



— HERM.IO RESEARCH · TURKEY COSMETICS MARKET

AI Visibility Report

The first AI-visibility snapshot of Turkey's cosmetics market: how do large language models see and rank brands?

540

Total Responses

27

Questions Analyzed

138

Brands Tracked

31

Qualified Brands

KEY FINDINGS

At a glance

This report reproduces the real Turkish-language questions consumers ask AI assistants and measures how often, in what order, and across how many models four large language models name each cosmetic brand.

- 1 The Purest Solutions** leads with a 96.3 score, appearing in 54.4% of all 540 responses and across all four models.
- Of 138 tracked brands, only **31 Turkish brands** cleared the 5% mention threshold; average score 52.2.
- Grok** has the widest repertoire (~9.7 brands/answer); **Claude** the narrowest (~5.7) and the only model to make Farmasi #1.
- Web-search answers elevate The Purest Solutions; memory-only answers elevate **Farmasi**.
- In the open market, mentions split almost evenly: **50.9% foreign / 49.1% Turkish**.

SCOPE & METHOD

Vertical: Cosmetics, skincare, makeup & personal care — Turkey. Method: a single point-in-time study of 540 responses; four large language models (Gemini, ChatGPT, Claude, Grok), each asked 27 Turkish-language questions five times. Collection date: 24–25 May 2026.

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 or more effective. AI visibility reflects information availability and discovery, not product quality.

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

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01

SECTION 01

Executive Summary

AI visibility in Turkey's cosmetics market is concentrated in a handful of brands; the leader, The Purest Solutions, surfaces in more than half of all responses and across all four models.

EXECUTIVE SUMMARY

AI visibility is concentrated in a handful of brands

ONE-SENTENCE TAKEAWAY

AI visibility in Turkey's cosmetics market is concentrated in a handful of brands; the leader, The Purest Solutions, surfaces in more than half of all responses and across all four models, while the makeup and dermocosmetic segments are surfaced by different brands.

- 1 The Purest Solutions is the runaway leader.** It appeared in 54.4% of all 540 responses, surfaced in all four models, and tops the table with a 96.3 Visibility Score. There is a clear gap to second-placed Golden Rose (85.6).
- 2 The whole top five are established houses.** Golden Rose (85.6), Flormar (78.6), Pastel (75.3) and Farmasi (68.3) complete the top five; all appear in all four models.
- 3 31 Turkish brands qualified for ranking.** Of 138 tracked brands (100 Turkish, 38 foreign), only 31 cleared the 5% mention threshold. The qualified brands' average score is 52.2.
- 4 The models see the same market differently.** Grok has the widest repertoire (~9.7 distinct Turkish brands per answer); Claude the narrowest (~5.7). More strikingly: Claude is the only model that surfaces Farmasi most.
- 5 Web search changes the leaders.** In cited, web-grounded answers, The Purest Solutions leads; in uncited answers drawing on the model's own memory, Farmasi rises to the top. The memory segment is small (58 responses), so this is indicative, not definitive.
- 6 The open market is balanced.** Across the 5 origin-neutral questions, mentions split 50.9% foreign / 49.1% Turkish; yet the top four individual brands are all Turkish.
- 7 Categories are surfaced by different brands.** Makeup discovery is led by Pastel/Flormar/Golden Rose; clean/vegan attributes by The Purest Solutions; skincare/haircare use-cases by Dermoskin/Cosmed/Maruderm/Bioxcin.
- 8 Sources are fragmented.** About 46% of the cited sources form a long tail of hundreds of small sites, followed by e-commerce/retail (15.9%) and editorial beauty media.

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 report captures the first snapshot (baseline) of this new "visibility shelf" for Turkey's cosmetics market — describing visibility and information availability, not which brands are best.

02

SECTION 02

Methodology

Four large language models were asked 27 Turkish questions five times each — with no system prompt — to produce 540 responses; brands were identified by automated extraction plus human validation and ranked with a three-component score.

— METHODOLOGY

How the study was run

ONE-SENTENCE TAKEAWAY

Four large language models were asked 27 Turkish questions five times each — with no system prompt — to produce 540 responses; brands were identified by automated extraction plus human validation and ranked with a three-component (45/30/25) score.

2.1 SCOPE AND MODELS

The study queried four large language models directly via API with identical questions. Each model received only the user question — no system prompt was used, temperature was not set manually (provider default), and no region/locale parameter was defined. Because the questions are in Turkish, models infer the Turkish market from language alone.

Model	Version	Web search	Max tokens
Gemini	gemini-3.5-flash	Enabled — Google Search grounding	2048
ChatGPT	gpt-5.5	Enabled — Responses API web_search	1024
Claude	claude-sonnet-4-6	Enabled (max 5 searches)	1024
Grok	grok-4.3	Enabled — Responses API web_search	1024

Scale: 27 questions × 5 repeats × 4 models = 540 responses, all completed. Single run, 24–25 May 2026. Tracked brands: 138 (100 Turkish, 38 foreign). Across all answers, 4,111 brand mentions were captured in 521 of the 540 responses.

2.2 WEB-SEARCH CONFIGURATION

Web search was offered as an enabled tool to all four models; each model decided for itself whether to use it. Whether a response drew on web search or on the model's own knowledge was determined by whether the provider returned any citation: if a citation came back, "web-search"; if none, "own knowledge." This is a reasonable proxy, not direct proof of the model's internal process.

2.3 QUESTIONS

The 27 questions were built from real search queries, keyword research and user research, and distributed equally across three behavioral categories: find (discovery), attribute, and use_case. Of the 27, 22 are constrained (Turkish/yerli brands) and 5 are open (no origin restriction).

2.4 BRAND EXTRACTION AND VALIDATION

Brands were extracted in two stages: automated extraction and human validation. Spelling/format variants were merged into a single canonical name; the candidate list was manually reviewed, non-brands filtered out, and each brand labeled Turkish/foreign. A brand is labeled Turkish if founded and headquartered in Turkey; foreign if of foreign origin, even when manufactured or widely sold in Turkey. Final dictionary: 138 brands.

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	Basis
Mention	45%	mention rate
Position	30%	MRR (how high the brand is named)
Breadth	25%	number of models covering it (0-4)

Each component is scaled so the leading qualified brand = 100, then combined with the weights. Only Turkish brands mentioned in at least 5% of the 540 responses are ranked (31 brands).

2.6 NEUTRALITY AND SELF-EXCLUSION

To prevent any conflict of interest, all citations to Herm.io’s own domains were removed from the dataset before analysis, so the company’s own content could neither appear among the most-cited domains nor influence any brand’s visibility figures.

03

SECTION 03

Overall Visibility Leaderboard

The Purest Solutions leads by an undisputed 10.7–point margin; the top ten mix established makeup houses with the mid-tier dermocosmetic field, and the list quickly tapers into a long tail.

— OVERALL VISIBILITY LEADERBOARD

AI Visibility Score — 31 qualified brands

TABLE 1 — AI VISIBILITY SCORE

0-100 scale

#	Brand	AI Score
● 1	The Purest Solutions	96.3
2	Golden Rose	85.6
3	Flormar	78.6
4	Pastel	75.3
5	Farmasi	68.3
6	Dermoskin	64.8
7	Cosmed	63.1
8	Maruderm	61.1
9	Gülsha	59.3
10	Rosece	57.9
11	Bioxcin	57.5
12	Note Cosmetics	53.6
13	Otacı	53.3
14	Cream Co.	52.0
15	Atelier Rebul	51.6
16	Bioblas	48.1
17	Sinoz	46.9
18	Misbahçe	46.1
19	Homemade Aromaterapi	43.9
20	Urban Care	43.7
21	Bade Naturel	43.6
22	New Well	41.0
23	Ashley Joy	40.7
24	Eyüp Sabri Tuncer	40.3
25	Dermokil	40.2
26	Abtira	39.4
27	Cecile	38.8
28	Ecowell	37.3
29	Herbederm	37.0

(cont.)

#	Brand	AI Score
30	Beaulis	31.2
31	Bionnex	23.6

AVERAGE

Average score of the 31 qualified brands: 52.2.

3.1 Tier narrative

The runaway leader (96.3). The Purest Solutions maxes out both the mention and breadth components, with a very strong position component too. It appears in 54% of all responses — more than one in two answers. The 10.7–point gap to second place is a break not seen anywhere else on the list.

The established makeup houses (ranks 2–5). Golden Rose, Flormar, Pastel and Farmasi are Turkey’s entrenched color-cosmetics brands. Golden Rose’s position is strongest when it appears, while Pastel has high mentions but a weaker average position.

The dermocosmetic mid-tier (ranks 6–11). Dermoskin, Cosmed, Maruderm, Gülsha, Rosece and Bioxcin form the backbone of skincare and pharmacy cosmetics. Bioxcin is notable: despite a low mention rate, it ranks 11th because it appears very high when mentioned.

The long tail (ranks 12–31). Scores fall from 53.6 to 23.6. A lower rank here means lower current visibility to AI systems — not lower brand quality.

04

SECTION 04

Differences Between Models

The four models see the same market at different breadths and with different leaders; Grok offers the widest list, while Claude both gives the narrowest list and is the only model that elevates Farmasi to #1.

DIFFERENCES BETWEEN MODELS

Same market, four different views

TABLE 2 – WEB SEARCH & REPERTOIRE BY MODEL

135 responses each

Model	Web search	TR brands	TR/answer	Foreign	Total/answer
Gemini	84.4%	63	5.6	14	5.8
ChatGPT	97.8%	65	6.9	29	8.3
Claude	74.8%	58	5.7	31	6.4
Grok	100.0%	79	9.7	26	10.8

Web-search usage varies markedly: Grok searched on every answer (100%), while Claude used no search at all in roughly a quarter of its answers (74.8%). On breadth, Grok is clearly ahead; Claude is the most conservative list-maker.

4.2 Each model's top 8 brands

GEMINI

#	Brand	Mentions	Rate
1	The Purest Solutions	74	54.8%
2	Cosmed	41	30.4%
3	Cream Co.	40	29.6%
4	Maruderm	37	27.4%
5	Pastel	34	25.2%
6	Dermoskin	32	23.7%
7	Golden Rose	28	20.7%
8	Gülsha	24	17.8%

CHATGPT

#	Brand	Mentions	Rate
1	The Purest Solutions	77	57.0%
2	Flormar	63	46.7%
3	Pastel	63	46.7%
4	Golden Rose	62	45.9%
5	Maruderm	47	34.8%
6	Dermoskin	46	34.1%
7	Farmasi	41	30.4%
8	Cosmed	37	27.4%

CLAUDE

#	Brand	Mentions	Rate
1	Farmasi	73	54.1%
2	Flormar	60	44.4%
3	Golden Rose	57	42.2%
4	The Purest Solutions	54	40.0%
5	Pastel	53	39.3%
6	Atelier Rebul	36	26.7%
7	Gülsha	30	22.2%
8	Bioxcin	28	20.7%

GROK

#	Brand	Mentions	Rate
1	The Purest Solutions	89	65.9%
2	Rosece	71	52.6%
3	Gülsha	70	51.9%
4	Pastel	59	43.7%
5	Farmasi	57	42.2%
6	Dermoskin	56	41.5%
7	Misbahçe	56	41.5%
8	Golden Rose	53	39.3%

4.3 The disagreement story

Two findings stand out. First, **Claude's different leader**: three of the four models place The Purest Solutions at the top, but in Claude the leader is Farmasi (54.1%) — likely because Claude has the lowest web-search rate and relies on its own memory more. Second, **Grok's breadth elevates niche brands**: Rosece, Gülsha and Misbahçe appear at very high rates because Grok searches on every answer and lists more brands on average.

05

SECTION 05

Web Search or Model Memory?

Web-grounded answers elevate new-generation digital brands; answers from the model's own memory elevate legacy memory brands (Farmasi above all).

Citations change who leads

ONE-SENTENCE TAKEAWAY

Web-grounded answers elevate new-generation digital brands (especially The Purest Solutions), while answers from the model's own memory elevate legacy brands (Farmasi above all) — though the memory segment is small and should be confirmed in future editions.

The 540 responses were split into two segments: web-search answers carrying citations (**482 responses**) and own-knowledge answers with no citations (**58 responses**). Because the own-knowledge segment is small, those figures are indicative rather than conclusive.

WEB-SEARCH ANSWERS — TOP 8

482 responses

#	Brand	Rate
● 1	The Purest Solutions	60.2%
2	Pastel	40.7%
3	Golden Rose	37.8%
4	Flormar	36.3%
5	Farmasi	32.2%
6	Dermoskin	30.9%
7	Cosmed	30.7%
8	Gülsha	27.0%

OWN-MEMORY ANSWERS — TOP 8

58 responses

#	Brand	Rate
● 1	Farmasi	44.8%
2	Flormar	31.0%
3	Golden Rose	31.0%
4	Atelier Rebul	22.4%
5	Pastel	22.4%
6	Bioblas	17.2%
7	Bioxcin	17.2%
8	Note Cosmetics	15.5%

5.1 The leaders swap places

In web-search answers, The Purest Solutions is the clear leader (60.2%). But in the own-knowledge segment the same brand falls to 6.9% (just 4 of 58 answers), and Farmasi (44.8%) takes the top. With only 58 memory-based responses, the exact rates carry wide uncertainty; the direction of the effect is the takeaway.

5.2 “Legacy vs. new-generation” brands

New-generation / digital-native brands such as The Purest Solutions have a strong footprint in current web content, so they jump forward when search is on. Established, high-awareness brands like Farmasi, Atelier Rebul and Eyüp Sabri Tuncer are strongly represented in models’ training data, so they are recalled even without search.

06

SECTION 06

Category Ownership

There is no single “winner”: makeup discovery is led by Pastel/Flormar/Golden Rose, attribute/clean questions by The Purest Solutions, and skincare/haircare use-cases by the dermocosmetic brands.

— CATEGORY OWNERSHIP

Every category has its own leader

TABLE 3 – TOP 8 BRANDS BY CATEGORY

#	find (discovery)	attribute	use_case
1	Pastel — 65.0%	The Purest Solutions — 57.2%	The Purest Solutions — 51.1%
2	Flormar — 61.1%	Pastel — 51.1%	Dermoskin — 38.9%
3	Golden Rose — 61.1%	Golden Rose — 50.0%	Cosmed — 33.3%
4	The Purest Solutions — 55.0%	Flormar — 43.3%	Maruderm — 32.2%
5	Farmasi — 42.8%	Farmasi — 38.9%	Bioxcin — 25.0%
6	Gülsha — 30.0%	Gülsha — 34.4%	Farmasi — 18.9%
7	Atelier Rebul — 27.8%	Cosmed — 26.7%	Otacı — 17.2%
8	Note Cosmetics — 27.8%	Cream Co. — 25.6%	Atelier Rebul — 12.8%

In the find category, makeup brands lead — Pastel appears in 65% of discovery questions. In attribute and use_case, The Purest Solutions takes the top; in use-cases specifically, the dermocosmetic brands fill the top five.

6.1 Most visible brands for specific attributes and use-cases

Theme (question)	1st brand	2nd brand	3rd brand
Vegan makeup (Q5)	Pastel — 90%	Note Cosmetics — 55%	Flormar — 55%
Cruelty-free (Q8)	Note Cosmetics — 94%	The Purest Solutions — 94%	Pastel — 83%
Affordable (Q13)	Golden Rose — 100%	Pastel — 95%	Farmasi — 95%
Natural ingredients (Q10)	Bade Naturel — 80%	Homemade Aromaterapi — 80%	Rosece — 75%
Men's care (Q15)	The Purest Solutions — 63%	Maruderm — 53%	Dermoskin — 42%
Oily-hair shampoo (Q9)	Bioblas — 80%	Bioxcin — 75%	Otacı — 70%
Oily/acne-prone skin (Q7)	The Purest Solutions — 100%	Dermoskin — 65%	Maruderm — 45%
Sensitive skin (Q25)	The Purest Solutions — 58%	Dermoskin — 53%	Maruderm — 47%
Anti-aging (Q26)	Maruderm — 55%	Cosmed — 50%	Bioxcin — 45%

- In vegan & cruelty-free attributes, **Pastel** and **Note Cosmetics** are the most visible; on the clean side, The Purest Solutions is very strong.
- When affordability comes up, **Golden Rose** appears in nearly every answer (100%).
- The natural-ingredient niche surfaces a different group: **Bade Naturel, Homemade Aromaterapi and Rosece**.
- Oily-hair questions are dominated by the **Bioblas/Bioxcin/Otacı** trio.
- In skincare use-cases, The Purest Solutions and the dermocosmetic brands share the table; for anti-aging, Maruderm is most visible.

07

SECTION 07

Open Market: Turkish vs. Foreign

In origin-neutral questions, total mentions split almost evenly between Turkish and foreign; yet the four most visible brands are entirely Turkish, while foreign brands are more visible on the dermocosmetic shelf.

— OPEN MARKET: TURKISH VS. FOREIGN

Balanced totals, polarized shelves

This chapter relies only on the 5 open questions with no origin restriction (100 responses) and should be read as an early signal. Origin share: **Foreign 50.9%**; **Turkish (TR) 49.1%**.

7.2 Open-market top 15 brands (any origin)

#	Brand	Origin	Mentions	Rate
1	Flormar	TR	53	53.0%
2	Pastel	TR	51	51.0%
3	Golden Rose	TR	46	46.0%
4	The Purest Solutions	TR	44	44.0%
5	La Roche-Posay	Foreign	33	33.0%
6	L'Oréal Paris	Foreign	33	33.0%
7	Bioderma	Foreign	32	32.0%
8	Maybelline New York	Foreign	32	32.0%
9	Farmasi	TR	29	29.0%
10	MAC Cosmetics	Foreign	28	28.0%
11	The Ordinary	Foreign	26	26.0%
12	Avène	Foreign	22	22.0%
13	CeraVe	Foreign	22	22.0%
14	NYX	Foreign	22	22.0%
15	Gülsha	TR	22	22.0%

7.3 Turkish brands lead makeup, foreign leads derma

The individual ranking reveals a pattern the aggregate balance hides: the four most visible brands are all Turkish (Flormar, Pastel, Golden Rose, The Purest Solutions), and three are makeup brands. By contrast, foreign brands cluster on the dermocosmetic shelf: La Roche-Posay, Bioderma, The Ordinary, CeraVe and Avène.



SECTION 08

The Discovery Ecosystem

AI's picture of cosmetic brands is shaped not by a single authority but by hundreds of small beauty sites, e-commerce/retail listings and brands' own sites together.

— THE DISCOVERY ECOSYSTEM — WHERE AI LEARNS ABOUT BRANDS

No authority, a fragmented source network

8.1 THE 9 MOST-CITED DOMAINS

#	Domain	Citing	Source type
1	oggusto.com	149	Editorial / Beauty media
2	hopi.com.tr	131	E-commerce / Retail
3	dermoeczanem.com	106	E-commerce / Retail
4	youtube.com	93	Social media
5	wonderflaw.com	88	Editorial / Beauty media
6	watsons.com.tr	79	E-commerce / Retail
7	thepurestsolutions.com	75	Brand-owned site
8	mmag.com.tr	69	Editorial / Beauty media
9	trendyol.com	67	E-commerce / Retail

MOST CITED

The three most-cited domains — oggusto.com, hopi.com.tr, dermoeczanem.com — are a beauty-media outlet, a retail/loyalty platform and a dermocosmetic e-commerce site.

8.2 SOURCE-TYPE MIX

Source type	Share
Other / long-tail	46.1%
E-commerce / Retail	15.9%
Editorial / Beauty media	13.4%
Brand-owned site	11.7%
Social media	4.0%
Forum / UGC	3.0%
Editorial / Industry media	2.9%
Editorial / News	2.2%
Directory / Listing	0.9%

8.3 The fragmentation finding

The most striking finding is fragmentation: 46.1% of all citations come from a long tail of ~395 small sites, none individually dominant. The next three large blocks — e-commerce/retail (15.9%), editorial beauty media (13.4%) and brand-owned sites (11.7%) — together make up roughly 41% of citations.



SECTION 09

What the Patterns Suggest

Five structural patterns in the data, and how a brand can read its own position within AI visibility.

— WHAT THE PATTERNS SUGGEST

Five structural patterns

- 1 Breadth is a baseline condition.** All of the top 29 brands appear in all four models; Beaulis (3 models) and Bionnex (2 models) sit lower largely for this reason.
- 2 Mention and position are different things.** Pastel has high mentions but a lower average position; Golden Rose and Bioxcin are mentioned less often but appear near the top when they do.
- 3 Web presence tracks with the majority scenario.** 482 of 540 answers relied on web search, and in that segment the most visible brands have current, structured web content.
- 4 Visibility is won in niches.** Natural ingredients, oily hair and anti-aging show spaces where the overall leaders are absent.
- 5 The source footprint is multi-channel.** The fragmented source landscape shows that no single channel drives visibility.

How a brand can locate itself in the data

Using the dataset (available on request), a brand can read four things in order: whether it appears in all four models; how frequently it is mentioned; how high it ranks when mentioned; and which model or category it is weakest in.

10

SECTION 10

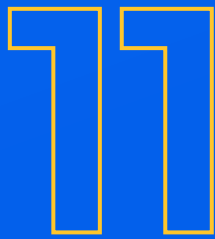
Limitations and Notes

All findings should be read within the following limitations.

LIMITATIONS AND NOTES

How to read the findings

- **Single, point-in-time measurement.** Data were collected in a single run on 24–25 May 2026; it is a snapshot, not a trend or time series.
- **Small sub-samples carry real uncertainty:** the Turkish-vs-foreign comparison rests on 5 open questions (100 responses), the web-search-vs-memory split on 58 own-knowledge responses.
- **Small score gaps are not meaningful;** in the packed middle of the leaderboard, differences of a point or two should not be over-interpreted.
- **Visibility is not quality.** The report measures only mention and position; it does not assess sentiment, recommendation accuracy or product effectiveness.
- **Models are probabilistic.** The same question can produce different answers; 5 repeats reduce but do not eliminate this.
- Web search depends on momentary conditions — the content indexed and served at measurement time.
- “Web search vs. own knowledge” is a proxy, based on whether a citation accompanied the answer.
- Precision over recall: brand matching was cautious, so brands mentioned indirectly may be undercounted.
- Source coverage varies by model; source analysis does not reflect the entirety of all answers.
- Origin classification involves judgment; some brands’ Turkish/foreign label is debatable.
- Output-length limits differ by model, and model versions date quickly.



SECTION 11

Appendix & Data

The study's 27 questions, all 138 tracked brands, data availability, and about Herm.io.

APPENDIX & DATA

11.1 All questions (27) and their categories

#	Category	Scope	Question (Turkish)
1	attribute	constrained	Yerli kozmetik markalarından hangileri alınır ve neden
2	find	constrained	Türkiye’de bilinmesi gereken yerli kozmetik markaları
3	use_case	constrained	Erkekler için yerli cilt bakım önerisi
4	use_case	constrained	Olgun cilt için uygun Türk bakım markaları
5	attribute	constrained	Uygun fiyatlı ama performansı iyi Türk makyaj markaları listesi
6	attribute	constrained	Kaliteli ve yerli cilt bakımı markaları arıyorum, hangilerini önerirsin?
7	find	constrained	Son zamanlarda öne çıkan yerli kozmetik firmaları neler?
8	attribute	constrained	Türk bakım ürünleri markası önerisi
9	attribute	constrained	Vegan Türk makyaj markaları var mı?
10	attribute	constrained	Uygun fiyatlı yerli kozmetik markaları hangileri?
11	find	open	Türkiye’de satın alabileceğim en iyi kozmetik markaları nelerdir ve neden
12	use_case	constrained	Olgun ciltler için kırışıklık karşıtı en etkili yerli kremler hangileri?
13	attribute	constrained	Hayvanlar üzerinde test yapmayan Türk kozmetik markaları
14	use_case	constrained	Hassas cilt için Türk kozmetik önerisi
15	use_case	constrained	Yağlı saçlar için hangi Türk şampuanları iyi?
16	find	open	Türkiye’de satın alabileceğim en iyi cilt bakım markaları hangileri ve neden
17	use_case	constrained	Erkekler için bakım ürünü üreten Türk kozmetik markası var mı?
18	find	constrained	Son zamanlarda popüler Türk kozmetik markaları
19	find	constrained	Popüler Türk makyaj markalarının bir listesini çıkarır mısın?
20	find	open	Makyaj markası önerebilir misin ve neden önerdiğini yazar mısın
21	use_case	constrained	Yağlı ve akneye meyilli ciltler için en iyi Türk cilt bakım ürünleri
22	use_case	constrained	Kuru ve hassas ciltler için hangi yerli markaları kullanmalıyım?
23	use_case	constrained	Sivilceye yatkın cilt için yerli ürünler
24	attribute	constrained	Doğal içerikli Türk cilt bakım markaları
25	find	constrained	En iyi Türk kozmetik markaları hangileri? Önerir misin?
26	find	open	Son dönemde Türkiye’de çok satan ve popüler olan kozmetik markaları neler?
27	attribute	open	Türkiye’deki en başarılı e-ticaret kozmetik markaları hangileridir?

Distribution: 9 find, 9 attribute, 9 use_case; 22 constrained (Turkish-only) and 5 open (origin-unrestricted).

11.2 All tracked brands (138)

The table below lists all 138 brands tracked in the study (100 Turkish, 38 foreign) and marks the 31 brands that cleared the 5% mention threshold to qualify for ranking. The list is ordered by mention count, descending.

Brand	Origin	Ment.	Rate	Models	Status
The Purest Solutions	TR	294	54.44%	4	Ranked
Pastel	TR	209	38.70%	4	Ranked
Golden Rose	TR	200	37.04%	4	Ranked
Flormar	TR	193	35.74%	4	Ranked
Farmasi	TR	181	33.52%	4	Ranked
Dermoskin	TR	152	28.15%	4	Ranked
Cosmed	TR	151	27.96%	4	Ranked
Gülsha	TR	130	24.07%	4	Ranked
Maruderm	TR	129	23.89%	4	Ranked
Atelier Rebul	TR	110	20.37%	4	Ranked
Otacı	TR	107	19.81%	4	Ranked
Rosece	TR	103	19.07%	4	Ranked
Cream Co.	TR	96	17.78%	4	Ranked
Note Cosmetics	TR	96	17.78%	4	Ranked
Misbahçe	TR	75	13.89%	4	Ranked
Sinoz	TR	70	12.96%	4	Ranked
Homemade Aromaterapi	TR	70	12.96%	4	Ranked
Bioxcin	TR	64	11.85%	4	Ranked
Bade Naturel	TR	58	10.74%	4	Ranked
Urban Care	TR	54	10.00%	4	Ranked
Ashley Joy	TR	50	9.26%	4	Ranked
The Ordinary	Foreign	50	9.26%	4	Tracked
Ecowell	TR	46	8.52%	4	Ranked
New Well	TR	43	7.96%	4	Ranked
La Roche-Posay	Foreign	41	7.59%	4	Tracked
Abtira	TR	39	7.22%	4	Ranked
Eyüp Sabri Tuncer	TR	38	7.04%	4	Ranked
Bioderma	Foreign	35	6.48%	4	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Maybelline New York	Foreign	35	6.48%	4	Tracked
L'Oréal Paris	Foreign	34	6.30%	4	Tracked
Cecile	TR	34	6.30%	4	Ranked
Dermokil	TR	31	5.74%	4	Ranked
NYX	Foreign	31	5.74%	4	Tracked
Beaulis	TR	30	5.56%	3	Ranked
Bioblas	TR	30	5.56%	4	Ranked
MAC Cosmetics	Foreign	28	5.19%	4	Tracked
Herbaderm	TR	28	5.19%	4	Ranked
Bionnex	TR	28	5.19%	2	Ranked
Siveno	TR	26	4.81%	4	Tracked
Rosense	TR	24	4.44%	3	Tracked
Arko Men	TR	24	4.44%	4	Tracked
Vichy	Foreign	24	4.44%	3	Tracked
Evyap	TR	24	4.44%	4	Tracked
CeraVe	Foreign	23	4.26%	4	Tracked
Bee Beauty	TR	23	4.26%	3	Tracked
Avène	Foreign	23	4.26%	3	Tracked
COSRX	Foreign	22	4.07%	3	Tracked
Ersağ	TR	22	4.07%	1	Tracked
Cyrène	TR	22	4.07%	3	Tracked
Atopia	TR	21	3.89%	3	Tracked
Simya Evi	TR	20	3.70%	2	Tracked
NARS	Foreign	18	3.33%	3	Tracked
Duru	TR	17	3.15%	3	Tracked
Rare Beauty	Foreign	17	3.15%	3	Tracked
Fenty Beauty	Foreign	17	3.15%	4	Tracked
Estée Lauder	Foreign	17	3.15%	3	Tracked
Beauty of Joseon	Foreign	16	2.96%	3	Tracked
Revolution	Foreign	16	2.96%	4	Tracked
LYKD	TR	15	2.78%	2	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Charlotte Tilbury	Foreign	14	2.59%	3	Tracked
INCIÁ	TR	14	2.59%	4	Tracked
She Vec	TR	14	2.59%	2	Tracked
Agarta	TR	13	2.41%	3	Tracked
Gabrini	TR	13	2.41%	3	Tracked
Mia Klinika	TR	13	2.41%	2	Tracked
Dermabien	TR	13	2.41%	4	Tracked
Procsin	TR	13	2.41%	3	Tracked
Kiko Milano	Foreign	12	2.22%	4	Tracked
Pelcare	TR	11	2.04%	2	Tracked
Alix Avien	TR	10	1.85%	4	Tracked
Lalive	TR	10	1.85%	3	Tracked
Green Up	TR	10	1.85%	3	Tracked
ADVB	TR	9	1.67%	2	Tracked
Bebak	TR	9	1.67%	3	Tracked
Thalia	TR	9	1.67%	3	Tracked
Laneige	Foreign	9	1.67%	3	Tracked
Mavili Kapı	TR	8	1.48%	2	Tracked
Essence	Foreign	8	1.48%	2	Tracked
Mabinu	TR	8	1.48%	3	Tracked
Morfose	TR	8	1.48%	4	Tracked
Nishman	TR	8	1.48%	2	Tracked
Luv it!	TR	8	1.48%	3	Tracked
Dermaderm	TR	8	1.48%	2	Tracked
Garnier	Foreign	8	1.48%	2	Tracked
Celenes	TR	7	1.30%	3	Tracked
Bepanthol	Foreign	7	1.30%	1	Tracked
Callista	TR	7	1.30%	1	Tracked
e.l.f. Cosmetics	Foreign	7	1.30%	2	Tracked
Miss Selene	TR	7	1.30%	2	Tracked
Biota Botanicals	TR	7	1.30%	1	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Beauty & More	TR	6	1.11%	1	Tracked
Naturalive	TR	6	1.11%	2	Tracked
Marmara Barber	TR	6	1.11%	2	Tracked
Drop by Organics	TR	6	1.11%	3	Tracked
Pantene	Foreign	6	1.11%	3	Tracked
Skin1004	Foreign	6	1.11%	2	Tracked
Sakal Baba	TR	5	0.93%	1	Tracked
Agiva	TR	5	0.93%	2	Tracked
BIOFIN Cosmetics	TR	5	0.93%	1	Tracked
Derby	TR	5	0.93%	3	Tracked
Innisfree	Foreign	5	0.93%	2	Tracked
The New Lab	TR	5	0.93%	1	Tracked
Pure Choice	TR	5	0.93%	1	Tracked
SebaMed	Foreign	5	0.93%	2	Tracked
Kudra	TR	5	0.93%	2	Tracked
Soapy Cosmetics	TR	5	0.93%	1	Tracked
Soulqin	TR	5	0.93%	3	Tracked
AveSeena	TR	4	0.74%	1	Tracked
SkinCeuticals	Foreign	4	0.74%	2	Tracked
Miseca	TR	4	0.74%	1	Tracked
Madecassol	Foreign	4	0.74%	1	Tracked
Eucerin	Foreign	4	0.74%	2	Tracked
IVA Natura	TR	4	0.74%	2	Tracked
HC Care	TR	4	0.74%	2	Tracked
Eda Taşpınar	TR	4	0.74%	1	Tracked
Elidor	Foreign	4	0.74%	2	Tracked
Dalin	TR	4	0.74%	1	Tracked
Bern+Lab	TR	4	0.74%	1	Tracked
Catrice	Foreign	3	0.56%	1	Tracked
Mineaderm	TR	3	0.56%	1	Tracked
Diora Kimva	TR	3	0.56%	2	Tracked

(cont.)

Brand	Origin	Ment.	Rate	Models	Status
Ducray	Foreign	3	0.56%	1	Tracked
U Green Clean	TR	3	0.56%	1	Tracked
Sopure	TR	3	0.56%	1	Tracked
Sheida	TR	3	0.56%	1	Tracked
Pure Project Skincare	TR	3	0.56%	1	Tracked
Luis Bien	TR	3	0.56%	1	Tracked
Kai Beauty	Foreign	3	0.56%	1	Tracked
Blendax	Foreign	2	0.37%	1	Tracked
Bionaturca	TR	2	0.37%	1	Tracked
From Natura	TR	2	0.37%	1	Tracked
G&Z Organic Cosmetics	TR	2	0.37%	1	Tracked
Eveline	Foreign	2	0.37%	1	Tracked
Catherine Arley	TR	2	0.37%	1	Tracked
Jiyu	TR	2	0.37%	1	Tracked
Raquon	TR	2	0.37%	1	Tracked
Pupa Milano	Foreign	2	0.37%	1	Tracked
So Fly	TR	2	0.37%	2	Tracked

11.3 Data availability

The study tracked 138 brands (100 Turkish, 38 foreign); of these, 31 Turkish brands cleared the 5% threshold. To support scrutiny and reproduction, the underlying data is available on request: response-level brand mentions, the qualified-brand leaderboard, full unfiltered brand metrics, per-model and per-category breakdowns, web-search-vs-memory and open-market breakdowns, top source domains, and the methodology and data dictionary.

All figures reflect a single point-in-time run (24–25 May 2026) and are subject to the limitations in Chapter 10. This is the first baseline measurement; the study will be repeated quarterly.

11.4 About Herm.io & disclosure

Herm.io is a consumer-behavior and marketing-data company. It studies how people discover and choose brands so that brands can reach the right customers. This report is part of its public research and is a recurring quarterly study.

DISCLOSURE & NEUTRALITY

Herm.io does not sell SEO or GEO (search/AI-ranking) services, and this report does not recommend any. No brand paid to be included, ranked, or described in this report, and a brand's score is not an endorsement or a judgment of its quality — it is a measure of visibility only.

REPORT PERIOD

May 2026 · Edition 1 (baseline) of a quarterly series.