

VEGAN
NSO-NAP 7
Vegetarian Standard

doa



PRODUCT CATALOG

ABOUT US

Since 2007, Endeks Kimya has been successfully continuing its production activities in the Cleaning, Detergents, and Personal Care categories. With exports to more than 75 countries, it has been among the top 3 in the Cleaning and Detergents category for the last 5 years, contributing to the national economy. The "DOA" brand, created with the expertise and experience of Endeks Kimya, aims to be accessible in all 81 provinces of Turkey, built upon the values of accuracy, trust, innovation, respect for the environment, and a passion for success.

The brand's products, manufactured in compliance with the NSO-NAP 7 Vegan-Vegetarian Standard, are free from animal-derived ingredients, and no animal testing or cruelty is involved. These features differentiate the products from similar ones while meeting the expected quality standards. Additionally, the natural and refreshing fragrances of the products have garnered significant attention.

In addition to exports, Endeks Kimya is one of the leading companies in Turkey in producing private label products within its category. Through its R&D investments, it has expanded its state-of-the-art production facility to 40,000 square meters. Furthermore, with the second manufacturing plant in Kosovo, Endeks Europe, covering 10,000 square meters, the company proudly holds its identity as a global manufacturer while increasing its workforce to 750 employees.

OUR MISSION

We will strive for the highest standards of corporate behavior towards our employees, all business partners, the consumers we interact with, and the environment that we have a significant impact on.

OUR VISION

By placing quality and innovation at the heart of our business, we will develop innovative products in the cleaning, hygiene, and home care categories. With these products, we aim to make consumers' lives easier, allowing them to spend more time for themselves and their loved ones, and become a preferred brand.

OUR QUALITY POLICY

Endeks Kimya aims to implement and develop lean and proactive environmental and energy management systems within the framework of sustainable development principles in its products and production activities. To achieve this: Endeks Kimya perceives all types of waste disposal as a loss of natural resources and develops methods to prevent pollution at its source. It continuously improves energy performance through the design of energy-efficient processes and the procurement of products and services. The company periodically reviews its objectives and goals and ensures the provision of sufficient information, expertise, and economic resources to achieve them. Endeks Kimya conducts its commercial activities using materials with less environmental impact and higher recyclability. While carrying out its activities, the company adopts a quality understanding that is respectful and honest towards people, the organizations they belong to, and the environment.



PRODUCTS

Concentrated Softener,
Fabric Softener,
Washing Machine Cleaner,
Liquid Laundry Detergent,
Automatic - Powder Detergent,
Floor Cleaner,
Soft Soap,
Wood & Parquet Floor Cleaner,
Stain Remover,
Window Cleaner,
Aspirex - Multi Cleaner,
Degreaser,
Kitchen Cleaner,
Bath Cleaner,
Ultra Thick Bleach,
Cream Cleaner,
Lime & Rust Remover,
Drain Opener GEL,
Drain Opener POWDER,
Dishwashing Liquid,
Dish Spray,
Dishwashing Liquid - with Sponge,
Dishwasher Group;
• Dishwasher GEL
• Dishwasher CAPS
• Dishwasher SALT
• Dishwasher RINSE AID
• Dishwasher FRESHENER
• Dishwasher CLEANER
Liquid Hand Soap.





DOA CONCENTRATED SOFTENER 1500ML

DOA Concentrated Fabric Softener provides extra softness to your clothes. Made with microcapsule fragrance technology, this softener delivers a delightful scent that refreshes with every touch and offers unparalleled softness. Its long-lasting fragrance stays on your clothes throughout the day.



CONCENTRATED SOFTENER

15000mL x 9 Pcs

MM10.1200

ORCHID FLOWER

868 0731 41635 0

MM10.1205

AMBER & ROSE

868 0731 41720 3

MM10.1203

LILIUM & LOTUS

868 0731 41636 7



CONCENTRATED SOFTENER

15000mL x 9 Pcs

MM10.1201	MM10.1204	MM10.1202
LAVENDER&MAGNOLIA	POWDER SCENTED	WHITE FLOWER
868 0731 41638 1	868 0731 41692 3	868 0731 41637 4



DOA FABRIC SOFTENER 3L

DOA Fabric Softeners, inspired by flowers, provide your clothes with long-lasting freshness and softness through their unique fragrances. This special formula gives your clothes enduring softness and freshness. With every touch of your garments, you'll experience the unique sensation of DOA's floral scents, turning your garment care into a pleasurable experience.





KOLAY ÜTÜ
EASY IRONING

33
YIKAMA
LOADS

FABRIC SOFTENER

3L x 6 PCS

MM10.1210	MM10.1212	MM10.1211
LAVENDER&MAGNOLIA	ORCHID FLOWER	LILIUM & LOTUS
868 0731 41708 1	868 0731 41710 4	868 0731 41709 8



DOA WASHING MACHINE CLEANER

Thanks to its powerful formula, it cleans dirt, lime scale, and detergent residues in your machine. When used regularly, it extends the lifespan of your washing machine and improves washing performance.



MM10.1280

WASHING MACHINE CLEANER

250ML x 12 Pcs

868 0731 41713 5

DOA LIQUID LAUNDRY DETERGENT 2145ML PERFORMANCE

Thanks to its specially developed formula, DOA Liquid Laundry Detergent deeply cleans your clothes while keeping their colors as vibrant as the first day.

With DOA Liquid Laundry Detergent,
your colors stay brighter, and your
whites shine.

Moreover, DOA Liquid Laundry
Detergent leaves no residue and rinses
out easily.



MM10.1255

LIQUID LAUNDRY DETERGENT - PERFORMANCE

2145ML x 6 Pcs

868 0731 41704 3



DOA LIQUID LAUNDRY DETERGENT 2,7L CARE & PROTECTION

Thanks to its specially developed formula, it deeply cleans your clothes while caring for them, ensuring that blacks, colors, and woolen garments stay as vibrant as the first day.

With DOA Liquid Laundry Detergent, your colors stay brighter, your whites shine, and your blacks remain as deep as the first day.





LIQUID LAUNDRY DETERGENT, CARE & PROTECTION

2,7L x 6 Pcs

MM10.1262

FOR DELLICATE WOOL

868 0731 41707 4

MM10.1261

FOR WHITES&COLORS

868 0731 41705 0

MM10.1260

FOR DARK&BLACK

868 0731 41706 7



AUTOMATIC - POWDER DETERGENT - FOR WHITES

MT10.0001	MT10.0003	MT10.0005
 4 KG x 1 Pcs	 6 KG x 1 Pcs	 9 KG x 1 Pcs
 868 0731 41683 1	 868 0731 41703 6	 868 0731 41697 8

DOA AUTOMATIC - POWDER DETERGENT

Thanks to its advanced formula, DOA Powder Detergent removes stubborn stains from your clothes even at low temperatures. It can be safely used on both colored and white laundry, preserving the colors while cleaning thoroughly without causing wear. DOA Matik dissolves completely in the machine, leaving no residue. It leaves your clothes smelling fresh and provides long-lasting freshness.



AUTOMATIC - POWDER DETERGENT - FOR COLORS

MT10.0002	MT10.0004	MT10.0006
4 KG x 1 Pcs	6 KG x 1 Pcs	9 KG x 1 Pcs
868 0731 41682 4	868 0731 41702 9	868 0731 41696 1



DOA FLOOR CLEANER 1L - 2,5L

DOA Floor Cleaner provides hygienic cleaning with its effective and powerful formula, bringing a smile to your face as it cleans all surfaces of your home. With its unique and captivating essences of Honeysuckle, Chamomile, Lavender flowers, and Powder scent, DOA Floor Cleaners bring long-lasting spring freshness to your home. They give every corner of your home a perfect, sparkling shine that you won't be able to take your eyes off. It dries quickly and leaves no streaks.



FLOOR CLEANER

Lavender Garden

MM10.1045	MM10.1043
2,5L x 6 Pcs	1L x 12 Pcs
868 0731 42068 5	868 0731 42053 1

FLOOR CLEANER

Powder Scented

MM10.1031	MM10.1030
2,5L x 6 Pcs	1L x 12 Pcs
868 0731 42090 6	868 0731 42089 0



FLOOR CLEANER

Spring Breeze

MM10.1021	MM10.1020
2,5L x 6 Pcs	1L x 12 Pcs
868 0731 41790 6	868 0731 41792 0

FLOOR CLEANER

Honeysuckle Bouquet

MM10.1055	MM10.1053
2,5L x 6 Pcs	1L x 12 Pcs
868 0731 42069 2	868 0731 42055 5



DOA FLOOR CLEANER 1L - 2,5L



FLOOR CLEANER, WHITE SOAP

MM10.1016

2,5L x 6 Pcs

868 0731 41659 6

MM10.1013

1L x 12 Pcs

868 0731 42051 7

DOA SOFT SOAP 1L

DOA Soft Soap, powered by the natural cleaning strength of plant-based extracts, provides the cleaning results you've always dreamed of for your home. With its natural formula, DOA Soft Soap conquers stubborn and tough stains, allowing you to achieve maximum cleanliness on all surfaces in your home.



MM10.1003
SOFT SOAP
1L x 12 Pcs
868 0731 42042 5

DOA WOOD CLEANER 1L

DOA Wood Cleaner, with its soap-based formula and special protective ingredients, gently cleans delicate surfaces while providing a dazzling shine. It delivers deep cleaning on wood, laminate, parquet, and similar surfaces. With DOA Wood Cleaner, your wooden surfaces will achieve a radiant appearance.



MM10.1073
WOOD & PARQUET CLEANER
1L x 12 Pcs
868 0731 42049 4



DOA STAIN REMOVER

With its extra-powerful formula, it easily removes stains and dirt from clothes, sheer curtains, sofas, carpets, upholstery, fabrics, and collar and cuff areas. Its special formula does not cause fading and helps preserve colors.



MM10.1178
STAIN REMOVER

 750mL x 12 Pcs

 868 0731 41651 0

DOA GLASS CLEANER

Developed for all types of glass surfaces and windows, DOA Glass Cleaner makes your glass surfaces brighter and cleaner. With DOA Glass Cleaner, you can quickly eliminate dirt and stains on glass surfaces without the need for scrubbing.

DOA ASPIREX

DOA Aspirex Multi-Purpose Cleaner provides excellent cleaning in many areas with just one product. Its enhanced, powerful, and effective formula ensures fast and effortless cleaning. It is used for cleaning and polishing surfaces such as glass, metal, furniture, wood, plastic, and cars.



MM10.1080

WINDOW CLEANER

750mL x 12 Pcs

868 0731 42044 9

MM10.1170

ASPIREX - MULTI CLEANER

750mL x 12 Pcs

868 0731 42081 4



DOA DEGREASER 750ML

DOA Degreaser offers a great solution for tackling everyday kitchen grime. It is effective on oily and tough stains, such as those found on stoves, ovens, pots, and pans. It also easily cleans surfaces like kitchen countertops without causing any damage. DOA Degreaser spray is a practical and effective option for kitchen cleaning.



MM10.1172

DEGREASER

 750mL x 12 Pcs

 868 0731 41694 7



DOA KITCHEN CLEANER

With its powerful formula, it eliminates tough stains and bad odors on surfaces such as stoves, ovens, countertops, and cutting boards, providing a unique cleaning experience.

DOA BATH CLEANER

With its extra-powerful formula, it provides unique cleaning by eliminating tough stains such as limescale, soap scum, rust, and water spots on surfaces like sinks, shower cabins, toilets, and tiles.



MM10.1175

KITCHEN CLEANER

750mL x 12 Pcs

868 0731 42082 1

MM10.1177

BATH CLEANER

750mL x 12 Pcs

868 0731 42083 8



DOA ULTRA THICK BLEACH 750ML / 3,5KG

With its thick, enhanced formula, it provides effective and long-lasting hygiene against limescale and germs. You can use it in areas prone to tough stains and where germs can easily multiply, such as bathrooms, toilets, and kitchens, and achieve effective results.



ULTRA THICK BLEACH

750mL x 12 Pcs

MM10.1192	MM10.1190	MM10.1191
WHITE SOAP SCENTED	PINE FRESH	SNOW FLOWER
868 0731 41695 4	868 0731 42085 2	868 0731 42086 9



ULTRA THICK BLEACH

3,5 Kg x 4 Pcs

MM10.1197

WHITE SOAP SCENTED

868 0731 41721 0

MM10.1195

PINE FRESH

868 0731 41639 8



DOA CREAM CLEANER 750ML

DOA Cream Cleaner offers effortless cleaning without scratching or abrasions. Thanks to its powerful formula, it makes cleaning incredibly easy and allows you to remove even the toughest dirt with ease. DOA Cream Cleaner provides deep cleaning without damaging surfaces. It is ideal for use on kitchen and bathroom surfaces.



CREAM CLEANER

750mL x 12 Pcs

MM10.1151	MM10.1152	MM10.1150
LEMON SCENTED	FLOWER BOUQUET	WITH AMMONIA
868 0731 41633 6	868 0731 411668 8	868 0731 41634 3



DOA LIME & RUST REMOVER 900ML

DOA Rust and Limescale Remover is the ideal product for effectively cleaning rust and limescale residues commonly found on bathroom and kitchen items and surfaces. In damp environments like bathrooms and kitchens, rust and limescale build-up over time can create both aesthetic problems and unsanitary conditions. DOA Rust and Limescale Remover is equipped with a powerful formula developed to tackle these issues.

DOA DRAIN OPENER GEL 1L & POWDER 150G

With its extra-powerful formula, it effortlessly clears clogged bathroom and kitchen sinks, drains, bathtubs, bidets, and pipes blocked by grease, hair, and food residues. It also effectively unclogs PVC and plastic drainage and waste pipes.



MT10.0010
LIME & RUST REMOVER
900mL x 12 Pcs
868 0731 41693 0

MM10.1179
DRAIN OPENER GEL
1L x 12 Pcs
868 0731 42084 5

MT10.1180
DRAIN OPENER POWDER
150G x 24 Pcs
868 0731 41711 1



DOA DISHWASHING LIQUID 750ML - 4 KG

With its next-generation formula, it has a powerful grease-cutting effect. Thanks to its rich foam, it ensures easy cleaning of your dishes.



DISHWASHING LIQUID

750mL x 12 Pcs

MM10.1100	MM10.1101	MM10.1103	MM10.1104
APPLE SCENTED	LEMON SCENTED	PINK DREAM	ALOE VERA
868 0731 42066 1	868 0731 42064 7	868 0731 42087 6	868 0731 41690 9



MM10.1106

DISHWASHING LIQUID LEMON SCENTED

4 Kg x 4 Pcs

868 0731 41640 4



DOA DISH SPRAY 500ML

DOA Spray Dishwashing Detergent makes washing dishes easier than ever. Just spray DOA Spray Dishwashing Detergent and clean effortlessly. Kitchen cleaning has never been this convenient.



SPRAY,
EASY WASH.



SPRAY,
EASY WIPE.



MM10.1005

DISH SPRAY

500mL x 12 Pcs

868 0731 41660 2

DOA DISHWASHING LIQUID WITH SPONGE 1L

With its next-generation formula, it has a powerful grease-cutting effect. Thanks to its rich foam, it ensures easy cleaning of your dishes. Plus, it comes with a free dish sponge!



DISHWASHING LIQUID

1 L x 10 Pcs

MM10.1108

APPLE SCENTED

868 0731 41699 2

MM10.1107

LEMON SCENTED

868 0731 41698 5

DISHWASHER GEL 900ML

Thanks to its advanced formula developed for dishwashers, DOA Dishwasher Gel ensures your dishes are spotless without becoming dull or scratched. With its residue-free formula, DOA Dishwasher Gel represents the latest in detergent technology.

Diamond-bright dishes are your right too.



MT10.1125

DISHWASHER GEL DETERGENT

 900ML x 12 Pcs

 868 0731 41794 4

DISHWASHER GEL CAPS

If you want your dishes to have a dazzling shine, here's the perfect solution: Our new DOA GEL CAPSULE detergent. Each capsule, with its powerful formula, removes stains and grease from your dishes while cleaning them without scratching or dulling. Now, your dishwashing routine will be both easy and effective.

Discover our new DOA GEL CAPSULE detergent for bright, spotless dishes!



MT10.1000

DISHWASHER GEL CAPS

30 CAPS (450G) x 16 Pcs

868 0731 41700 5



DOA DISHWASHER GROUP

With DOA Dishwasher Group products, your dishes will be spotless without damage and will retain their shine. With regular use, it eliminates limescale and grease residues, extending the lifespan of your machine and improving washing performance. Whatever your dishwasher needs, DOA has it.



MM10.1110
RINSE AID
500mL x 12 Pcs
868 0731 412079 1

MM10.1115
DISHWASHER SALT
1,5Kg x 12 Pcs
868 0731 41632 9



MT10.3000
DISHWASHER FRESHENER

6mL x 18 Pcs

868 0731 41712 8

MM10.1112
DISHWASHER CLEANER

250mL x 12 Pcs

868 0731 41713 5



DOA LIQUID HAND SOAP 400ML - 2,5L

DOA Liquid Hand Soaps bring the gifts of nature to your skin with their natural ingredients, providing both cleansing and care. With moisturizing, soothing, rejuvenating, nourishing, and refreshing variants, they become the solution to all your hygiene needs.



LIQUID HAND SOAP

400mL x 12 Pcs

MM10.1147	MM10.1148	MM10.1145	MM10.1146
LAVENDER SCENTED	WHITE SOAP SCENTED	OLIVE FLOWER	POWDER SCENTED
868 0731 41685 5	868 0731 41687 9	868 0731 41684 8	868 0731 41686 2



LIQUID HAND SOAP

2,5 L x 6 Pcs

MM10.1138	MM10.1139	MM10.1135	MM10.1137
LAVENDER SCENTED	WHITE SOAP SCENTED	OLIVE FLOWER	POWDER SCENTED
868 0731 41657 2	868 0731 41662 6	868 0731 41654 1	868 0731 41656 5



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