ALIX AVIEN

2026



Company Profile

ALIX AVIEN

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BRAND

OUR BRAND

Our Brand

Who We Are?

A story of elegance born in Paris, brought to life in Istanbul...

Alix Avien was inspired in Paris—the heart of aesthetics and sophistication—and found its soul in Istanbul, where cultures meet. Carrying the artistic legacy behind its name, it is more than a makeup brand; it is an experience where two worlds come together.

The refined touch of Paris meets the warm, vibrant colors of Istanbul. East and West, classic and modern... all merge in perfect harmony within **Alix Avien**.

Today, Alix Avien embodies a global brand identity powered by advanced production, high-tech laboratories, and continuous innovation through R&D. Yet at its core, it remains devoted to one purpose: reflecting you.

Because beauty cannot be defined by a single standard.
Beauty lives in your style, your energy, your story.

Alix Avien is more than makeup.
It is the freedom to express who you are.

With every touch, it makes you more visible.
With every product, it reveals the details that make you unique.

Because true beauty lies in our differences.

Express yourself, live your story with Alix Avien.

Our Difference



Alix Avien is a formidable player in the color cosmetics market, distinguishing itself with unique features:

01 —

Modern Production Facilities
We embrace a sustainable beauty philosophy with innovative and eco-friendly production processes

02 —

High-Technology Laboratories
We explore the perfect union of science and aesthetics with our state-of-the-art equipment

03 —

Advancing R&D Efforts
Anticipating market trends and consumer needs, we continuously develop innovative products

Our Brand

Our Difference

04 —

Revitalized Brand Identity
Blending timeless elegance with modern lines, we reflect our brand's character in every detail

05 —

Enhanced Formulas
We focus on health and beauty by working on more effective and skin-friendly formulas

06 —

Rich Color Spectrum
With our extensive color range catering to every skin tone and preference, we broaden the boundaries of personal expression

07 —

Stylish and Sophisticated Packaging
We present our products in original packaging that combines aesthetics with functionality

08 —

Close Relationships with Partners
By establishing strong and lasting relationships with our partners, we aim to be a reliable collaborator in the industry

09 —

Accessibility Across All Sales Channels
We make our products available through a broad distribution network, ensuring accessibility to every consumer

With these attributes **Alix Avien** represents more than just a cosmetic brand; it embodies a lifestyle that celebrates the unique beauty of every individual

Our Brand

Mission

At **Alix Avien**, our mission is to elevate everyday beauty with art, elegance, and color rooted in the spirit of Paris and Istanbul.

We deliver high quality, professional products while maintaining the perfect balance between price and performance.

We empower everyone to express their unique style and define beauty on their own terms.

Vision

Alix Avien aims to be a leading global makeup brand and the first choice for beauty lovers.

Through monobrand stores, we offer premium, personalized experiences.Driven by innovation and sustainability, we redefine makeup and inspire self-expression.

With **Alix Avien**, beauty is how you feel and how you live.

VALUES

Our Values



Our Values

01
INNOVATIVE
Continuous development through R&D efforts and modern production facilities

02
ELEGANT
Products inspired by the aesthetic and cultural richness of Paris and Istanbul

03
COSMOPOLITAN
Born in Paris and raised in Istanbul, offering a synthesis of East and West, classical and modern

04
HIGH-QUALITY
High-quality products and professional touches

05
SUSTAINABLE
Environmentally friendly production processes, promoting sustainable beauty concepts

06
PERSONAL
A range of products that allows individuals to reflect their uniqueness and style

07
BOLD
Pushing the boundaries of makeup artistry with innovation and trendsetting products

08
INSPIRING
A mission to encourage, inspire and unleash the imagination of customers

09
AUTHENTIC
Always sincere and vibrant brand personality, establishing genuine connections with users

10
STYLISH
Chic packaging and product designs, timeless elegance with modern lines

PERSONA

Personality

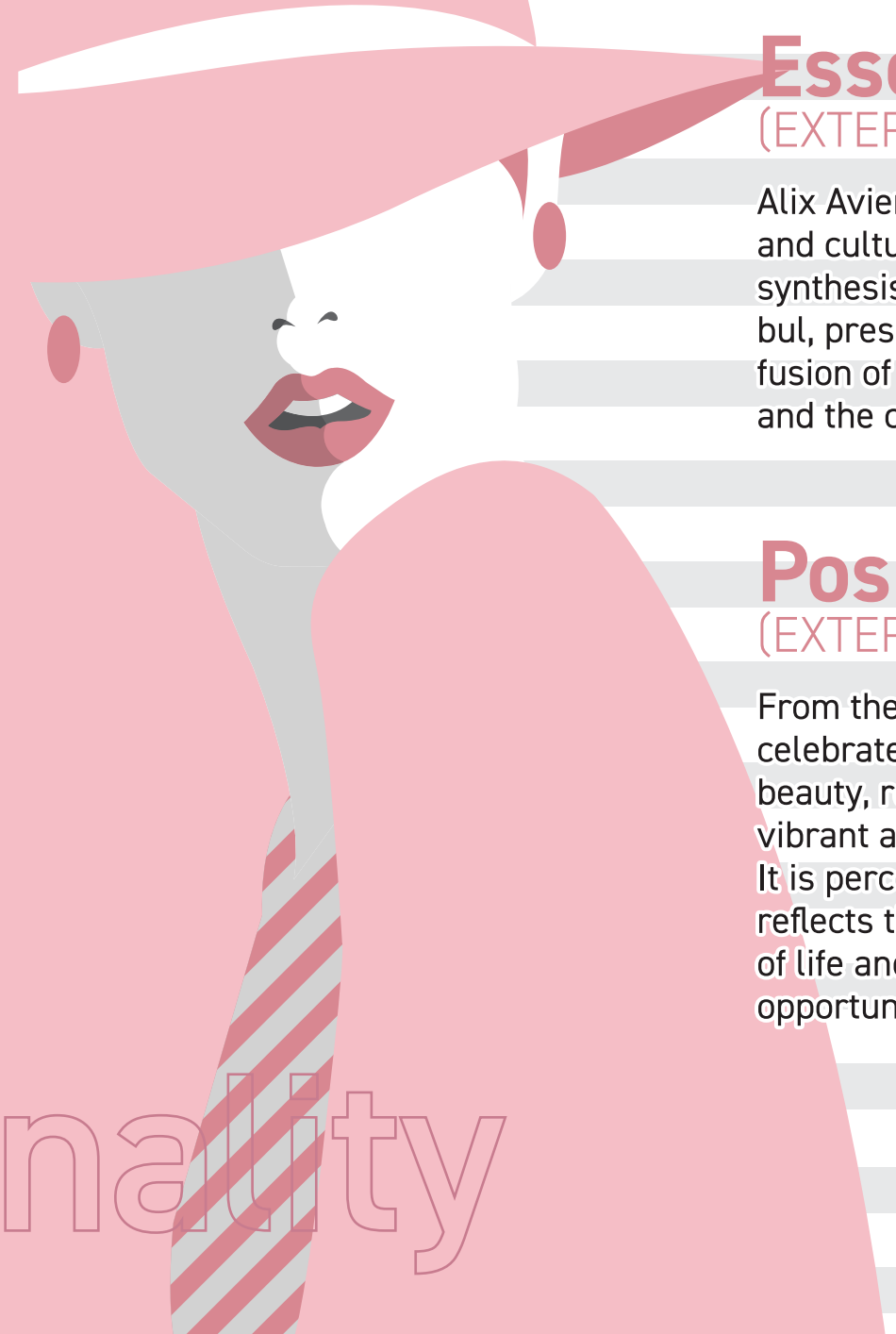


Vision
(INTERNAL & FIXED)

Alix Avien, as a visionary and leader, possesses a dynamic personality. It is innovative, sustainable and sets trends. Constantly challenging the boundaries of makeup art, it always aims for greater goals

Mission
(INTERNAL & VARIABLE)

Alix Avien enables every individual to maintain their authenticity and style. It is supportive, accessible and inclusive, encouraging people to express themselves and showcase their beauty in the best possible way



Essence
(EXTERNAL & FIXED)

Alix Avien, rich with aesthetic and cultural assets, like the synthesis of Paris and Istanbul, presents an elegant fusion of the East and West, and the classic and modern

Position
(EXTERNAL & VARIABLE)

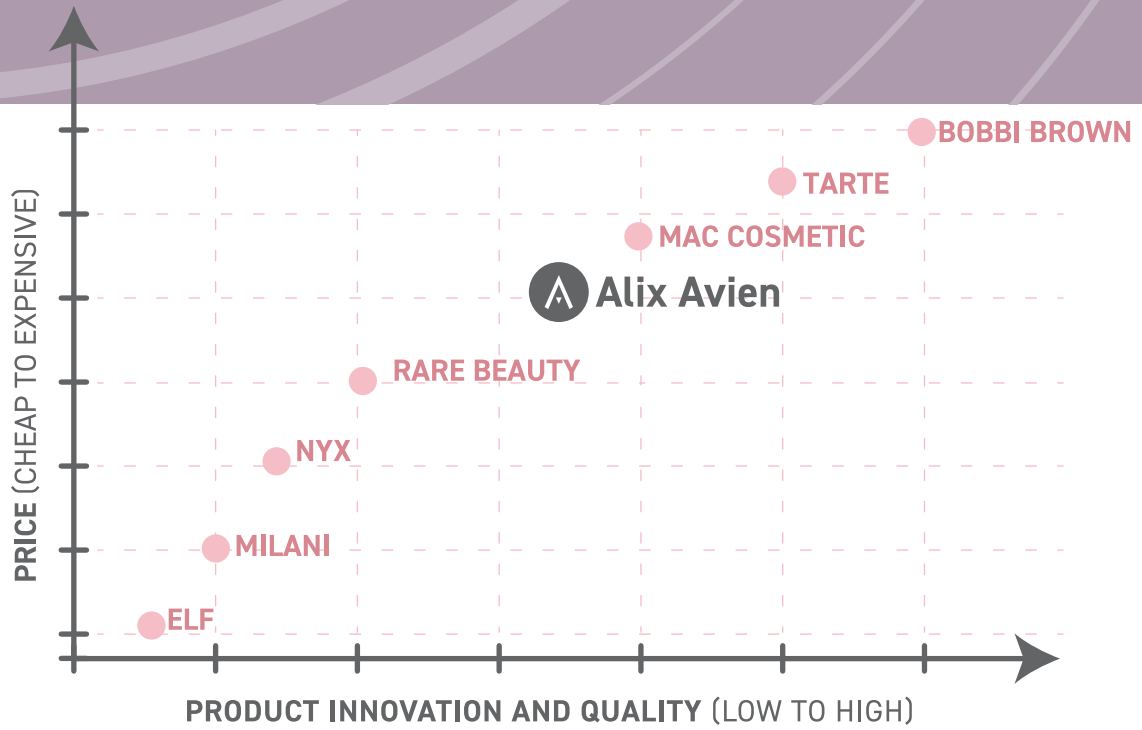
From the outside, Alix Avien celebrates everyone's unique beauty, representing an honest, vibrant and striking lifestyle.
It is perceived as someone who reflects their style in every aspect of life and seizes every opportunity to reveal their beauty

Personality

MAP

Brand Perceptual Map

BRAND PERCEPTUAL MAP



Premium but **Attainable**

Alix Avien's a distinguished makeup brand that makes luxury and high-quality accessible to all. By offering elegance and superior performance at an affordable price, it ensures a premium beauty experience within reachable for everyone

Competitive in product performance and modest in price positioning

Research and Development

Research and Development



The R&D Department of **Alix Avien** consists of determined, investigative and innovative cosmetic chemists, engineers, and staff reshaping the makeup world

This dynamic team targets excellence for makeup enthusiasts by combining the highest quality ingredients, cutting-edge technology and top-tier equipment

Each product is meticulously produced, maintaining unchanging quality standards with harmless formulas that are respectful to health and nature

Respectful to
Health and Nature



Research and Development

R&D

Alix Avien explores the best of nature and blends it with innovative science. Our cosmetic series, celebrating personal tastes and supporting authentic self-expression are the latest fashion products

Alix Avien continually evolves in every category of color cosmetics, including face, eyes, lips and nails, perfectly emphasizing the concept of healthy beauty with renewed concepts, ecological balance and nature-conscious vegan formulas

The R&D Department of **Alix Avien** doesn't just create makeup products. At the intersection of beauty and science, it shapes the concept of sustainable beauty

Each formula is designed to add elegance, health, and awareness to users daily rituals, turning every application into an environmentally harmonious beauty experience



production capacity of 150 million

With the mission of spreading beauty and elegance worldwide, **Alix Avien** holds a formidable position in the global market with an annual production capacity of 150 million products

This impressive production capacity ensures the brand's presence at every corner, symbolizing its ability to reach makeup lovers all around the world

QUALITY

Quality Certificates



Quality Certificates

Alix Avien has crowned its commitment to international standards and the highest quality norms in production processes with ISO quality certificates

These certificates assure that each product is at the highest level in terms of reliability, performance, and customer satisfaction, serving as a tangible indicator of the brand's commitment to quality and pursuit of excellence

Quality



ISO 9001

Quality Management
System-Requirements



ISO 10002

Quality Requirements
For Customer Satisfaction



ISO 27001

Information Security
Management

Production Certifications

The foundation of product safety and claims of **Alix Avien** is built on extensive scientific research, clinically proven and reported in accredited European laboratories

Our brand proudly states that none of its products are tested on animals, respecting ethical values deeply

This approach allows us to commit not only to providing high-quality and reliable makeup products but also to a conscientious and responsible beauty philosophy

Production

ISO 22716 GMP

Good Manufacturing Practices

ISO 14001

Environmental Management System

Dermatology Tested

Contents Certifications

Alix Avien, prioritize full transparency in ingredients and production. Our vegan, eco-friendly, cruelty-free, paraben-free, and gluten-free formulas ensure clear, reliable information, while meeting international quality and safety standards. This approach supports informed choices, builds trust, and reflects our commitment to responsible beauty.

Contents











SALES

Sales Channels

Sales Channels











MONO-BRAND SHOPS

All our stores are designed by our architects according to local store's dimensions. The furnitures are produced by our producers with high quality materials and high end technology. The installment can be done by our technical staff or can be done locally

SHOP IN SHOP

Different sizes of stands are available for shop in shop stores. The stands are locally produced in Turkiye There are sizes for different preferences and availabilities in stores. Product prepacks are available for on top desks or cashiers

HAIR SALONS

Hair saloons can display the products on their own shelves and apply makeup at their makeup corners or they can use special Alix Avien locker shelves

ONLINE SALES

The official e-commerce domain and template are given by Alix Avien The products can also be sold at local market place sites

PHARMACIES

For pharmacies smaller display units are available

A GLOBAL LOVE BRAND



60 COUNTRIES **5** CONTINENTS



ALBANIA - ALGERIA - AZERBAIJAN - BANGLADESH - BELARUS - BULGARIA - CHINA - COLOMBIA - CONGO - CYPRUS - DUBAI - ECUADOR - ETHIOPIA - GEORGIA - GERMANY GREECE - IRAN - IRAQ - ISRAEL - JORDAN - KAZAKHSTAN - KOSOVO - KUWAIT - KYRGYZSTAN - LIBYA - LITHUANIA - MACEDONIA - MEXICO - MOLDOVA - OMAN - PAKISTAN PALESTINE - PANAMA - PERU - QATAR - ROMANIA - RUSSIA - SLOVENIA - SOUTH AFRICA - SYRIA - TANZANIA - TEXAS - TUNISIA - TURKMENISTAN - UKRAINE - USA UZBEKISTAN - YEMEN

ADANA OPTIMUM - ADANA M1 - TUNALI - ANKAMALL - BURSA MARKA PARK - FORUM ÇAMLIK - DİYARBAKIR CEYLAN KARAVİL PARK - ELAZIĞ ELYSIUM - GAZİANTEP SANKOPARK - BAKIRKÖY - NİŞANTAŞI - GALATAPORT - MALL OF İSTANBUL - ZORLU CENTER - MARMARA FORUM - CAPACITY - FORUM İSTANBUL - VADİSTANBUL - OPTIMUM - FIRST AVENUE - İSTANBUL FLYİNN AVM - TRABZON FORUM - VAN MALL - AIRPORT - FETHİYE ERASTA - EDİRNE ERASTA - EMAAR - MALTEPE PİAZZA - YOZGAT NOVADA - KORU FLORYA - MANİSA - KÜTAHYA

With 30+ locations in Türkiye and 90 around the world and still growing our journey continues to expand. Built on strong local expertise, we create value on a global scale while remaining committed to quality, sustainability, and innovation. Each location reflects trusted partnerships, cultural connection, and long-term vision. As we move forward, our goal is to reach even more markets, delivering the same standards and passion everywhere we operate.











PRODUCTS

Makeup & Cosmetic Products

Products

PRO LINE

VEGAN LINE



FACE
272 SKU



EYES
121 SKU



LIPS
222 SKU



NAILS
240 SKU



PARFUME
7 SKU

GRAY LINE PRODUCTS
934 SKU



BODY
12 SKU



ACCESSORIES
42 SKU



CLEANSING
9 SKU



LIFESTYLE & HAIR
10 SKU



FACE

- Face Primers (Luminous & Pro Matte & Pro Glow)
- Concealer (Liquid & Supreme)
- Anti Aging Foundation
- Liquid Foundation
- Matte Foundation
- Ultra Closer Foundation
- Care Enhancer Foundation
- BB Cream
- CC Cream
- Compact Powder
- Baked Powder
- Bronzing Powder
- Powder Blush
- Baked Blush
- Contour Palette
- Compact Highlighter
- Baked Highlighter
- Liquid Highlighter
- Loose Powder
- Color Correcting Face Makeup Base
- Sun Protector Compact Foundation
- Natlook BB Cream
- Color Correcting Loose Powder
- Lumi Color Powder Blush
- Liquid Blusher
- Cream Contour Palette
- Liquid Contour
- Powder Highlighter
- Liquid Highlighter Face And Body
- Stick Contour
- Stick Blusher
- Stick Highlighter
- Shine-Up Liquid Highlighter
- Sunscreen Spray
- Thermal Spring Water Spray
- Sun Cream

TOTAL: 272 SKU



EYES

- Holographic Look Eye Pencil
- Duo Eyeshadow
- Eye Tint
- Dipliner (Ultra Black & Black Matte)
- Inkliner
- Intense Gel Liner
- Eyeliner Pencil
- Smoky Eye Pencil
- Extreme Lasting Effect Eye Pencil
- Inner Eyeliner
- Eyebrow Pencil
- Brow Expert Powdery Liner
- Brow Liner
- Retractable Eyebrow Pencil
- Perfect & Fix Brow Palette
- Brow Mascara
- Mascaras (Silicone Brush)
- Mascaras (Fiber Brush)
- Mascaras (Blue & Brown)
- Expressive Harmony Eyeshadow Palette
- Master Stay Eyeshadow Pencil
- Rejuvenating Eye Base Cream
- Brow Groomer Soap
- Fix And Care Brow Setter
- 3 In 1 Mascara
- Black & Perfect Mascara
- Captivating Look Mascara
- Curl Queen Mascara
- Lash Performer Mascara
- Lash Styler Mascara
- Ultra Defination Mascara
- Volume Designer Mascara
- Volume Mascara
- Waterproof Mascara
- Eye Tint

TOTAL: 121 SKU



LIPS

- Lipliner Pencil
- Staying Power Lip Pencil
- Glossy Lipstick
- Matte Lipstick
- Matte Liquid Lipstick
- Satin Touch Lipstick
- Beyond Care Lipstick
- Lip Gloss
- Silky Care Lip Gloss
- Maxi Volumizer Lip Gloss
- Master Art Lip Palette
- Vivid Lip Gloss
- Delicate Glam Lip Tint

TOTAL: 222 SKU



NAILS

- Nail Lacquer
- Nail Wellness
- Nail Gel (P*)
- Primer (P*)
- Base Coat (P*)
- Top Coat (P*)
- Matte Top Coat (P*)
- UV Gel System (P*)
- Limited Edition Nail Lacquer
- Nail Wellness Spacial Series

(3 In 1 Hydrating Base, 4 In 1 Base & Top Coat, Instant-Dry Top Coat, SOS Top Coat)

TOTAL: 240 SKU

*Professional usage



Products

BODY

Leg & Body Foundation

Shimmer Spray

Pre & Post Makeup Fixing Spray

Fixing Spray

Deodorant

TOTAL: 12 SKU



CLEANSING

- Rejuvenating Face Base Cream
- One-Step Makeup Cleansing Oil
- Multifunctional Makeup Remover
- All Over Makeup Remover
- All Over Makeup Remover Wet Wipes
- Moisturizing & Brightening Tonic
- Purifying & Pore Tightening Tonic
- SOS Drops
- Cleansing Balm

TOTAL: 9 SKU



Products

ACCESSORIES

Brushes	Holographic Makeup Bag
Eyelashes	Transparent Makeup Bag
Make up Fixing Spray	Manicure Set
Brush Cleaning Spray	
Make-up Chair	
Make-up Cases With Trolley	
Make-up Toolbelt	
Travel Brush Set	
Make-up Bag	
Remover Manicurist's Cleaning Spray 75 ML	
Make-up Bag (Eklenen Kırılımlar: Gray, Pink)	
Instant Lift Eyelash Curler	
One Shot Sponge (10'lu Paket)	
Pencil Sharpener	
Color Mixing Palette	
Eyebrow Comb	
Eyelashes (3, 6, 9, 12 Lash Eye Lashes, 15 Individual Lashes)	

Brushes Flawless Face Brush, Face Sculpt Brush, Double Ended Brush,10 IN 1 Brush (Blending, Blusher, Concealer, Contour, Dome Blending, Eyebrow, Eyeliner Eyeshadow, Fan, Flat Foundation, Flat Lip, Foundation, Kabuki, Lip Liner, Lip Shaper Pencil, Powder, Round, Small Angle, Small Blending) Rotating Magnetic Brush

TOTAL: 42 SKU



PERFUME

- Paris Perfume Eclat 45 ML
- Paris Perfume Etoile 45 ML
- Paris Perfume Feu 45 ML
- Paris Perfume Lune 45 ML
- Paris Perfume Reve 45 ML
- Paris Perfume Soie 45 ML
- Paris Perfume Zeira 45 ML

TOTAL: 7 SKU



Products

LIFESTYLE & HAIR

Hair Fixing Spray

400 ML Water Bottle (PE-OPA-PET)

Silkycare Silicon Case For Mobile Phones

TOTAL:10 SKU

VEGAN LINE PRODUCTS

Face

Eyes

Lips

TOTAL:66 SKU

ALIX AVIEN

Vegan



FACE

- Face Primer
- BB Cream
- CC Cream
- Liquid Foundation
- Matte Foundation
- Liquid Concealer
- Mineral Powder
- Mineral Blusher
- Highlighter

TOTAL **27 SKU**



EYES

- Eyeshadow
- Touch of Natural Mascara
- Volumatic Mascara
- Dipliner Extreme Black

TOTAL **11 SKU**



LIPS

- Shiny Lipstick
- Matte Lipstick
- Matte Liquid Lipstick
- Lipgloss
- Lipliner Pencil

TOTAL **28 SKU**

BEST SELLERS



Rejevunating
Face Base Cream



Staying
Power Lip Pencil



Make-Up
Fixing Spray



Foundation Brush



Extreme
Lasting Eye Pencil

FRANCHISE

US Franchise Advantages

Superior Perception and Accessible Pricing

The brand offers superior quality with accessible pricing, designing products ideal for both daily use and gifting.

Wide Product Range

The franchise offers a strong product range of over 1,000 SKUs, providing a wide variety of colors and product options that help increase sales conversion rates.



High-Traffic, Introductory Sales System

Operating as a turnkey shopping mall kiosk, the model leverages high foot traffic and utilizes a **"Stop -> Try -> Buy"** approach. A quick **30-60 second** introduction allows customers to instantly see touch, and color-match products, strongly encouraging impulsive purchases.

Multiple Unit Opportunity and Scalability

The franchise offers a strong product range of over **1,000 SKUs**, providing a wide variety of colors and product options that help increase sales conversion rates.

Premium quality with accessible pricing — designed for **daily use and gifting.**



1,000+ SKUs across color + product depth — broad choice improves **conversion.**

1,000+ SKUs

Curated **kiosk assortment: fast-try products + repeat essentials.**



Fast Launch and Protected Area

The typical time from lease signing to grand opening is just 30-60 days.
Additionally, franchisees are granted a protected area encompassing the specific shopping mall where their kiosks are located.

Ongoing Support and Training

Franchise partners receive structured support before, during, and after launch. This ongoing assistance includes initial training, on-site support, operational guidance, sales performance monitoring, campaign planning and inventory reordering support.

- OPERATIONAL GUIDANCE AND BEST PRACTICE SHARING
- SALES AND PERFORMANCE MONITORING
- CAMPAIGN AND PROMOTION PLANNING
- INVENTORY PLANNING AND REORDER SUPPORT
- ONGOING PRODUCT AND SALES TRAINING
- FRANCHISE ADVISORY AND GROWTH PLANNING

Smooth Partner-Focused Setup

The model leverages professional partnerships to ensure legal compliance and investor readiness during the setup phase. These include mandatory and recommended partners such as Manay CPA for accounting Grape Law for legal and visa support, and Real Deal Homes for real estate and lease negotiations.



2026

Company Profile