77) and “Sky High” (73) are all Maybelline products and were merged into Maybelline New York. Left alone, each would have entered the leaderboard as a mid-table brand.
- **One brand can be written several ways.** L’Oréal Paris was reassembled from three spellings — differing only by apostrophe style and the presence of “Paris” — and stands at 247 responses in the general cut. Merged entities are counted as the *union* of their response sets, never the sum: Make Up For Ever’s eight child names summed to 75 responses but the union is 21, because a single response frequently mentions more than one of them.
- **Names that resemble each other usually belong to different companies.** Nine variant pairs were folded on evidence — a corporate suffix, an accent variant, or a shared verified website (Bade Naturel into Bade Natural, both at badenatural.com). A further fourteen near-name pairs were reviewed and deliberately left separate.

TABLE 5 — FOURTEEN NEAR-NAME PAIRS REVIEWED AND NOT MERGED an edit-distance rule would have fused them

Pair	Pair	Pair
Dermoskin / Dermokil	Bioderma / Bioterra	Rosece / Rosense
Herbaderm / Dermaderm	Rare Beauty / Pure Beauty	Missha / Miseca
Dalin / Dalan	Althea / Dr. Althea	Polente Natural / Polen Natural
Baims / Balmy	Rosavia / Rosaqua	Dermadolin / Ceradolin
La Mer / Lavera	Laperas / Lavera	—

Each pair is two distinct companies; an edit-distance rule would have fused them and silently inflated one brand’s visibility with another’s. Twenty-eight entities were **promoted**: they were merge targets that never appeared as candidates in their own right, so they had no classification until they inherited their children’s responses. Make Up For Ever, Yves Saint Laurent Beauty and Kiehl’s all arrived that way.

2.5 AI VISIBILITY SCORE (0-100)

$$\text{Score} = 0.45 \times \text{Mention} + 0.30 \times \text{Position} + 0.25 \times \text{Breadth}$$

Component	Weight	What it measures
Mention	45%	Share of that cut's responses naming the entity, scaled against the highest mention rate among qualified entities in the cut.
Position	30%	Mean reciprocal rank of the entity's first mention, scaled against the highest MRR among qualified entities in the cut.
Breadth	25%	Number of models naming the entity, out of the models in the cut.

An entity qualifies for ranking if it is named in at least **5%** of that cut's responses.

A WORKED EXAMPLE – THE PUREST SOLUTIONS, GENERAL CUT

373 of 1,125 responses gives a mention rate of 0.3316, which is the highest among qualified entities, so the mention component is 100.0. Its MRR of 0.4957 against the cut maximum of 0.6217 gives a position component of 79.7. Breadth of 5 out of 5 gives 100.0. The composite is $0.45 \times 100.0 + 0.30 \times 79.7 + 0.25 \times 100.0 = \mathbf{93.92}$.

The leader scores 93.92 rather than 100 because no single entity tops all three components at once — the highest MRR in this cut belongs to Estée Lauder, not to the leader. That is how component scaling is supposed to behave.

TABLE 6 – SCORE COMPONENTS, TOP 12 (GENERAL CUT)

components are scaled within the cut, not clipped at 100

#	Entity	Mention	Position	Breadth	AI Score
● 1	The Purest Solutions	100.0	79.7	100.0	93.92
2	Golden Rose	93.6	75.1	100.0	89.64
3	Flormar	84.5	65.4	100.0	82.61
4	Maybelline New York	77.2	74.5	100.0	82.08
5	La Roche-Posay	53.4	91.4	100.0	76.44
6	Maruderm	79.9	46.5	100.0	74.89
7	Pastel	78.3	48.3	100.0	74.71
8	L'Oréal Paris	66.2	60.6	100.0	72.98
9	Dermoskin	62.5	56.5	100.0	70.06
10	Cosmed	69.4	43.4	100.0	69.25
11	Bioderma	45.8	65.9	100.0	65.39
12	Estée Lauder	22.8	100.0	100.0	65.25

THE SCALE MOVES WITH THE LEADER, SO SCORES NEVER TRAVEL

A score of 93.92 in the general cut and 96.65 in the core27 cut are not the same quantity, because each cut has its own maxima. Scores must never be compared across cuts, across editions, or across verticals. Cross-edition comparison in Chapter 8 uses raw mention rate only.

Components are never clipped at 100. Because the maxima come from qualified entities only, an unqualified entity can exceed 100 on a component — 56 of the 1,924 metric rows do, which is 2.9% of all rows and 3.6% of the unqualified ones. A value above 100 is a true statement that the entity beats the cut leader on that one component while being named too rarely to rank.

2.6 WHAT CHANGED SINCE EDITION 1, AND WHAT IS COMPARABLE

TABLE 7 — EDITION 1 AGAINST EDITION 2 edition 2 is a new baseline for overall rankings

	Edition 1 — May 2026	Edition 2 — September 2026
Questions	27	45 (the same 27, plus 18 new)
Models	4	5
Responses	540	1,125
Entities tracked	138 (brands only)	322 (brands, retailers, marketplaces, licensed, sub-brands)
Qualified on the main board	31	53
Comparable to the other edition?	—	Rankings: no. Raw mention rate on core27_4prov: yes, with caveats.

The overall leaderboards in Chapter 3 are a **new baseline**. Edition 1's 138-entity list was brand-only and never faced the retailer or marketplace question; this edition's 322-entity list does, and the question set is two-thirds larger. Any comparison of scores or ranks between the two editions would be meaningless. The only cross-edition comparison in this report is Chapter 8, which uses raw mention rate on the 27 carried questions and the four carried providers.

2.7 ORIGIN, NEUTRALITY AND SELF-EXCLUSION

Origin is assigned by **trademark ownership**, sourced to a public record — a trademark registry entry or the brand's own corporate disclosure — for every entity. Under this rule a foreign mark operated in Turkey under licence stays foreign and is tagged as a licensed brand. Fourteen entities whose origin could not initially be established have since been confirmed Turkish and are counted as such throughout this report.

Marketplaces and retailers are included in every published leaderboard, because they are genuinely what the assistants name. A brand-only view, with Trendyol and Hepsiburada removed and nothing else changed, is published alongside the main board in §3.3. Retailers that carry their own labels — Gratis, Watsons, Rossmann, Sephora — are retained everywhere; they are retailers, not marketplaces.

SELF-EXCLUSION

Herm.io's own domain is excluded from the source data before analysis, as in edition 1. Herm.io does not appear in, measure itself through, or benefit from its own study.

03

SECTION 03

Overall Visibility Leaderboard

Fifty-three entities cleared the threshold on the full question set; the top three are Turkish, the next two are foreign, and the list flattens quickly after the first ten.

OVERALL VISIBILITY LEADERBOARD

Fifty-three qualifiers, and a closer race

ONE-SENTENCE TAKEAWAY

Fifty-three entities cleared the threshold on the full question set; the top three are Turkish, the next two are foreign, and the list flattens quickly after the first ten.

The table below ranks all **53 entities** that were named in at least 5% of the 1,125 responses, by AI Visibility Score. As a reminder, this ranks visibility, not brand quality.

3.1 General leaderboard — 53 qualified entities

TABLE 8 — AI VISIBILITY SCORE (GENERAL)

45 questions · 1,125 responses · 53 qualified

#	Entity	Origin	Mention	MRR	AI Score
● 1	The Purest Solutions	TR	33.16%	0.496	93.92
2	Golden Rose	TR	31.02%	0.467	89.64
3	Flormar	TR	28.00%	0.406	82.61
4	Maybelline New York	Foreign	25.60%	0.463	82.08
5	La Roche-Posay	Foreign	17.69%	0.569	76.44
6	Maruderm	TR	26.49%	0.289	74.89
7	Pastel	TR	25.96%	0.300	74.71
8	L'Oréal Paris	Foreign	21.96%	0.377	72.98
9	Dermoskin	TR	20.71%	0.351	70.06
10	Cosmed	TR	23.02%	0.270	69.25
11	Bioderma	Foreign	15.20%	0.409	65.39
12	Estée Lauder	Foreign	7.56%	0.622	65.25
13	Bioxcin	TR	18.40%	0.239	61.51
14	Dior	Foreign	7.11%	0.516	59.56
15	Benefit	Foreign	6.76%	0.503	58.43
16	Farmasi	TR	17.78%	0.184	57.99
17	Note Cosmetics	TR	15.82%	0.226	57.37
18	Gratis	TR	13.24%	0.298	57.36
19	Trendyol	TR	14.22%	0.231	55.43
20	CeraVe	Foreign	7.56%	0.411	55.07
21	Bade Natural	TR	9.96%	0.333	54.58

03 · OVERALL VISIBILITY LEADERBOARD

15 / 63

(cont.)

#	Entity	Origin	Mention	MRR	AI Score
22	Watsons	Foreign	12.53%	0.244	53.78
23	Lancôme	Foreign	8.53%	0.348	53.39
24	MAC Cosmetics	Foreign	10.49%	0.293	53.37
25	Rosece	TR	12.71%	0.213	52.52
26	PROXONE	TR	6.93%	0.363	51.93
27	Otacı	TR	11.91%	0.218	51.68
28	Avène	Foreign	8.27%	0.300	50.71
29	Gülsha	TR	13.33%	0.146	50.17
30	NARS	Foreign	8.53%	0.270	49.63
31	Essence	Foreign	10.22%	0.218	49.38
32	NYX	Foreign	10.67%	0.203	49.27
33	Cream Co.	TR	14.31%	0.177	47.97
34	Homemade Aromaterapi	TR	10.49%	0.171	47.50
35	Sephora	Foreign	9.60%	0.189	47.14
36	Hepsiburada	TR	11.11%	0.145	47.06
37	Sinoz	TR	8.44%	0.216	46.87
38	Beaulis	TR	7.11%	0.223	45.43
39	Vichy	Foreign	5.96%	0.236	44.49
40	Fenty Beauty	Foreign	6.49%	0.220	44.43
41	Kiko Milano	Foreign	5.24%	0.244	43.90
42	Urban Care	TR	8.62%	0.138	43.34
43	Yves Saint Laurent	Foreign	5.33%	0.221	42.91
44	Rossmann	Foreign	6.04%	0.201	42.88
45	NYX Professional Makeup	Foreign	5.51%	0.203	42.28
46	Cecile	TR	6.58%	0.161	41.70
47	The Ordinary	Foreign	5.16%	0.188	41.09
48	Misbahçe	TR	8.18%	0.183	39.93
49	Simya Evi	TR	5.16%	0.126	38.09
50	New Well	TR	5.87%	0.098	37.69

03 · OVERALL VISIBILITY LEADERBOARD

16 / 63

(cont.)

#	Entity	Origin	Mention	MRR	AI Score
51	Abtira	TR	6.49%	0.103	33.76
52	Atelier Rebul	TR	5.42%	0.075	31.00
53	S'he Vec	TR	6.04%	0.143	30.09

AVERAGE

Average score of the 53 qualified entities: 54.34. Origin split: 30 Turkish, 23 foreign. 269 tracked entities sit below the threshold entirely.

AI VISIBILITY SCORE – TOP 20 ENTITIES (GENERAL CUT)

The Purest Solutions	93.92
Golden Rose	89.64
Flormar	82.61
Maybelline New York	82.08
La Roche-Posay	76.44
Maruderm	74.89
Pastel	74.71
L'Oréal Paris	72.98
Dermoskin	70.06
Cosmed	69.25
Bioderma	65.39
Estée Lauder	65.25
Bioxcin	61.51
Dior	59.56
Benefit	58.43
Farmasi	57.99
Note Cosmetics	57.37
Gratis	57.36
Trendyol	55.43
CeraVe	55.07

Tier narrative

The leader, and a closer race than last time (93.92–82.08). The Purest Solutions holds the top of the board with a maximum mention component and full breadth, but its margin has narrowed: Golden Rose is 4.3 points behind, and Flormar and Maybelline New York are within 12. In edition 1's much smaller question set the leader stood 10.7 points clear of second place. Widening the question set brought competitors closer, which is what one would expect if the leader's dominance was concentrated in the questions that name Turkey explicitly — and §4.2 shows exactly that.

The dermocosmetic block, foreign and domestic interleaved (76.44–65.39). La Roche-Posay (76.44), Maruderm (74.89), Pastel (74.71), L'Oréal Paris (72.98), Dermoskin (70.06), Cosmed (69.25) and Bioderma (65.39) sit in one band with no clean origin boundary. Two contrasting profiles are visible inside it. La Roche-Posay is named in 17.7% of responses but sits very high when it appears, giving it a position component of 91.4. Maruderm is named far more often (26.5%) but appears late, scoring 46.5 on position. They finish two points apart by completely different routes.

The prominence specialists (65.25–58.43). Estée Lauder is the clearest case in the study: named in only 7.6% of responses, but with the highest MRR of any qualified entity in the cut — when it is named, it is named first. That single component carries it to 12th. Dior (59.56) and Benefit (58.43) follow the same pattern. These are low-frequency, high-prominence entities, and their rank should be read as “rarely mentioned, but mentioned early,” not as broad visibility.

Retail enters the board (57.36–47.06). Gratis at 18th, Trendyol at 19th, Watsons at 22nd, Sephora at 35th and Hepsiburada at 36th. Edition 1’s brand-only list could not show this. It is worth taking literally: when Turkish consumers ask an AI assistant about cosmetics, the answer names where to buy roughly as readily as it names what to buy.

The long tail (46.87–30.09). Scores fall from the high 40s to 30.09 across the last twenty positions. Most entities here are still named by all five models, but both mention and position decline together. At the bottom, S’he Vec (30.09) and three others carry a reduced breadth component because only three or four models named them. A lower rank here means lower current visibility to AI systems — not lower brand quality.

3.2 The same board by volume

Scores reward prominence as well as frequency, so the ranking by raw mention rate is a different list. It is worth publishing because the gap between the two is itself informative.

TABLE 9 — GENERAL CUT BY MENTION RATE

top 12 · compare the final two columns

#	Entity	Origin	Mention	Mentions	Score	Score rank	Move
● 1	The Purest Solutions	TR	33.16%	373	93.92	#1	—
2	Golden Rose	TR	31.02%	349	89.64	#2	—
3	Flormar	TR	28.00%	315	82.61	#3	—
4	Maruderm	TR	26.49%	298	74.89	#6	+2
5	Pastel	TR	25.96%	292	74.71	#7	+2
6	Maybelline New York	Foreign	25.60%	288	82.08	#4	-2
7	Cosmed	TR	23.02%	259	69.25	#10	+3
8	L’Oréal Paris	Foreign	21.96%	247	72.98	#8	—
9	Dermoskin	TR	20.71%	233	70.06	#9	—
10	Bioxcin	TR	18.40%	207	61.51	#13	+3
11	Farmasi	TR	17.78%	200	57.99	#16	+5
12	La Roche-Posay	Foreign	17.69%	199	76.44	#5	-7

La Roche-Posay is the sharpest divergence in the study: 12th by volume, 5th by score. Farmasi runs the other way, 11th by volume and 16th by score — it is named often but consistently late in the answer. Maruderm and Cosmed both gain positions on volume that the position component takes back.

3.3 Brand-only view

Removing the two marketplaces — Trendyol and Hepsiburada, named explicitly, with nothing else changed — leaves 51 qualified entities and moves every entity below rank 19 up by one or two places. No entity in the top ten is affected.

TABLE 10 — BRAND-ONLY TOP 15 (GENERAL)

own-label retailers retained · marketplaces removed

#	Entity	Origin	Mention	AI Score
● 1	The Purest Solutions	TR	33.16%	93.92
2	Golden Rose	TR	31.02%	89.64
3	Flormar	TR	28.00%	82.61
4	Maybelline New York	Foreign	25.60%	82.08
5	La Roche-Posay	Foreign	17.69%	76.44
6	Maruderm	TR	26.49%	74.89
7	Pastel	TR	25.96%	74.71
8	L'Oréal Paris	Foreign	21.96%	72.98
9	Dermoskin	TR	20.71%	70.06
10	Cosmed	TR	23.02%	69.25
11	Bioderma	Foreign	15.20%	65.39
12	Estée Lauder	Foreign	7.56%	65.25
13	Bioxcin	TR	18.40%	61.51
14	Dior	Foreign	7.11%	59.56
15	Benefit	Foreign	6.76%	58.43

04

SECTION 04

Two Shelves: What Happens When You Say “Turkish”

The same five models, in the same week, produce a 98.3% Turkish shelf and a 69.2% foreign one depending only on whether the question specifies origin.

TWO SHELVES

One word changes the answer

ONE-SENTENCE TAKEAWAY

The same five models, in the same week, produce a 98.3% Turkish shelf and a 69.2% foreign one depending only on whether the question specifies origin.

This is the finding that carries the edition. The 45 questions split cleanly into 22 that constrain the answer to Turkish brands (*kaliteli ve yerli cilt bakımı markaları arıyorum*) and 23 that do not (*en iyi makyaj bazı hangi marka*). Each set has its own leaderboard, its own denominator and its own scale. Neither can be read as the market; both together can.

4.1 ORIGIN SHARE ON BOTH CUTS

TABLE 11 – THE TWO SHELVES SIDE BY SIDE

both figures must always be quoted together

	Turkish-constrained cut	Origin-neutral cut
Questions	22	23
Responses	550	575
Qualified entities	40	53
— of which Turkish	38	17
Turkish share of qualifying mentions	98.3%	30.8%
Turkish share across all tracked entities	93.9%	31.1%
Leader	The Purest Solutions (94.98)	Maybelline New York (92.33)

TURKISH SHARE OF QUALIFYING MENTIONS, BY CUT (%)



4.2 THE TURKISH-CONSTRAINED SHELF

Forty entities qualify, thirty-eight of them Turkish.

TABLE 12 – AI VISIBILITY SCORE (TURKISH-CONSTRAINED)

22 questions · 550 responses · 40 qualified

#	Entity	Origin	Mention	MRR	AI Score
1	The Purest Solutions	TR	51.82%	0.542	94.98
2	Golden Rose	TR	34.00%	0.651	84.53
3	Maruderm	TR	42.36%	0.310	76.06
4	Dermoskin	TR	34.91%	0.400	73.76
5	Flormar	TR	29.45%	0.469	72.17
6	Pastel	TR	33.09%	0.359	70.27
7	Cosmed	TR	35.64%	0.304	69.94

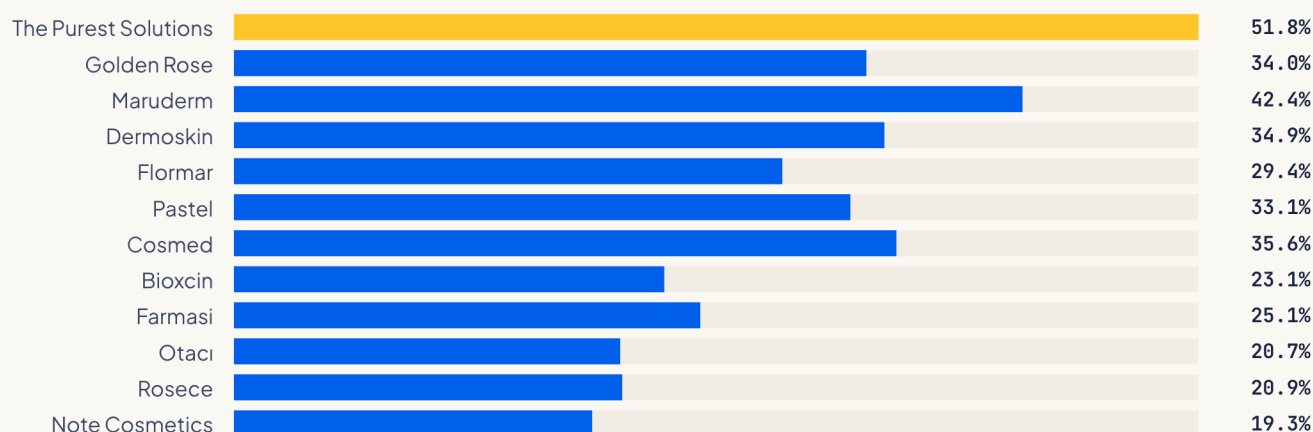
(cont.)

#	Entity	Origin	Mention	MRR	AI Score
8	Bioxcin	TR	23.09%	0.247	56.44
9	Farmasi	TR	25.09%	0.200	55.99
10	Otacı	TR	20.73%	0.243	54.18
11	Rosece	TR	20.91%	0.229	53.70
12	Note Cosmetics	TR	19.27%	0.245	53.04
13	Bade Natural	TR	15.45%	0.266	50.67
14	Gülsha	TR	20.73%	0.159	50.30
15	PROXONE	TR	8.18%	0.378	49.51
16	Cream Co.	TR	22.55%	0.192	48.43
17	Bioderma	Foreign	5.45%	0.507	48.10
18	Homemade Aromaterapi	TR	16.91%	0.165	47.27
19	Sinoz	TR	12.55%	0.236	46.77
20	Urban Care	TR	15.09%	0.152	45.13
21	Naturalive	TR	8.00%	0.385	44.69
22	Cecile	TR	12.91%	0.162	43.69
23	Gratis	TR	11.27%	0.133	40.91
24	Bioblas	TR	5.45%	0.231	40.36
25	Misbahçe	TR	14.00%	0.167	39.85
26	Cyrene	TR	8.73%	0.265	39.76
27	Beaulis	TR	7.82%	0.150	38.70
28	Simya Evi	TR	9.09%	0.125	38.65
29	New Well	TR	10.00%	0.103	38.42
30	Eyüp Sabri Tuncer	TR	6.55%	0.163	38.17
31	Bionnex	TR	5.64%	0.267	37.20
32	Ashley Joy	TR	7.82%	0.113	36.99
33	Abtira	TR	12.36%	0.098	35.26
34	Luv it!	TR	9.09%	0.149	34.77
35	Herbaderm	TR	5.64%	0.143	31.49
36	Watsons	Foreign	6.18%	0.129	31.31

(cont.)

#	Entity	Origin	Mention	MRR	AI Score
37	S'he Vec	TR	10.91%	0.147	31.26
38	Atelier Rebul	TR	8.18%	0.076	30.61
39	Trendyol	TR	12.36%	0.129	26.66
40	Hepsiburada	TR	10.00%	0.109	23.72

MENTION RATE – TOP 12, TURKISH-CONSTRAINED CUT (%)



The Purest Solutions is named in **51.8%** of these 550 responses — more than one answer in two — against 33.2% across all 45. Its lead here is 10.5 points, close to the margin it held in edition 1's smaller, more origin-constrained question set. Maruderm (42.4%), Dermoskin (34.9%), Cosmed (35.6%) and Golden Rose (34.0%) follow. Golden Rose is the position specialist of this cut: it has the highest MRR of any qualified entity here, so when a model names Turkish brands, Golden Rose tends to come first even though four brands are named more often.

TWO NON-TURKISH ENTITIES CLEARED A TURKISH-ONLY THRESHOLD

Bioderma appears in 5.5% of the Turkish-constrained responses and Watsons in 6.2%. Neither is a classification error — Bioderma is French and Watsons' trademark sits in the British Virgin Islands. It is a genuine, if modest, rate of models answering a constrained question with an unconstrained answer, and it is worth watching across editions.

4.3 THE ORIGIN-NEUTRAL SHELF

Fifty-three entities qualify, only seventeen of them Turkish, and the first Turkish entry is sixth.

TABLE 13 – ORIGIN-NEUTRAL CUT, TOP 20 OF 53

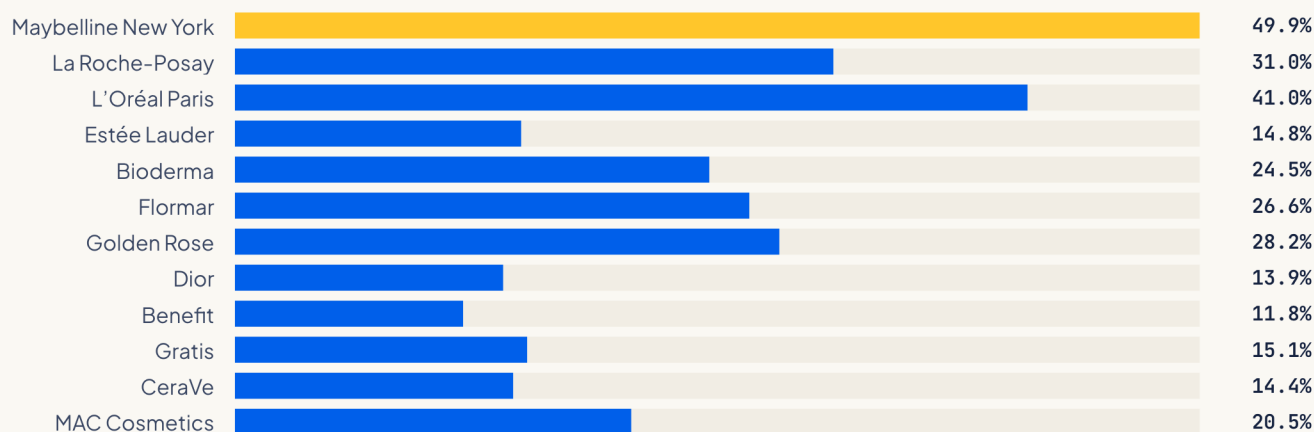
23 questions · 575 responses

#	Entity	Origin	Mention	Mentions	AI Score
1	Maybelline New York	Foreign	49.91%	287	92.33
2	La Roche-Posay	Foreign	30.96%	178	80.73
3	L'Oréal Paris	Foreign	41.04%	236	80.41
4	Estée Lauder	Foreign	14.78%	85	68.33
5	Bioderma	Foreign	24.52%	141	65.86
6	Flormar	TR	26.61%	153	65.42

(cont.)

#	Entity	Origin	Mention	Mentions	AI Score
7	Golden Rose	TR	28.17%	162	62.68
8	Dior	Foreign	13.91%	80	62.45
9	Benefit	Foreign	11.83%	68	60.77
10	Gratis	TR	15.13%	87	58.72
11	CeraVe	Foreign	14.43%	83	58.03
12	MAC Cosmetics	Foreign	20.52%	118	57.63
13	Lancôme	Foreign	16.70%	96	56.86
14	The Purest Solutions	TR	15.30%	88	55.46
15	Watsons	Foreign	18.61%	107	55.30
16	Trendyol	TR	16.00%	92	54.19
17	Eucerin	Foreign	8.35%	48	53.40
18	NARS	Foreign	16.70%	96	53.10
19	Essence	Foreign	19.13%	110	52.87
20	NYX	Foreign	19.65%	113	52.68

MENTION RATE — TOP 12, ORIGIN-NEUTRAL CUT (%)



Maybelline New York is named in **49.9%** of these responses — a higher rate than any entity achieves on any other cut in this study. La Roche-Posay and L'Oréal Paris follow. The first Turkish entity is Flormar at sixth, then Golden Rose seventh; Gratis, a Turkish retailer rather than a brand, is tenth; The Purest Solutions — first overall, first on the constrained cut — is **fourteenth here, at 15.3%**.

The pattern inside the Turkish seventeen is consistent: **makeup travels, skincare does not**. Flormar, Golden Rose, Pastel, Note Cosmetics and Beaulis all place on the origin-neutral shelf. Turkish skincare, which dominates the constrained cut, largely does not — Maruderm falls to 31st, Cosmed to 38th, Dermoskin to 51st, and Gülsha and Cream Co. sit at the very bottom of the qualifying list. Against the constrained cut, where Turkish skincare occupies four of the top seven positions, that is a striking asymmetry.

DO NOT READ THIS AGAINST EDITION 1'S 49.1%

May's origin-neutral figure came from 5 questions and 100 responses; this one from 23 questions and 575. The two are not the same measurement, and the difference between them is a change in what was asked, not a change in what the models believe. The comparison that *is* valid is in Chapter 8.

05

SECTION 05

Differences Between Models

The five assistants differ by a factor of two and a half in how many brands they name, and one of them disagrees with the other four about which brand belongs at the top.

DIFFERENCES BETWEEN MODELS

Five assistants, five shelves

ONE-SENTENCE TAKEAWAY

The five assistants differ by a factor of two and a half in how many brands they name, and one of them disagrees with the other four about which brand belongs at the top.

5.1 PER-MODEL BEHAVIOUR

TABLE 14 — PER-MODEL BEHAVIOUR

each model answered the same 225 question-repeat cells

Model	Resp.	Grounded	Distinct	Per answer	Most-named entity	Origin	Its rate
Gemini 3.6 Flash	225	26.2%	182	9.16	The Purest Solutions	TR	39.6%
ChatGPT 5.6 Luna Pro	225	96.4%	171	6.68	The Purest Solutions	TR	29.8%
Claude Haiku 4.5	225	100.0%	200	6.15	L'Oréal Paris	Foreign	23.1%
Grok 4.3	225	100.0%	203	15.24	Trendyol	TR	57.8%
Perplexity Sonar	225	100.0%	207	9.81	The Purest Solutions	TR	38.2%

ENTITIES NAMED PER ANSWER, BY MODEL



Grok names 15.2 entities per answer; Claude Haiku names 6.2. That is not a difference in knowledge — Claude's 200 distinct entities are within a few of Grok's 203 — but a difference in answer format. Grok produces long enumerated lists; Claude produces short, selective ones. Both behaviours are legitimate; they simply produce very different visibility economics for a brand. A brand that is “somewhere in the list” is visible to Grok's users and invisible to Claude's.

Claude Haiku 4.5 is the outlier on substance. It is the only model in the panel whose most-named brand is not Turkish: L'Oréal Paris at 23.1%, followed by Maybelline New York at 21.8%. The Purest Solutions — the overall leader, named in 39.6% of Gemini's answers and 38.2% of Perplexity's — appears in only **7.6%** of Claude's. Its top ten splits five-five between Turkish and foreign brands; every other model's top ten is eight or more Turkish. §8.3 returns to this, because Claude is also the model whose tier changed between editions.

Perplexity has the widest repertoire at 207 distinct entities, and it is the model most likely to surface small Turkish names: Misbahçe, S'he Vec and Cecile all appear in its top twenty and in no other model's.

5.2 EACH MODEL'S MOST-NAMED ENTITIES

TABLE 15 — TOP EIGHT ENTITIES PER MODEL

by mention count, across that model's 225 responses

#	Gemini 3.6 Flash	ChatGPT 5.6 Luna Pro	Claude Haiku 4.5	Grok 4.3	Perplexity Sonar
1	The Purest Solutions	The Purest Solutions	L'Oréal Paris	Trendyol	The Purest Solutions
2	Golden Rose	Golden Rose	Maybelline New York	The Purest Solutions	Golden Rose

(cont.)

#	Gemini 3.6 Flash	ChatGPT 5.6 Luna Pro	Claude Haiku 4.5	Grok 4.3	Perplexity Sonar
3	Maruderm	Flormar	Golden Rose	Golden Rose	Flormar
4	Maybelline New York	Pastel	La Roche-Posay	Flormar	Maruderm
5	Pastel	Cosmed	Bioderma	Hepsiburada	Dermoskin
6	Flormar	Maybelline New York	Flormar	Maruderm	Cosmed
7	L'Oréal Paris	Bioxcin	Pastel	Farmasi	Pastel
8	Cosmed	Note Cosmetics	Avène	Pastel	Maybelline New York

5.3 THE MARKETPLACE EFFECT IS ONE MODEL

Trendyol qualifies 19th overall and Hepsiburada 36th. Both positions rest almost entirely on Grok.

TABLE 16 – WHERE THE MARKETPLACE MENTIONS COME FROM

Trendyol is Grok's single most-named entity

Entity	All models	From Grok	Grok's share	Grok's own rate
Trendyol	160	130	81.2%	57.8%
Hepsiburada	125	103	82.4%	45.8%

Grok names Trendyol in more of its answers than it names any actual cosmetics brand. Read the marketplace ranks accordingly: they describe one assistant's habit of pointing at where to buy, not a market-wide consensus. In the Turkish-constrained cut both marketplaces qualify on **two models only** — the lowest breadth of any qualifier in this study.

5.4 WHAT ONLY ONE MODEL SEES

Each model names entities no other model names once. The lists are a useful reminder of how much of the long tail is model-specific rather than market-wide.

TABLE 17 – ENTITIES NAMED BY A SINGLE MODEL

a sample · these carry a breadth component of 20 and rarely qualify

Model	Entities named by this model alone
Gemini 3.6 Flash	IT Cosmetics, Sakal Baba, Catherine Arley, Pure Beauty, Derby, Luis Bien
ChatGPT 5.6 Luna Pro	Hunca Care, Rival Loves Me, Dermadolin, Haccar Kozmetik, Restorex, Medicube
Claude Haiku 4.5	Zenix, Glisten, INO Beauty, Arap Makyaj Dünyası, Beauty & More, Lalinna
Grok 4.3	Amazon, Pure Project, BioBalance, Mavili Kapı, Lush, Anyong
Perplexity Sonar	THOL'S, Atölye Pötika, Victoria's Secret, Inglot, Miine, Beauty Girl

06

SECTION 06

Question-Type Ownership

Broad discovery questions spread visibility across 63 entities; specific use-case questions concentrate it into 33, and the winners change with the format.

QUESTION-TYPE OWNERSHIP

The format decides the field

ONE-SENTENCE TAKEAWAY

Broad discovery questions spread visibility across 63 entities; specific use-case questions concentrate it into 33, and the winners change with the format.

TABLE 18 – THE THREE QUESTION-TYPE CUTS 15 questions and 375 responses each · directly comparable

Question type	Distinct	Qualified	TR qualifiers	Avg score	Leader
Discovery	211	63	30	49.01	Golden Rose
Attribute	214	49	34	49.70	Golden Rose
Use case	209	33	16	54.05	The Purest Solutions

QUALIFYING ENTITIES BY QUESTION TYPE



TABLE 19 – TOP FIVE BY QUESTION TYPE mention rate within each 375-response cut

#	Discovery	Attribute	Use case
1	Golden Rose (50.93%)	Golden Rose (38.67%)	The Purest Solutions (28.53%)
2	Flormar (49.33%)	The Purest Solutions (34.93%)	La Roche-Posay (24.80%)
3	The Purest Solutions (36.00%)	Maybelline New York (23.47%)	Maruderm (27.73%)
4	Maybelline New York (36.00%)	Pastel (30.67%)	Dermoskin (22.67%)
5	Pastel (43.47%)	Flormar (29.60%)	Bioderma (22.93%)

Discovery — “which brands should I know about?” — produces the widest field: 63 qualifiers, the most of any cut. Golden Rose leads at 50.9%, with Flormar close behind at 49.3%. Both are makeup houses, and the top five is makeup-heavy. When a model is asked for names without further constraint, it reaches for the brands with the broadest name recognition.

Attribute — “vegan,” “cruelty-free,” “affordable but good” — narrows to 49 qualifiers and is the most Turkish cut in the study proportionally, with 34 of 49 qualifiers Turkish. Golden Rose leads again, but the interesting entry is Bade Natural at 7th: named in only 16.3% of these responses, yet with a position component high enough to place it above L’Oréal Paris and La Roche-Posay. It is a specialist brand that models reach for early on natural-content questions specifically.

Use case — “oily and acne-prone skin,” “a moisturiser for winter dryness” — is the narrowest and the most decisive: 33 qualifiers, the highest average score (54.05) of the three, and a top ten that is almost entirely skincare. The Purest Solutions, La Roche-Posay, Maruderm, Dermoskin and Bioderma take the first five. Estée Lauder, with the highest MRR in the study at 0.81, sits 7th on an 8.8% mention rate.

The practical reading: a brand's visibility is not one number. A makeup brand can be highly visible on discovery questions and absent from use-case ones; a dermocosmetic brand can be the reverse. The three cuts here have identical denominators, so those differences are real and not artefacts of sample size.

07

SECTION 07

The Product Shelf

Skincare and makeup have real, populated leaderboards; haircare has two qualifying entities in the entire study.

THE PRODUCT SHELF

Deep in skincare, exposed in makeup, empty in haircare

ONE-SENTENCE TAKEAWAY

Skincare and makeup have real, populated leaderboards; haircare has two qualifying entities in the entire study.

Product category is an attribute of each entity, assigned during entity resolution — not a question cut. The rows below therefore do not sum to the general cut, and an entity spanning several categories is counted once, as multi-category.

TABLE 20 — PRODUCT CATEGORY, GENERAL CUT

entity attribute · does not reconcile to 322 qualified positions

Category	Tracked	Qualified	TR qualifiers	Leader	Leader score
Multi-category	150	21	11	L'Oréal Paris	72.98
Skincare	86	17	12	The Purest Solutions	93.92
Makeup	56	13	5	Golden Rose	89.64
Haircare	21	2	2	Bioxcin	61.51
Suncare	3	0	0	—	—
Fragrance	5	0	0	—	—
Shaving	1	0	0	—	—

Skincare is where Turkish brands are strongest. 86 tracked entities, 17 qualified, and 12 of those 17 Turkish — The Purest Solutions, Maruderm, Dermoskin, Cosmed, Rosece, Bade Natural, Gülsha and others. This is the deepest domestic field in the study.

Makeup is where they are most exposed. 56 tracked entities, 13 qualified, and only 5 Turkish. Golden Rose leads it, with Flormar and Pastel behind, but Maybelline New York, Benefit, MAC Cosmetics, Essence, NYX and NARS all qualify. Set against \$4.3 — where Turkish makeup is the part of the domestic field that survives origin-neutral questioning — the picture is of a small number of strong Turkish makeup houses competing in a crowded international category, and a much larger Turkish skincare field that is visible mainly when the question invites it.

Haircare is nearly empty. 21 tracked entities and **two** qualifiers, Bioxcin and Urban Care, both Turkish. There is no third haircare brand at 5% anywhere in this study. Some of that is question design — no question asks about haircare in general, only about oily hair — but the scale of the gap is worth naming.

Fragrance, suncare and shaving have three, five and one tracked entities respectively and no qualifiers at all. Suncare in particular is under-represented as a category despite three questions about sunscreen, because models answer those questions with dermocosmetic brands that are classified as skincare.



SECTION 08

What Changed Since May

On the 27 questions repeated verbatim, 43 brands rose and 60 fell, and the movement runs against the largest incumbents and toward mid-sized Turkish challengers.

WHAT CHANGED SINCE MAY

The first trend read in this series

ONE-SENTENCE TAKEAWAY

On the 27 questions repeated verbatim, 43 brands rose and 60 fell, and the movement runs against the largest incumbents and toward mid-sized Turkish challengers.

8.1 HOW THIS COMPARISON IS BUILT, AND WHY IT IS NOT QUITE LIKE-FOR-LIKE

Scores never travel between editions. This chapter therefore uses **raw mention rate only**, on the *core27_4prov* cut: the 27 questions carried verbatim from edition 1, answered by the four providers that were also in edition 1, five times each — 540 responses, structurally identical to May’s 540.

Two things still differ, and both must be stated with any number in this chapter. **Claude moved from Sonnet 4.6 to Haiku 4.5**, a tier change rather than a version bump, and as §5.1 showed, Haiku behaves very differently — it is the only model in the panel that leads with a foreign brand. **Gemini moved from 3.5–flash to 3.6–flash** and its grounding rate collapsed from 84.4% to 26.2%. Neither change has anything to do with the brands being measured.

We publish the comparison anyway, for a reason worth stating plainly: **model churn is permanent**. Providers ship new versions and new tiers continuously, and a brand’s objective is not to be visible to one particular model but to be visible whichever model happens to answer. A comparison that waits for a stable panel would never be published. So the direction of travel here is meaningful; the precise magnitude for any single brand is not.

ONE REASSURING CHECK

Adding Perplexity to the September figures — the same 27 questions on all five models rather than four — moves the mention rate of the average matched brand by **0.68 points**, with a median of 0.3, and nineteen of the top twenty brands are the same either way. The panel expansion is far less destabilising than the panel *substitution*. The tables below carry both September columns so this can be checked brand by brand.

TABLE 21 — TREND SUMMARY 27 carried questions × 4 carried providers × 5 repeats = 540 responses per edition

Summary	
Brands matched across both editions	107 of edition 1's 138
Rose	43
Fell	60
Unchanged	4
Turkish brands — matched / rose	77 / 35
Foreign brands — matched / rose	30 / 8
Largest gain	Maruderm (+16.11 points)
Largest fall	Farmasi (-10.37 points)
Mean panel difference (4 vs 5 models)	0.68 points

8.2 THE MOVERS

TABLE 22 — TEN LARGEST GAINS IN RAW MENTION RATE

carried questions only

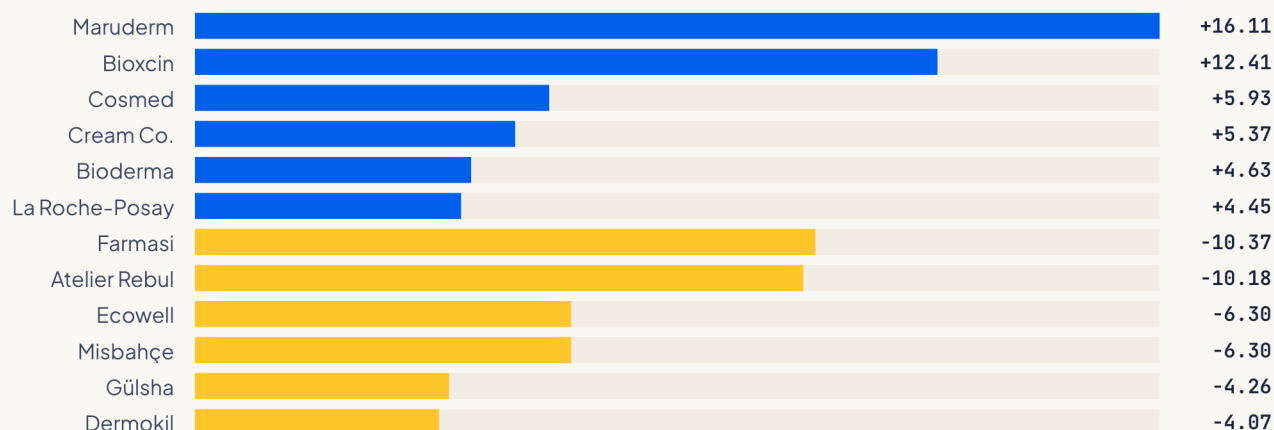
Brand	Origin	May	Sep · 4 prov.	Change	Sep · all 5
Maruderm	TR	23.89%	40.00%	+16.11	41.33%
Bioxcin	TR	11.85%	24.26%	+12.41	23.11%
Cosmed	TR	27.96%	33.89%	+5.93	36.15%
Cream Co.	TR	17.78%	23.15%	+5.37	22.81%
Bioderma	Foreign	6.48%	11.11%	+4.63	11.41%
La Roche-Posay	Foreign	7.59%	12.04%	+4.45	11.85%
Urban Care	TR	10.00%	14.44%	+4.44	14.37%
Cyrene	TR	4.07%	8.15%	+4.08	7.41%
Note Cosmetics	TR	17.78%	21.85%	+4.07	19.56%
S'he Vec	TR	2.59%	6.48%	+3.89	9.93%

TABLE 23 — TEN LARGEST FALLS IN RAW MENTION RATE

carried questions only

Brand	Origin	May	Sep · 4 prov.	Change	Sep · all 5
Farmasi	TR	33.52%	23.15%	-10.37	24.74%
Atelier Rebul	TR	20.37%	10.19%	-10.18	9.04%
Ecowell	TR	8.52%	2.22%	-6.30	3.70%
Misbahçe	TR	13.89%	7.59%	-6.30	12.30%
Gülsha	TR	24.07%	19.81%	-4.26	21.04%
Dermokil	TR	5.74%	1.67%	-4.07	1.33%
Pastel	TR	38.70%	34.63%	-4.07	35.11%
The Purest Solutions	TR	54.44%	50.56%	-3.88	52.44%
Siveno	TR	4.81%	1.30%	-3.51	1.63%
Bee Beauty	TR	4.26%	0.93%	-3.33	0.74%

LARGEST MOVES IN MENTION RATE (POINTS · GOLD = FALL)



Maruderm is the story of the quarter. It moved from 23.89% to 40.00% of the carried responses, a 16.11–point gain, and it is now the second most-named brand on those questions where in May it was ninth. Bioxcin roughly doubled, from 11.85% to 24.26%. Cosmed, Cream Co., Urban Care and Note Cosmetics all gained meaningfully. These are mid-sized Turkish brands, none of them a household leader in May.

Farmasi lost the most, from 33.52% to 23.15%, and Atelier Rebul lost almost as much, from 20.37% to 10.19%. Both were top-ten brands in edition 1. §8.3 discusses how much of Farmasi’s fall can be attributed to the panel.

The leader held. The Purest Solutions slipped 3.88 points to 50.56% and remains first on the carried questions by more than 10 points. Pastel, Flormar and Golden Rose all drifted down by one to four points without changing position materially.

Turkish brands did better than foreign ones on these questions, which is notable given Chapter 4’s headline. Of 77 matched Turkish brands, 35 rose; of 30 matched foreign brands, only 8 did. The carried 27 questions are heavily Turkish-constrained — 22 of them — so this is the domestic shelf getting more crowded, not the foreign one retreating.

8.3 ONE MOVEMENT WE CAN PARTLY EXPLAIN

Farmasi’s 10.37–point fall deserves a caveat rather than a narrative. In edition 1, Claude was the single model that ranked Farmasi first. In this edition Claude is a different tier of model, and Farmasi appears in 8.9% of its answers, well below Grok’s 40.4%. A meaningful share of the fall is therefore attributable to the model that changed, not to anything Farmasi did or failed to do. We can say the direction is down; we cannot responsibly quantify how much of it is the brand.

The same caution applies in reverse to any brand that Claude Haiku happens to favour. Readers looking for a clean brand-level trend should wait for edition 3, where the panel is expected to be stable enough for the raw layer to carry more weight.

8.4 WHAT DROPPED OUT

Twenty-six of edition 1’s 138 brands are no longer tracked: sixteen produced zero matches anywhere in the September corpus, and ten fell below the three-response review floor. **None of them had qualified in May** — the largest, Laneige, was named in nine of 540 responses. Their disappearance changes no published figure. It is reported because a brand vanishing from an entity list is a finding, not a housekeeping detail: eleven of the sixteen zero-match brands are small Turkish natural-cosmetics labels.

TABLE 24 — TWELVE OF THE TWENTY-SIX BRANDS THAT DROPPED OUT

edition 1 figures · none had qualified

Brand	May mentions	May rate	Status in September
Callista	7	1.30%	zero matches in Sep-2026 corpus
Biota Botanicals	7	1.30%	zero matches in Sep-2026 corpus
Drop by Organics	6	1.11%	zero matches in Sep-2026 corpus
Agiva	5	0.93%	zero matches in Sep-2026 corpus
BIOFIN Cosmetics	5	0.93%	zero matches in Sep-2026 corpus
AveSeena	4	0.74%	zero matches in Sep-2026 corpus
Madecassol	4	0.74%	zero matches in Sep-2026 corpus
Bern+Lab	4	0.74%	zero matches in Sep-2026 corpus
U Green Clean	3	0.56%	zero matches in Sep-2026 corpus
Sopure	3	0.56%	zero matches in Sep-2026 corpus
Kai Beauty	3	0.56%	zero matches in Sep-2026 corpus
From Natura	2	0.37%	zero matches in Sep-2026 corpus



SECTION 09

The Discovery Ecosystem

No single source shapes what these assistants know about Turkish cosmetics: 770 domains contribute, more than half of all citations come from small sites, and brands' own websites account for nearly a quarter.

THE DISCOVERY ECOSYSTEM — WHERE AI LEARNS ABOUT BRANDS

A long tail, and no authority

ONE-SENTENCE TAKEAWAY

No single source shapes what these assistants know about Turkish cosmetics; 770 domains contribute, more than half of all citations come from small sites, and brands' own websites now account for nearly a quarter.

When an AI assistant answers with web search, it draws on whatever content is available to it at that moment. Across the grounded responses in this study, the cited addresses were reduced to domains and ranked by how many distinct responses cited them — a map of where these systems are reading about cosmetic brands.

NOTE

Citation payloads differ by provider (see §2.2), so this analysis is more complete for some models than others, and Gemini contributes far less than it did in May because it searched far less.

9.1 THE NINE MOST-CITED DOMAINS

TABLE 25 — DOMAINS CITED BY 100+ RESPONSES

of 770 distinct cited domains

#	Domain	Responses citing	Share	Source type
1	onedio.com	201	17.9%	Editorial media
2	trendyol.com	193	17.2%	Marketplace
3	oggusto.com	165	14.7%	Other / long tail
4	wonderflaw.com	158	14.0%	Other / long tail
5	watsons.com.tr	129	11.5%	Retailer
6	hopi.com.tr	125	11.1%	Retailer
7	dermoeczanem.com	118	10.5%	Retailer
8	vogue.com.tr	117	10.4%	Editorial media
9	sephora.com.tr	107	9.5%	Brand-owned site

Nine domains reached 100 responses. The top of the list mixes three kinds of site: a general-interest content platform (onedio.com, 201), a marketplace (trendyol.com, 193), and beauty-specific editorial (oggusto.com, wonderflaw.com, vogue.com.tr). Pharmacy and retail e-commerce — watsons.com.tr, hopi.com.tr, dermoeczanem.com — occupies the middle. That trio of source types is the character of the ecosystem: editorial lists, retail listings, and retailer loyalty content.

9.2 SOURCE-TYPE MIX

TABLE 26 — CITATION SHARE BY SOURCE TYPE

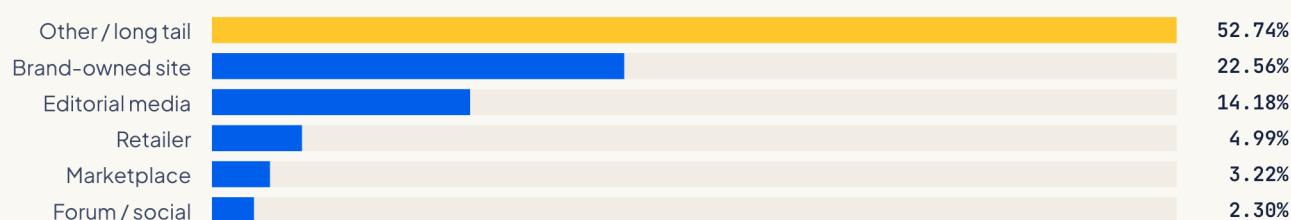
8,009 domain citations from 770 distinct domains

Source type	Citations	Share
Other / long tail	4,224	52.74%
Brand-owned site	1,807	22.56%

(cont.)

Source type	Citations	Share
Editorial media	1,136	14.18%
Retailer	400	4.99%
Marketplace	258	3.22%
Forum / social	184	2.30%

CITATION SHARE BY SOURCE TYPE (%)



Brand-owned sites account for 22.6% of citations — 1,807 of 8,009, spread across 154 distinct brand domains. sephora.com.tr, lorealparis.com.tr, bioderma.com.tr, maybelline.com.tr and laroche-posay.com.tr lead, but thepurestsolutions.com (63), maruderm.com (60), flormar.com.tr (49), cosmed.com.tr (45) and cyrene.com.tr (39) are all in the same band. A brand's own site is not a marginal source in this category.

9.3 THE FRAGMENTATION FINDING

52.7% of citations come from the long tail. Of the 770 domains, **577 were cited by fewer than ten responses** and **203 by exactly one**. Only nine cleared 100. No single authority determines what these systems believe about Turkish cosmetics; hundreds of small beauty sites, blogs, listicles and regional news pages add up to more than half the picture.

What this means for understanding brand discovery. The entities that rank highest tend to be present across several parts of this ecosystem at once rather than depending on one: named in Turkish beauty editorial, listed on the major retail and pharmacy platforms, and carrying a current, structured website of their own. This is a description of an observed pattern, not advice on how to rank, and this report does not test whether presence in these sources causes visibility or merely accompanies it.

10

SECTION 10

What the Patterns Suggest

Five neutral readings of what the data shows, offered as observations rather than recommendations.

— WHAT THE PATTERNS SUGGEST

Five structural patterns

ONE-SENTENCE TAKEAWAY

Five neutral readings of what the data shows, offered as observations rather than recommendations.

- 1 Visibility is question-shaped, not brand-shaped.** The same brand can hold 51.8% on one cut and 15.3% on another in the same week. Any single-number description of “a brand’s AI visibility” is hiding which question was asked. This is the reason every figure in this report is published with its cut and its denominator.
- 2 Category origin matters more than brand strength on the open shelf.** Turkish makeup houses survive origin-neutral questioning; Turkish skincare largely does not, despite being the deeper and more numerous domestic field. Whatever is producing that asymmetry — international category conventions, the composition of the sources, the way sunscreen and serum questions are phrased — it operates at the level of the category, not the individual brand.
- 3 Format differences between models are as consequential as knowledge differences.** Claude and Grok know almost exactly the same number of entities. One names six per answer and the other fifteen. For a brand at the edge of visibility, that difference decides whether it is seen at all, and it is a property of the assistant’s answer style rather than of the brand.
- 4 Retail intermediaries occupy real space in the answer.** Five retailers and marketplaces qualify on the full question set, and one model names a marketplace more often than any cosmetics brand. When consumers ask assistants about cosmetics, a meaningful part of what comes back is where to buy rather than what to buy.
- 5 Movement over a quarter runs toward the middle of the table.** The largest gains on the carried questions went to mid-sized Turkish brands, and the largest falls to established ones. Whether that is a durable pattern or one quarter’s noise cannot be determined from two data points, particularly with a panel that changed. Edition 3 is the first opportunity to know.

How a brand can locate itself in the data

Using the dataset (available on request), a brand can read five things in order: whether it appears in all five models; how often it is mentioned within its cut; how early it is named when mentioned; which question type it is strongest and weakest in; and — most diagnostic in this vertical — whether it appears in the origin-neutral cut as well as the Turkish-constrained one. These readings show where a visibility gap sits, without saying anything about whether its products are good.

11

SECTION 11

Limitations and Notes

This is a single, one-market, point-in-time snapshot on a panel that changed between editions; the figures should be read within the limitations below.

— LIMITATIONS AND NOTES

How to read the figures

ONE-SENTENCE TAKEAWAY

This is a single, one-market, point-in-time snapshot on a panel that changed between editions; the figures should be read within the limitations below.

- **The model panel changed, and one change is a tier change.** Edition 1 ran four models; this edition runs five. Perplexity is new, Gemini moved 3.5 to 3.6-flash, ChatGPT 5.5 to 5.6-luna-pro, and Claude moved from Sonnet 4.6 to Haiku 4.5. Only Grok is constant. This is why scores are never compared across editions, and why even the raw-layer comparison in Chapter 8 is reported with the confound named beside it.
- **Gemini's grounding collapsed.** From 84.4% to 26.2%. All 225 calls completed with substantive text, so this is model behaviour, but roughly an eighth of this study's corpus reflects memory rather than retrieval, concentrated almost entirely in one model.
- **No search-versus-memory chapter this edition.** Because the ungrounded segment is essentially one model's, splitting the leaderboard by grounding would produce a model comparison dressed as a behavioural finding. Edition 1 published such a split on 58 responses; that finding should not be carried forward.
- **Single, point-in-time measurement.** Data were collected in one run on 4–5 September 2026. Five repeats per question-model cell capture within-model variability, not day-to-day drift.
- **Small score gaps are not meaningful.** In the packed middle of the leaderboard, differences of a point or two should not be over-interpreted.
- **Seven qualifying positions rest on two models.** Trendyol and Hepsiburada in the Turkish-constrained and use-case cuts, Bionnex in the attribute cut, Luv it! in the use-case cut, and S'he Vec in the trend cut each qualified on only two of five models. Their visibility is model-specific, not market-wide.
- **A high-prominence, low-frequency entity can rank surprisingly high.** Estée Lauder ranks 12th overall on a 7.6% mention rate because it holds the highest MRR in the cut. That is the score working as designed, but it is not the same kind of visibility as a brand named in a third of all answers.
- **No segment cuts this edition.** 27 of the 45 questions carry no product subcategory, and the 18 that do average one question each — far below the floor at which a segment leaderboard means anything. The product-category chapter is an entity attribute, not a question cut, and does not reconcile to the general cut.
- **Visibility is not quality.** This report measures mention and position only. It does not assess whether a brand was described positively, whether a recommendation was accurate, or whether a product works. A score is not an endorsement.
- **Models are probabilistic.** The same question can produce different answers; five repeats reduce this variability but do not remove it.
- **Web search depends on momentary conditions.** Grounded answers depend on what was indexed and served at the time of collection.
- **Precision over recall in matching.** Entity matching was deliberately cautious: alias-based, word-boundary anchored, Turkish-aware in its case folding, and run only on the answer text with link targets stripped. Brands mentioned indirectly, or by a product line that could not be safely attributed, may be undercounted.

- **Line-level and sub-brand naming splits some entities.** Where a model names a range rather than its owner, the range was merged into the parent when evidence supported it. Some legitimate sub-brand and local-variant naming remains separate, and a small number of entities are consequently counted more conservatively than a marketing team would.
- **Origin classification involves judgment.** Origin follows trademark ownership and is sourced for every entity, but foreign marks operated in Turkey under licence, and Turkish-founded brands later acquired abroad, are genuinely arguable cases.
- **Fourteen origins were corrected after the first build.** Entities whose trademark ownership could not initially be established have since been confirmed Turkish and are counted as Turkish throughout. This affects origin-share figures slightly and no leaderboard position at all.
- **Source coverage varies by model.** Providers expose citations differently, and one model grounded only a quarter of its answers, so the source analysis does not represent all answers equally.
- **Model versions date quickly.** These findings are specific to the model versions listed in §2.1, as of early September 2026.

— FREQUENTLY ASKED QUESTIONS

Frequently asked questions

Which cosmetic brands does AI recommend most in Turkey?

Across all 45 questions, The Purest Solutions leads with a 93.92 score, named in 33.2% of 1,125 responses and by all five assistants. Golden Rose, Flormar, Maybelline New York and La Roche-Posay complete the top five.

Do AI assistants recommend Turkish or foreign cosmetic brands?

It depends entirely on the question. When the question asks for Turkish brands, Turkish entities take 98.3% of qualifying mentions. When the question does not mention origin, they take 30.8% and the top five named brands are all foreign.

How many brands were tracked, and how many made the ranking?

322 entities were tracked, 176 of them Turkish. Of those, 53 cleared the 5% mention threshold on the full question set, with an average score of 54.34. A further 28 qualified on at least one narrower cut but not on the full set.

How is the AI Visibility Score calculated?

It combines how often a brand is named (45%), how early it appears in the answer (30%), and how many models name it (25%). Each part is scaled against the leading qualified brand within that specific cut, so scores can never be compared across cuts or across editions.

Do the five AI assistants agree with each other?

No. Grok names about 15 brands per answer and Claude Haiku about 6, and Claude is the only one of the five whose most-named brand is not Turkish — it leads with L'Oréal Paris, while the overall leader appears in just 7.6% of its answers.

How does this compare with the May 2026 edition?

Overall rankings cannot be compared, because the question set grew from 27 to 45 and the panel from four models to five. On the 27 questions repeated verbatim, 43 brands rose and 60 fell: Maruderm gained 16.11 points and Farmasi lost 10.37, though part of that fall reflects a change in one model rather than the brand.

Does a high score mean a brand is better than the others?

No. The score measures only how often and how prominently a brand is named across the assistants. It does not assess quality, price, accuracy or sentiment, so a score is a measure of visibility, not an endorsement.

12

SECTION 12

Appendix & Data

The study's 45 questions, every tracked entity, the full source list, data availability, and about Herm.io.

APPENDIX & DATA

12.1 All 45 questions

All 45 questions used in the study, asked exactly as written. 27 are carried verbatim from edition 1 and 18 were added for this edition. Scope: 22 Turkish-constrained, 23 origin-neutral. Type: 15 discovery, 15 attribute, 15 use case. No question was reworded; the rewritten flag is “no” on every row.

#	ID	Track	Type	Scope	Question (Turkish)
1	X07	New	attribute	Origin-neutral	akmayan rimel önerisi
2	C27	Carried	attribute	Origin-neutral	Türkiye'deki en başarılı e-ticaret kozmetik markaları hangileridir?
3	X09	New	attribute	Origin-neutral	beyaz iz bırakmayan yağsız SPF 50 güneş kremi hangi marka iyi?
4	X12	New	attribute	Origin-neutral	doğal içerikli cilt bakım markaları hangileri
5	X11	New	attribute	Origin-neutral	gözenek gizleyen matlaştırıcı makyaj bazı hangisi
6	X10	New	attribute	Origin-neutral	kalıcı mat ruj önerisi
7	X08	New	attribute	Origin-neutral	yüzde pürüzsüz duran, kusmayan fondöten hangisi?
8	C13	Carried	attribute	TR-constrained	Hayvanlar üzerinde test yapmayan Türk kozmetik markaları
9	C24	Carried	attribute	TR-constrained	Doğal içerikli Türk cilt bakım markaları
10	C06	Carried	attribute	TR-constrained	Kaliteli ve yerli cilt bakımı markaları arıyorum, hangilerini önerirsin?
11	C08	Carried	attribute	TR-constrained	Türk bakım ürünleri markası önerisi
12	C05	Carried	attribute	TR-constrained	Uygun fiyatlı ama performansı iyi Türk makyaj markaları listesi
13	C10	Carried	attribute	TR-constrained	Uygun fiyatlı yerli kozmetik markaları hangileri?
14	C09	Carried	attribute	TR-constrained	Vegan Türk makyaj markaları var mı?
15	C01	Carried	attribute	TR-constrained	Yerli kozmetik markalarından hangileri alınır ve neden
16	C16	Carried	discovery	Origin-neutral	Türkiye'de satın alabileceğim en iyi cilt bakım markaları hangileri ve neden
17	X01	New	discovery	Origin-neutral	en çok tercih edilen fondötenler hangileri
18	X06	New	discovery	Origin-neutral	en iyi makyaj bazı hangi marka
19	X03	New	discovery	Origin-neutral	güneş kremi hangisi alınır
20	C11	Carried	discovery	Origin-neutral	Türkiye'de satın alabileceğim en iyi kozmetik markaları nelerdir ve neden
21	C20	Carried	discovery	Origin-neutral	Makyaj markası önerebilir misin ve neden önerdiğini yazar mısın

(cont.)

#	ID	Track	Type	Scope	Question (Turkish)
22	X05	New	discovery	Origin-neutral	son zamanlarda popüler dudak yağları hangi markalarda?
23	X02	New	discovery	Origin-neutral	rimelde hangi markalar iyi?
24	C26	Carried	discovery	Origin-neutral	Son dönemde Türkiye'de çok satan ve popüler olan kozmetik markaları neler?
25	X04	New	discovery	Origin-neutral	uygun fiyatlı makyaj markaları
26	C02	Carried	discovery	TR-constrained	Türkiye'de bilinmesi gereken yerli kozmetik markaları
27	C25	Carried	discovery	TR-constrained	En iyi Türk kozmetik markaları hangileri? Önerir misin?
28	C07	Carried	discovery	TR-constrained	Son zamanlarda öne çıkan yerli kozmetik firmaları neler?
29	C19	Carried	discovery	TR-constrained	Popüler Türk makyaj markalarının bir listesini çıkarır mısın?
30	C18	Carried	discovery	TR-constrained	Son zamanlarda popüler Türk kozmetik markaları
31	X15	New	use case	Origin-neutral	düğün makyajı için kalıcı fondöten ve rimel hangi markalar iyi
32	X17	New	use case	Origin-neutral	güneş lekeleri için hangi serum markalarına bakayım?
33	X16	New	use case	Origin-neutral	ilk makyaj çantamı hazırlıyorum, uygun fiyatlı neler alayım hangi markalar iyi?
34	X18	New	use case	Origin-neutral	kışın kuruyan cilt için iyi nemlendirici marka önerisi
35	X14	New	use case	Origin-neutral	kuru cilde günlük fondöten önerisi
36	X13	New	use case	Origin-neutral	yağlı ve akneli cilt için güneş kremi önerisi
37	C17	Carried	use case	TR-constrained	Erkekler için bakım ürünü üreten Türk kozmetik markası var mı?
38	C03	Carried	use case	TR-constrained	Erkekler için yerli cilt bakım önerisi
39	C14	Carried	use case	TR-constrained	Hassas cilt için Türk kozmetik önerisi
40	C22	Carried	use case	TR-constrained	Kuru ve hassas ciltler için hangi yerli markaları kullanmalıyım?
41	C12	Carried	use case	TR-constrained	Olgun ciltler için kırışıklık karşıtı en etkili yerli kremler hangileri?
42	C04	Carried	use case	TR-constrained	Olgun cilt için uygun Türk bakım markaları
43	C23	Carried	use case	TR-constrained	Sivilceye yatkın cilt için yerli ürünler

(cont.)

#	ID	Track	Type	Scope	Question (Turkish)
44	C21	Carried	use case	TR-constrained	Yağlı ve akneye meyilli ciltler için en iyi Türk cilt bakım ürünleri
45	C15	Carried	use case	TR-constrained	Yağlı saçlar için hangi Türk şampuanları iyi?

12.2 All tracked entities (322)

All 322 entities tracked in this study, ordered by mention count within the general cut (1,125 responses). Entities named in at least 5% of responses are marked **Ranked**; 176 of the 322 are Turkish. Brand pages are not linked in this edition.

Entity	Origin	Type	Mentions	Rate	Models	Status
The Purest Solutions	TR	Brand	373	33.16%	5	Ranked
Golden Rose	TR	Brand	349	31.02%	5	Ranked
Flormar	TR	Brand	315	28.00%	5	Ranked
Maruderm	TR	Brand	298	26.49%	5	Ranked
Pastel	TR	Brand	292	25.96%	5	Ranked
Maybelline New York	Foreign	Brand	288	25.60%	5	Ranked
Cosmed	TR	Brand	259	23.02%	5	Ranked
L'Oréal Paris	Foreign	Brand	247	21.96%	5	Ranked
Dermoskin	TR	Brand	233	20.71%	5	Ranked
Bioxcin	TR	Brand	207	18.40%	5	Ranked
Farmasi	TR	Brand	200	17.78%	5	Ranked
La Roche-Posay	Foreign	Brand	199	17.69%	5	Ranked
Note Cosmetics	TR	Brand	178	15.82%	5	Ranked
Bioderma	Foreign	Brand	171	15.20%	5	Ranked
Cream Co.	TR	Brand	161	14.31%	4	Ranked
Trendyol	TR	Marketplace	160	14.22%	5	Ranked
Gülsha	TR	Brand	150	13.33%	5	Ranked
Gratis	TR	Retailer	149	13.24%	5	Ranked
Rosece	TR	Brand	143	12.71%	5	Ranked
Watsons	Foreign	Retailer	141	12.53%	5	Ranked
Otacı	TR	Brand	134	11.91%	5	Ranked
Hepsiburada	TR	Marketplace	125	11.11%	5	Ranked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
NYX	Foreign	Brand	120	10.67%	5	Ranked
MAC Cosmetics	Foreign	Brand	118	10.49%	5	Ranked
Homemade Aromaterapi	TR	Brand	118	10.49%	5	Ranked
Essence	Foreign	Brand	115	10.22%	5	Ranked
Bade Natural	TR	Brand	112	9.96%	5	Ranked
Sephora	Foreign	Retailer	108	9.60%	5	Ranked
Urban Care	TR	Brand	97	8.62%	5	Ranked
Lancôme	Foreign	Brand	96	8.53%	5	Ranked
NARS	Foreign	Brand	96	8.53%	5	Ranked
Sinoz	TR	Brand	95	8.44%	5	Ranked
Avène	Foreign	Brand	93	8.27%	5	Ranked
Misbahçe	TR	Brand	92	8.18%	4	Ranked
Estée Lauder	Foreign	Brand	85	7.56%	5	Ranked
CeraVe	Foreign	Brand	85	7.56%	5	Ranked
Dior	Foreign	Brand	80	7.11%	5	Ranked
Beaulis	TR	Brand	80	7.11%	5	Ranked
PROXONE	TR	Brand	78	6.93%	5	Ranked
Benefit	Foreign	Brand	76	6.76%	5	Ranked
Cecile	TR	Brand	74	6.58%	5	Ranked
Fenty Beauty	Foreign	Brand	73	6.49%	5	Ranked
Abtira	TR	Brand	73	6.49%	4	Ranked
Rossmann	Foreign	Retailer	68	6.04%	5	Ranked
S'he Vec	TR	Brand	68	6.04%	3	Ranked
Vichy	Foreign	Brand	67	5.96%	5	Ranked
New Well	TR	Brand	66	5.87%	5	Ranked
NYX Professional Makeup	Foreign	Brand	62	5.51%	5	Ranked
Atelier Rebul	TR	Brand & retailer	61	5.42%	4	Ranked
Yves Saint Laurent	Foreign	Licensed	60	5.33%	5	Ranked
Kiko Milano	Foreign	Brand	59	5.24%	5	Ranked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
The Ordinary	Foreign	Brand	58	5.16%	5	Ranked
Simya Evi	TR	Brand	58	5.16%	5	Ranked
Luv it!	TR	Brand	56	4.98%	4	Tracked
Cyrene	TR	Brand	53	4.71%	5	Tracked
Caudalie	Foreign	Brand	51	4.53%	5	Tracked
LYKD	TR	Brand	51	4.53%	4	Tracked
Ashley Joy	TR	Brand	50	4.44%	5	Tracked
Eucerin	Foreign	Brand	48	4.27%	4	Tracked
Giorgio Armani	Foreign	Licensed	48	4.27%	5	Tracked
Clinique	Foreign	Brand	48	4.27%	5	Tracked
Naturalive	TR	Brand	46	4.09%	4	Tracked
e.l.f. Cosmetics	Foreign	Brand	45	4.00%	5	Tracked
Wet n Wild	Foreign	Brand	41	3.64%	5	Tracked
Sephora Collection	Foreign	Brand	40	3.56%	5	Tracked
Catrice	Foreign	Brand	40	3.56%	5	Tracked
Eyüp Sabri Tuncer	TR	Brand	39	3.47%	5	Tracked
Nivea	Foreign	Brand	38	3.38%	4	Tracked
Bioblas	TR	Brand	37	3.29%	5	Tracked
Rare Beauty	Foreign	Brand	37	3.29%	4	Tracked
Revolution	Foreign	Brand	36	3.20%	5	Tracked
Bionnex	TR	Brand	35	3.11%	4	Tracked
Herbaderm	TR	Brand	35	3.11%	4	Tracked
Beauty of Joseon	Foreign	Brand	33	2.93%	5	Tracked
Weleda	Foreign	Brand	30	2.67%	5	Tracked
Lalive	TR	Brand	28	2.49%	4	Tracked
SkinCeuticals	Foreign	Brand	27	2.40%	5	Tracked
Yves Rocher	Foreign	Brand	27	2.40%	4	Tracked
Note Cosmetique	TR	Brand	26	2.31%	3	Tracked
SVR	Foreign	Brand	25	2.22%	5	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Ersağ	TR	Brand	25	2.22%	4	Tracked
Ecowell	TR	Brand	25	2.22%	3	Tracked
Gabrini	TR	Brand	24	2.13%	5	Tracked
Too Faced	Foreign	Brand	24	2.13%	4	Tracked
Make Up For Ever	Foreign	Brand	23	2.04%	5	Tracked
Charlotte Tilbury	Foreign	Brand	23	2.04%	5	Tracked
Max Factor	Foreign	Brand	23	2.04%	4	Tracked
ISDIN	Foreign	Brand	22	1.96%	4	Tracked
IVA Natura	TR	Brand	22	1.96%	5	Tracked
Clarins	Foreign	Brand	22	1.96%	4	Tracked
Arko Men	TR	Brand	21	1.87%	4	Tracked
Gisou	Foreign	Brand	21	1.87%	5	Tracked
Doa Kozmetik	TR	Brand	21	1.87%	5	Tracked
Polente Natural	TR	Brand	21	1.87%	3	Tracked
Marmara Barber	TR	Brand	20	1.78%	4	Tracked
Bobbi Brown	Foreign	Brand	20	1.78%	5	Tracked
İPEK	TR	Brand	20	1.78%	3	Tracked
Eve	TR	Retailer	20	1.78%	4	Tracked
Dermaderm	TR	Brand	19	1.69%	3	Tracked
Pelcare	TR	Brand	19	1.69%	2	Tracked
İkbal Gürpınar	TR	Licensed	18	1.60%	3	Tracked
Neutrogena	Foreign	Brand	18	1.60%	4	Tracked
Chanel	Foreign	Brand	18	1.60%	3	Tracked
Bepanthol	Foreign	Brand	17	1.51%	4	Tracked
Dr. Hauschka	Foreign	Brand	17	1.51%	5	Tracked
Badecanlar	TR	Brand	17	1.51%	4	Tracked
Emily	TR	Brand	17	1.51%	4	Tracked
Alix Avien	TR	Brand	17	1.51%	3	Tracked
Missha	Foreign	Brand	17	1.51%	3	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Rosense	TR	Brand	17	1.51%	3	Tracked
Smashbox	Foreign	Brand	16	1.42%	3	Tracked
Hunca	TR	Brand	16	1.42%	3	Tracked
SebaMed	Foreign	Brand	16	1.42%	3	Tracked
Miss Selene	TR	Brand	16	1.42%	3	Tracked
COSRX	Foreign	Brand	16	1.42%	3	Tracked
Skin1004	Foreign	Brand	16	1.42%	2	Tracked
Eda Taşpınar	TR	Brand	16	1.42%	2	Tracked
Baims	Foreign	Brand	15	1.33%	3	Tracked
Yeşilmarka	TR	Brand	15	1.33%	4	Tracked
Fonex	TR	Brand	15	1.33%	4	Tracked
Milk Makeup	Foreign	Brand	15	1.33%	4	Tracked
Ephesus Natural Care	TR	Brand	15	1.33%	3	Tracked
Natura Nisa	TR	Brand	15	1.33%	3	Tracked
Avon	Foreign	Brand	15	1.33%	5	Tracked
The Body Shop	Foreign	Brand	15	1.33%	5	Tracked
ADVB	TR	Brand	15	1.33%	4	Tracked
Suna Dumankaya	TR	Brand	15	1.33%	2	Tracked
Gummy	TR	Sub-brand	14	1.24%	4	Tracked
AY Di Natural	TR	Brand	14	1.24%	2	Tracked
Heimish	Foreign	Brand	13	1.16%	5	Tracked
RHANEVA	TR	Brand	13	1.16%	3	Tracked
THOL'S	TR	Brand	13	1.16%	1	Tracked
Thalia	TR	Brand	13	1.16%	4	Tracked
Huda Beauty	Foreign	Brand	13	1.16%	4	Tracked
Siveno	TR	Brand	13	1.16%	4	Tracked
Morfose	TR	Brand	13	1.16%	4	Tracked
Show by Pastel	TR	Sub-brand	13	1.16%	2	Tracked
Mia Klinika	TR	Brand	13	1.16%	3	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Bourjois	Foreign	Brand	13	1.16%	2	Tracked
DP	TR	Brand	12	1.07%	5	Tracked
Paula's Choice	Foreign	Brand	12	1.07%	4	Tracked
Dalan	TR	Brand	12	1.07%	4	Tracked
Matsu	TR	Brand	12	1.07%	4	Tracked
Garnier	Foreign	Brand	12	1.07%	4	Tracked
Kiehl's	Foreign	Brand	12	1.07%	3	Tracked
Dr. Althea	Foreign	Brand	12	1.07%	3	Tracked
Althea	Foreign	Brand & retailer	12	1.07%	3	Tracked
Duru	TR	Brand	11	0.98%	4	Tracked
Purito	Foreign	Brand	11	0.98%	2	Tracked
Secret Age Cosmetics	TR	Brand	11	0.98%	3	Tracked
Anua	Foreign	Brand	11	0.98%	4	Tracked
Soulqin	TR	Brand	11	0.98%	3	Tracked
Celimax	Foreign	Brand	11	0.98%	3	Tracked
Procsin	TR	Brand	11	0.98%	2	Tracked
Merit	Foreign	Brand	11	0.98%	2	Tracked
Amazon	Foreign	Marketplace	11	0.98%	1	Tracked
The New Lab	TR	Brand	10	0.89%	3	Tracked
Safa	TR	Brand	10	0.89%	2	Tracked
Tresan	TR	Brand	10	0.89%	3	Tracked
Rimmel	Foreign	Brand	10	0.89%	5	Tracked
DP Daily Perfection	TR	Brand	10	0.89%	4	Tracked
Sensatia	Foreign	Brand	10	0.89%	2	Tracked
Summer Fridays	Foreign	Brand	10	0.89%	4	Tracked
Hourglass	Foreign	Brand	10	0.89%	3	Tracked
Ducray	Foreign	Brand	10	0.89%	2	Tracked
Doğalika	TR	Brand	10	0.89%	3	Tracked
Frankly	Foreign	Brand	10	0.89%	2	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Nacific	Foreign	Brand	10	0.89%	2	Tracked
Numbuzin	Foreign	Brand	10	0.89%	2	Tracked
Abib	Foreign	Brand	10	0.89%	2	Tracked
SkinFood	Foreign	Brand	10	0.89%	2	Tracked
Pure Project	TR	Brand	10	0.89%	1	Tracked
Pith Natural	TR	Brand	9	0.80%	3	Tracked
Polen Natural	TR	Brand	9	0.80%	2	Tracked
Pure Choice	TR	Brand	9	0.80%	3	Tracked
INCIÀ	TR	Brand	9	0.80%	2	Tracked
Komili	TR	Brand	9	0.80%	3	Tracked
Luxun	TR	Brand	9	0.80%	3	Tracked
Pai Skincare	Foreign	Brand	9	0.80%	3	Tracked
Heliocare	Foreign	Brand	9	0.80%	3	Tracked
Haus Labs	Foreign	Brand	9	0.80%	3	Tracked
Dermokil	TR	Brand	9	0.80%	3	Tracked
Milani	Foreign	Brand	9	0.80%	3	Tracked
Round Lab	Foreign	Brand	9	0.80%	3	Tracked
Pantene	Foreign	Brand	9	0.80%	3	Tracked
Spectra	TR	Brand	9	0.80%	2	Tracked
Urban Decay	Foreign	Brand	9	0.80%	2	Tracked
The Ceel	TR	Brand	9	0.80%	2	Tracked
Biodance	Foreign	Brand	9	0.80%	2	Tracked
Rosavia	TR	Brand	8	0.71%	2	Tracked
Gelee Beauty	TR	Brand	8	0.71%	2	Tracked
Syorell	TR	Brand	8	0.71%	2	Tracked
Ultrasense	TR	Sub-brand	8	0.71%	2	Tracked
Bee Beauty	TR	Brand	8	0.71%	3	Tracked
Jagler	TR	Brand	8	0.71%	2	Tracked
Solante	TR	Brand	8	0.71%	3	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Bebak	TR	Brand	8	0.71%	3	Tracked
Saie	Foreign	Brand	8	0.71%	2	Tracked
Elidor	Foreign	Brand	8	0.71%	2	Tracked
HC Care	TR	Brand	7	0.62%	2	Tracked
Rosaqua	TR	Brand	7	0.62%	3	Tracked
Raxeria	TR	Brand	7	0.62%	2	Tracked
Sensatia Botanicals	Foreign	Brand	7	0.62%	2	Tracked
Agarta	TR	Brand	7	0.62%	3	Tracked
Revlon	Foreign	Brand	7	0.62%	2	Tracked
Dove	Foreign	Brand	7	0.62%	2	Tracked
Makeup Revolution	Foreign	Brand	7	0.62%	2	Tracked
BioBalance	TR	Brand	7	0.62%	1	Tracked
Nishman	TR	Brand	6	0.53%	2	Tracked
Ceradolin	TR	Brand	6	0.53%	2	Tracked
Fenty Skin	Foreign	Brand	6	0.53%	3	Tracked
Rival de Loop	Foreign	Brand	6	0.53%	4	Tracked
Burt's Bees	Foreign	Brand	6	0.53%	3	Tracked
Kosas	Foreign	Brand	6	0.53%	3	Tracked
Otama Kirkpınar	TR	Brand	6	0.53%	2	Tracked
Hermès	Foreign	Brand	6	0.53%	2	Tracked
La Mer	Foreign	Brand	6	0.53%	2	Tracked
Dr. Jart+	Foreign	Brand	6	0.53%	2	Tracked
Migros	Foreign	Retailer	6	0.53%	2	Tracked
LC Waikiki	Foreign	Retailer	6	0.53%	2	Tracked
Mavili Kapa	TR	Brand	6	0.53%	1	Tracked
Frudia	Foreign	Brand	6	0.53%	2	Tracked
Head & Shoulders	Foreign	Brand	6	0.53%	2	Tracked
Atölye Pötika	TR	Brand	6	0.53%	1	Tracked
Dermadolin	TR	Brand	5	0.44%	1	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Dermabien	TR	Brand	5	0.44%	3	Tracked
DENSA	TR	Brand	5	0.44%	2	Tracked
NOİ	TR	Brand	5	0.44%	2	Tracked
Miline	TR	Brand	5	0.44%	1	Tracked
Zenix	TR	Brand	5	0.44%	1	Tracked
Pura	TR	Brand	5	0.44%	2	Tracked
Fonex Kozmetik	TR	Brand	5	0.44%	2	Tracked
Boyner	TR	Retailer	5	0.44%	3	Tracked
Rimmel London	Foreign	Brand	5	0.44%	3	Tracked
Kora Organics	Foreign	Brand	5	0.44%	3	Tracked
MelKa Naturel	TR	Brand	5	0.44%	2	Tracked
The Saem	Foreign	Brand	5	0.44%	3	Tracked
Rival Loves Me	Foreign	Brand	5	0.44%	1	Tracked
INO Beauty	TR	Brand	5	0.44%	1	Tracked
ya da Multicosmetics	TR	Brand	5	0.44%	2	Tracked
Hacı Şakir	TR	Brand	5	0.44%	2	Tracked
Tarte	Foreign	Brand	5	0.44%	2	Tracked
Soapy Co	TR	Brand	5	0.44%	2	Tracked
Glisten	Foreign	Brand	5	0.44%	1	Tracked
Hunca Care	TR	Brand	5	0.44%	1	Tracked
Versace	Foreign	Licensed	5	0.44%	2	Tracked
IT Cosmetics	Foreign	Brand	5	0.44%	1	Tracked
Arap Makyaj Dünyası	TR	Brand & retailer	5	0.44%	1	Tracked
Victoria's Secret	Foreign	Brand	5	0.44%	1	Tracked
Inglot	Foreign	Brand	5	0.44%	1	Tracked
Lush	Foreign	Brand	5	0.44%	1	Tracked
Lalanka Bath And Body	TR	Brand	4	0.36%	1	Tracked
Sakal Baba	TR	Brand	4	0.36%	1	Tracked
Beauty & More	TR	Brand	4	0.36%	1	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Haccer Kozmetik	TR	Brand	4	0.36%	1	Tracked
Pure Beauty	Foreign	Brand	4	0.36%	1	Tracked
TTO	TR	Brand	4	0.36%	2	Tracked
Kudra	TR	Brand	4	0.36%	2	Tracked
MAN-9	TR	Brand	4	0.36%	2	Tracked
Krijen	TR	Brand	4	0.36%	2	Tracked
Lalinna	TR	Brand	4	0.36%	1	Tracked
Tata Harper	Foreign	Brand	4	0.36%	3	Tracked
Dermalogica	Foreign	Brand	4	0.36%	2	Tracked
Mineaderm	TR	Brand	4	0.36%	2	Tracked
Beauty Girl	TR	Brand	4	0.36%	1	Tracked
Romand	Foreign	Brand	4	0.36%	2	Tracked
Mara	TR	Brand	4	0.36%	2	Tracked
EltaMD	Foreign	Brand	4	0.36%	1	Tracked
Lionesse	Foreign	Brand	4	0.36%	1	Tracked
Beije	TR	Brand	4	0.36%	2	Tracked
Foraflora	TR	Brand	4	0.36%	2	Tracked
Nascita	TR	Brand	4	0.36%	2	Tracked
Axis-Y	Foreign	Brand	4	0.36%	2	Tracked
Anyong	TR	Brand	4	0.36%	1	Tracked
Laperas	TR	Brand	4	0.36%	1	Tracked
Catherine Arley	TR	Brand	4	0.36%	1	Tracked
Balmy	TR	Brand	4	0.36%	1	Tracked
Arifoğlu	TR	Brand	4	0.36%	1	Tracked
Miseca	TR	Brand	4	0.36%	1	Tracked
Herbivore Botanicals	Foreign	Brand	4	0.36%	1	Tracked
Baims Natural Makeup	Foreign	Brand	3	0.27%	1	Tracked
SOHO N.Y.C	TR	Brand	3	0.27%	1	Tracked
Bioterra	TR	Brand	3	0.27%	3	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
RESH LAB	Foreign	Brand	3	0.27%	1	Tracked
Shiseido	Foreign	Brand	3	0.27%	2	Tracked
Beyooman	TR	Brand	3	0.27%	2	Tracked
Thols Dermoscience	TR	Brand	3	0.27%	2	Tracked
Guerlain	Foreign	Brand	3	0.27%	2	Tracked
Restorex	TR	Brand	3	0.27%	1	Tracked
VCELA Cosmetics	TR	Brand	3	0.27%	2	Tracked
Cesa Kozmetik	TR	Brand	3	0.27%	2	Tracked
Gerçek Sabun	TR	Brand	3	0.27%	1	Tracked
Mustela	Foreign	Brand	3	0.27%	3	Tracked
Ziaja	Foreign	Brand	3	0.27%	2	Tracked
Mabinu	TR	Brand	3	0.27%	2	Tracked
Lavera	Foreign	Brand	3	0.27%	1	Tracked
Luis Bien	TR	Brand	3	0.27%	1	Tracked
Hunca Kozmetik	TR	Brand	3	0.27%	2	Tracked
Bioré	Foreign	Brand	3	0.27%	2	Tracked
Celenes	TR	Brand	3	0.27%	2	Tracked
TIRTIR	Foreign	Brand	3	0.27%	2	Tracked
Harrem	TR	Brand	3	0.27%	2	Tracked
L'Occitane en Provence	Foreign	Brand	3	0.27%	2	Tracked
Derby	TR	Brand	3	0.27%	1	Tracked
Shakira	Foreign	Licensed	3	0.27%	1	Tracked
Real Techniques	Foreign	Brand	3	0.27%	2	Tracked
Çiçeksepeti	TR	Marketplace	3	0.27%	2	Tracked
RedOne	TR	Brand	3	0.27%	1	Tracked
Bandido	TR	Brand	3	0.27%	1	Tracked
Qutu	TR	Brand	3	0.27%	1	Tracked
BareMinerals	Foreign	Brand	3	0.27%	1	Tracked
ILIA	Foreign	Brand	3	0.27%	1	Tracked

(cont.)

Entity	Origin	Type	Mentions	Rate	Models	Status
Gillette	Foreign	Brand	3	0.27%	1	Tracked
Origins	Foreign	Brand	3	0.27%	1	Tracked
The Organic Pharmacy	Foreign	Brand	3	0.27%	1	Tracked
Muson	TR	Brand	3	0.27%	1	Tracked
PhytOil	TR	Brand	3	0.27%	1	Tracked
Shiffa Home	Foreign	Brand & retailer	3	0.27%	1	Tracked
Dalin	TR	Brand	3	0.27%	1	Tracked
Aliye's Beauty	TR	Brand	3	0.27%	1	Tracked
Auran Kozmetik	TR	Brand	3	0.27%	1	Tracked
Medicube	Foreign	Brand	3	0.27%	1	Tracked

12.3 The thirty most-cited domains

The nine domains cited by 100 or more responses appear in §9.1; the table below extends that list to thirty. The full 770-domain list is available on request.

#	Domain	Responses citing	Share	Source type
1	onedio.com	201	17.9%	Editorial media
2	trendyol.com	193	17.2%	Marketplace
3	oggusto.com	165	14.7%	Other / long tail
4	wonderflaw.com	158	14.0%	Other / long tail
5	watsons.com.tr	129	11.5%	Retailer
6	hopi.com.tr	125	11.1%	Retailer
7	dermoeczanem.com	118	10.5%	Retailer
8	vogue.com.tr	117	10.4%	Editorial media
9	sephora.com.tr	107	9.5%	Brand-owned site
10	herkesicinguzellik.com	95	8.4%	Other / long tail
11	mmag.com.tr	86	7.6%	Editorial media
12	youtube.com	80	7.1%	Forum / social
13	antalyagundem.com.tr	77	6.8%	Other / long tail
14	lorealparis.com.tr	75	6.7%	Brand-owned site
15	parlakim.com	73	6.5%	Other / long tail

(cont.)

#	Domain	Responses citing	Share	Source type
16	buseterim.com.tr	73	6.5%	Other / long tail
17	bioderma.com.tr	72	6.4%	Brand-owned site
18	iyioneri.tr	68	6.0%	Other / long tail
19	yerlimi.com	67	6.0%	Other / long tail
20	maybelline.com.tr	65	5.8%	Brand-owned site
21	hurriyet.com.tr	65	5.8%	Other / long tail
22	kozmela.com	64	5.7%	Other / long tail
23	eniyilerden.com	64	5.7%	Other / long tail
24	laroche-posay.com.tr	63	5.6%	Brand-owned site
25	thepurestsolutions.com	63	5.6%	Brand-owned site
26	eniyisinde.com.tr	63	5.6%	Other / long tail
27	gratis.com	60	5.3%	Brand-owned site
28	maruderm.com	60	5.3%	Brand-owned site
29	korendy.com.tr	59	5.2%	Other / long tail
30	milligazete.com.tr	51	4.5%	Editorial media

12.4 Data availability

To support scrutiny and reproduction, the data behind this report is available on request: the full per-entity metrics across all eight cuts, the qualified leaderboards and their brand-only variants, the entity dictionary with origin evidence, the complete entity-decision audit trail including every dropped and merged candidate with its reason, the per-model breakdowns, the origin-neutral market table, the full 770-domain source list, the raw-layer trend file, the published scale registry, and the methodology and data dictionary.

All figures reflect a single collection window (4–5 September 2026) and are subject to the limitations in Chapter 11. This is the **second** edition; the study is repeated quarterly, and edition 3 will be the first with a stable enough panel for brand-level trend to carry real weight.

WANT THE DEEPER CUT?

The full domain-level source breakdown — including the 577 domains cited by fewer than ten responses that together account for more than half of all AI citations — and the per-model entity tables behind Chapter 5 are not reproduced in the public report. To request them, or to be notified when the next quarterly edition is published, book a call with the Herm.io team. There is no fee and nothing to buy; it is part of how we share what we learn.

12.5 About Herm.io & disclosure

Herm.io is a consumer behaviour and marketing data company. We study how people discover and choose brands to help businesses reach the right customers. This report forms part of our public research and is conducted quarterly.

The rankings and metrics in this report are entirely impartial and are based on the methodology described within the report. No brand can pay or provide sponsorship to be included in the report, improve its ranking or influence how it is described in the content.

DISCLOSURE & NEUTRALITY

A brand's score in the report is not an endorsement or assessment of quality; it is solely a measure of its current visibility within AI models. No service or product offered by Herm.io is sold for the purpose of directly changing the results of this report or guaranteeing a ranking. To preserve objectivity, all references to Herm.io's own domain are removed from the source data before analysis. This ensures that the company does not appear in, measure itself through or benefit from its own study.

Brands seeking to understand their position in the data can schedule a consultation for an impartial assessment of the findings. The consultation is advisory and free of charge.

REPORT PERIOD

September 2026 · Edition 2 of a quarterly series · first edition with a like-for-like comparison.