



A Four-Generation Rose Heritage Bringing Anatolia's Legacy to the World

Located in Ağlasun, Burdur, at the foothills of the ancient city of Sagalassos, Rose Life Ertaşlar has been cultivating roses for four generations. Combining Anatolia's deep-rooted rose-growing tradition with a modern production approach, the company supplies the cosmetics and perfumery industries with natural, high-quality raw materials. As demand for natural ingredients continues to rise, rose oil and rose water are becoming increasingly important strategic components for the industry.

For centuries, roses have been an indispensable element of beauty and personal care rituals. Today, they rank among the most valuable natural ingredients in the cosmetics and perfumery sectors. Rose oil and rose water, particularly those derived from *Rosa Damascena*, are widely used in applications ranging from skincare products to niche fragrances. With growing consumer demand for natural ingredients, they have become some of the most sought-after components in the industry. Operating in Ağlasun, Burdur, on the slopes of the historic city of Sagalassos, Rose Life Ertaşlar is carrying this rich heritage into the future through four generations of rose cultivation and the production of natural rose-based products. By blending generations of family expertise with modern production methods, the company aims to bring Anatolia's unique rose culture to both domestic and international markets.

Commenting on the significance of roses for the industry, Rose Life Ertaşlar Founder Sefa Ertaş said:

"The rose stands out not only for its exceptional fragrance but also for its versatile contributions to the cosmetics and perfumery industries. Rose oil obtained from *Rosa Damascena* is among the most precious natural ingredients used



Sefa Ertaş – Founder & Mücahit Ertaş – Co-Founder

in some of the world's most prestigious perfumes. Rose water and rose extracts are also key components in creams, toners, lotions, soaps, and a wide range of personal care products."

Highlighting the growing interest in natural and sustainable ingredients, Rose Life Ertaşlar Co-Founder Mücahit Ertaş drew attention to changing consumer expectations:

"Consumers are now paying much closer attention to product formulations and the origins of raw materials. Ingredients sourced from natural, reliable, and sustainable resources are increasingly preferred. Thanks to its rich heritage and functional benefits, the rose continues to maintain its strong position within the cosmetics and perfumery industries." Industry experts predict that growth in the premium skincare and niche fragrance segments will continue in the coming years, driving further demand for roses and rose oil. Through its four-generation production tradition, Rose Life Ertaşlar aims to preserve Anatolia's rose heritage and introduce it to wider audiences around the world.

