

Global Halal Cosmetics Standards: Requirements and Issues

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Abstract: Muslims are increasingly seeking halal cosmetics. This is reflected in consumer spending power; Muslim consumers now spend more on cosmetics and personal items. The knowledge of halal cosmetics among Muslims in Malaysia has grown over time due to advancements in technology, education, and the country's growing population. In addition, Muslim consumers are aware that the skin requires special attention, and what is done to the face will affect it. On that account, awareness of buying and using halal products is very vital for Muslims to avoid products contaminated with non-halal substances. The study adopts a systematic review and analysis of the Halal cosmetics literature. The findings show an issue of global halal standard implementation, which are counterfeit halal logos and unstandardised halal standards (non-Muslim countries), which may lead to confusion and doubt among consumers, impede mutual recognition between businesses, and hinder market progress. Furthermore, the government is responsible for halal certification and standards supervision in Muslim countries, while non-Muslim countries rely on halal certifying agencies or organisations. Besides the United Kingdom, other non-Muslim countries have no government regulations or control over the organisation. However, they still have halal rules and standards as they employ standards from different countries. Therefore, since non-Muslim countries' governments do not regulate the halal standard, it would be advisable for Muslims in the country to choose just one primary organisation to monitor and regulate the halal certifying body. Since halal implementation is not mandatory in Muslim countries, the governments have already set guidelines to maintain safety in cosmetics.

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1. Introduction

Cosmetic and personal care products are referred to as products used by humans to cleanse dirt, beautify, and enhance the attractiveness of the human body. This also means everything applied, sprayed, sprinkled, and rubbed for beautifying is considered cosmetics (Corby Edwards, 2012). According to USFDA (2021), some cosmetics products with two intended uses are also considered as personal care. For example, hair shampoo is classified as a cosmetic product but is also regulated as a drug because it contains treatment ingredients. This also applies to make-up items because some are made to enhance beauty and cure minor flaws.

Today, the cosmetic and personal care industry has been growing and expanding in both developing and developed countries around the world. The Asian beauty market (Malaysia, Vietnam, Indonesia, Thailand, and the Philippines) has become a rapidly growing market compared to the other regions (Azmi Hassali & Al-Tamimi, 2015). As the size of the Muslim population increases over the years, the demand for halal cosmetics is also increasing, thus, creating opportunities for the halal cosmetic industry. The high income among Muslims and the increase of urbanisation also have influenced them to spend money on beauty and health products (Mohezar *et al.*, 2016). Halal matters book stated that France has about 4.7 million Muslims out of its total population of 66 million in western Europe (Bergeaud-Blackler *et al.*, 2016), while Muslims living in the United Kingdom indicate three million, which is around 4.6% of the population. Due to the advancement of technology, education, and the increasing population nationwide, the awareness among Muslims in Malaysia towards halal cosmetics has increased over the years.

Awareness of *Halalan Tayyiban* in an Islamic context is known whether a Muslim understand the meaning of halal and haram ingredient and their requirements. Awareness of buying and using halal products is very vital for Muslims in order to avoid products contaminated with non-halal substances. Furthermore, halal-certified products are produced by Muslim producers and managed by non-Muslims. Hence, Halalan Tayyiban Awareness is very important, especially for Muslim consumers (Amarul *et al.*, 2019). This paper will focus on halal standards between Muslim and non-Muslim countries, Malaysia, the United Kingdom, and France to see and differentiate how halal standards are implemented between Muslim and non-Muslim countries.

1.1. Malaysia

In Malaysia, halal certification depends on the manufacturer, and applying it is not mandatory. However, cosmetic products must comply with established local standards and meet the quality control requirements of the designated law. In general, halal from the perspective of cosmetics industry means that cosmetic products do not contain pork by-products, derivatives, and alcohol. Despite that, in terminology, halal in the cosmetics industry means all the activities in the supply chain of halal cosmetics must comply with Shariah/Islamic law (Sugibayashi *et al.*, 2019). Cosmetic products must follow and meet the requirements of the Guidelines for Control of Cosmetic Products in Malaysia (National Pharmaceutical Control Bureau), Halal Certification Procedure Manual, and MS 2634:2019, which require strict factory inspection and audit to obtain halal certification from the Department of Islamic Development Malaysia (JAKIM) and Islamic Religious Council in each respective state. Halal certification will ensure that halal cosmetics produced have high quality and comply with Islamic Law to ensure that the product does not interfere with consumers' health and maintain the safety of consumers of various ages. Consumers should also look for the halal logo certified by JAKIM because the certification body is responsible for providing halal logos in Malaysia. Importantly, halal labels issued by JAKIM have registered trademarks under the Trademarks Act 1975.

1.2. United Kingdom

The agency responsible for looking after Islamic affairs, including halal certification in Malaysia, is the Department of Islamic Development Malaysia (JAKIM). JAKIM plays a significant role in protecting Muslim consumers in Malaysia and is responsible for ensuring that Muslims seek halal products. In contrast to Malaysia, the United Kingdom does not have a halal body recognised by its government. So, halal bodies are owned by private bodies, such as the Halal Monitoring Committee (HMC), Institute of Islamic Jurisprudence, and World Islamic Foundation (Annabi & Ibidapo-Obe, 2017).

Currently, countries such as the United States and the United Kingdom use the existing standards from Malaysia, Indonesia, Brunei, Singapore, Saudi Arabia, Kuwait, Pakistan, UAE, OIC/SMIIC Standard, and several other countries as a reference for halal certification. The halal certification process is performed by the Halal Certification Organisations (HCOs) which are accredited by one or more international accreditation body for halal standards. The four most popular and globally recognised halal standards that the UK refers to are Malaysian Standard by JAKIM, the Halal Standard of Singapore by the Islamic Religious Council of

Singapore (MUIS), the Halal Standard of Indonesia by the Indonesian Ulema Council (MUI), and the Halal Standard by the Standards and Metrology Institute for Islamic Countries (SMIIC) (Azam & Abdullah, 2021).

Particularly in the United Kingdom, manufacturers must comply with the general conditions included in clause 2.2 of the UAE.S 2055 -1: 2015 General Conditions for Halal Food in producing cosmetic products. This shows that there is still no prerequisite of halal standards for cosmetics in the UK. Each (HCOs) in the UK uses halal standards from different Organisations of Islamic Cooperation (OIC) countries. According to a study by Annabi and Ibidapo-Obe (2017), the UK House of Commons Standard Notes 2012 revealed that in the UK they have no legal requirements that products should be labelled as halal. This means that no effort is made to collect data on halal products, the extent to which halal products are sold without being labelled as halal and the quality of products labelled as halal to ensure the integrity and quality of halal as in Malaysia. Harvey (2010) concluded that the authenticity of halal in the UK is questionable, mainly due to the multiplicity of halal standards and precise disharmony between halal organisations about what constitutes halal. In the UK, halal certification focused only on meat products. In any case, halal organisations ought to be able to offer certification for non-food items like cosmetics and personal care items since demand for these items from Muslim and non-Muslim consumers who are concerned about product safety is growing (Annabi & Ibidapo-Obe, 2017; Annabi & Ahmed, 2015).

1.3 France

In France, the initiatives of halal certification are organised by private organisations, unlike Malaysia, Indonesia, and Singapore. Halal application is not mandatory for industrialists with the condition that no secular law applies to production labelled as halal. According to Bergeaud-Blackler *et al.*, (2016), the Ritual Association of the Grand Mosque of Lyon, the Halal Certification of the Mosque of Evry, and the French Society for Control of Halal Meat at the Mosque of Paris are the agencies that dominate halal certification in France with the approval of the French government. These agencies also do annual inspections and control halal procedures for halal players in France. Several other studies, including a book on halal matters by Bergeaud-Blackler *et al.* (2016), only stated the organisations that offer halal certification services but did not specify which halal cosmetics standards are used in France.

However, Kayadibi (2014) mentioned that the non-profit and non-governmental agencies, the European Association of Halal Certifiers (AHC-EUROPE) and the Ritual Association of Lyon's Great Mosque, provide certification to countries such as Belgium, Bosnia, France,

Germany, Spain, Netherlands, Turkey, and the United Kingdom. European Association of Halal Certifiers (AHC-EUROPE) deals with halal-related issues, including standardisation, training, and accreditation is another referential institution for European countries. Note that AHC-EUROPE is based in Turkey. One of the halal French cosmetics brands, Jamal, founded by Jamal Paris, also obtains halal certification from the Grand Mosque of Paris agency.

2. Materials and Methods

The sources for this study were scholarly articles and books from previous studies, with keywords including "halal cosmetic standards," "halal standards in Malaysia, the United Kingdom, and France," "halal certification in the United Kingdom and France," and "issues in halal cosmetics." Most of them mainly discussed halal standards, the implementation of halal standards, and issues related to cosmetics. The implementation of halal cosmetic standards differs across Islamic countries (Malaysia) and non-Muslim countries (the United Kingdom and France).

A total of 20 articles were collected to discuss the discrepancies and issues in halal standards implementation. Those articles conduct different types of research methods. The review reveals that the interview approach is the most widely employed. In previous studies, most researchers interviewed the management of halal cosmetics, JAKIM, and other authorities. In addition, the second widely research method used is survey-based approach. The researchers also employed an exploratory approach by reviewing the literature on halal standards globally.

3. Discussion

3.1. General Requirements for Cosmetic Production

General guidelines must be followed to produce halal cosmetic products alongside the set standards. The guidelines may vary depending on the country of production and the target market (Sugibayashi *et al.*, 2019).

3.1.1. Good manufacturing practice (GMP) — ISO 22716:2007

Good Manufacturing Practice (GMP) is a system enforced by the Food and Drug Administration (FDA). GMP is constructed to provide systems that ensure proper control of the manufacturing process and facility. GMP compliance ensures the cosmetic products' quality, originality, purity, and strength since the manufacturers maintain proper control over production processes. This includes providing rigorous operating procedures, acquiring good

quality raw materials, identifying and looking into product quality variations, and maintaining good laboratory testing (Nally, 2013).

The updated GMP guidelines for cosmetics manufacturing were published under ISO 22716. It outlines the fundamental guidelines for applying GMP (control, production, storage, and shipment) in a facility that produces varieties of finished cosmetic products. The basic requirements of ISO 22716 include the availability of suitable premises, adherence to GMP regulations throughout the production process, and adequate personnel with the necessary training and documentation of the production's operations and inspections (Siegert, 2012).

Cosmetic products must be fully devoid of high-virulence microbiological infections, even though they are not expected to be aseptic (Halla *et al.*, 2018). Finished cosmetic products may contain microbial contamination from raw materials, sanitary conditions of premises and equipment, the particular production process, and poor personal hygiene. Cosmetic manufacturers give a full attention to preventing microbial contamination since it can cause both product and financial losses. Additionally, contaminated cosmetic products may have detrimental effects on consumers' health, such as desquamate, eye infections and throat irritants. Microorganisms, including bacterial and fungal, may cause organoleptic modifications such as unpleasant odours and changes in colour and viscosity. (Kim *et al.*, 2020; Orus & Leranoz, 2005). Therefore, GMP regulations are vital in the cosmetic industry to control microbiological contamination of final cosmetic products from the raw material and even the entire product line. Applying GMP regulation may help achieve cosmetic products completely free of microbial contamination (Dao *et al.*, 2018).

Several previous studies have explored the importance of GMP regulations in the cosmetic industry. Varvaresou *et al.* (2009) said that adhering to GMP regulations and using suitable packaging for cosmetic products will control several factors, including pH and water activity, which may lead to the growth of microorganisms. They also opined that those actions can reduce the number of chemical preservatives needed for a cosmetic formulation's stability. Additionally, GMP compliance products may benefit product sales. Widjanarko and Anggoro (2021) reported that GMP-compliant cosmetic products increased product sales in Indonesia.

3.1.2. Halal assurance system (HAS)

A Halal Assurance System or HAS must be developed and adapted as a requirement in seeking halal certification for cosmetic products. The primary purpose is to sustain the halal production processes, and proper documentation is required to allow traceability of each

process during manufacturing (Mohd Salleh & Hussin, 2013). HAS is based on Total Quality Management (TQM), which consists of four primary attitudes: dedication, demands from consumers, improvement without cost increases, and successive production of products without adjustments (Ceranić & Božinović, 2009).

HAS is a system based on the three zeros concept, which consists of zero limits (products free of prohibited ingredients), zero defects (no prohibited products), and zero risk (no risk that would be detrimental). HAS consists of five components: the standard of the halal system, Haram Analysis Critical Control Point, standard audit of the halal system, halal database and halal guidelines (Nik Muhammad, Md Isa & Kifli, 2009). Additionally, the Halal Assurance System document shall consist of halal policy, halal guidelines (to identify haram critical points of material used), halal management organisation, standard operating procedures (SOP), technical references, and administration system.

In the scope of halal cosmetics, this system encompasses all aspects of the halal quality management system, not just the production side, which includes sourcing of halal ingredients, but also the manufacturing process, storage of products, and logistics. The Halal Assurance System will reduce the time official officers need to go through the halal certification process. Therefore, the reduction of time will increase the number of halal certificates (Mohd Salleh & Hussin, 2013).

3.1.3. Hazard analysis and critical control point (HACCP)

Hazard Analysis Methodology and Critical Control Point or HACCP is a food safety management system that aims to prevent known hazards, including biological, chemical, and physical, from affecting the consumer. HACCP is a logical system that can control any point in a food system that could lead to a hazardous situation, whether it be microorganisms, contaminants, chemicals, raw materials or storage conditions (Pierson & Corlett, 2012). This concept is also increasingly being applied in other industries, such as the automobile, aviation and chemical industries.

There are seven HACCP principles: conducting hazard analysis, determining critical control points (CCP), establishing critical limits, establishing monitoring procedures, establishing corrective action (CA), establishing verification procedures, and establishing record-keeping procedures (Mortimore & Wallace, 2013). Although GMP emphasises hazards such as biological, chemical, or physical genes or operations that may cause disease or injury if not controlled in manufacturing, GMP does not protect the safety of personnel involved in manufacturing, while HACCP covers both aspects. Procedures, including GMP, address

operating conditions and provide the basis for HACCP. HACCP also is a systematic method for identifying, assessing, and controlling safety hazards in more detail. The HACCP system can also reassure clients and consumers because the products produced are safe to consume. The protection of workers under the HACCP system makes it possible to look after their welfare and avoid turnover (Wallace *et al.*, 2018).

Primarily HACCP has been used for food safety, but these days, HACCP has been used for non-food products, such as cosmetic and personal care. The main gain from using HACCP in the cosmetic industry is monetary since HACCP is a key system for preventing microbiological contamination problems, which can completely shut down a business. The cost of product contamination can be quite expensive, reputations may be damaged and manufacturing facilities may be shuttered due to product contamination incidents (Goolsby & Schubert, 2006).

3.2. Requirements on Implementation of Global Cosmetic Halal Standard

In Malaysia, the basic references for implementing halal standards in cosmetics shall comply with the MS 2634: 2019, Guidelines for Control of Cosmetic Products in Malaysia (National Pharmaceutical Control Bureau), and decisions of the National Fatwa Council for Islamic Affairs or Fatwa decreed by the states. Basically, cosmetic products in Malaysia are regulated under the Drugs and Cosmetics Control Regulations (CDCR) 1984 enacted under the Sale of Drugs Act 1952. The selling of cosmetic products needs to obtain notification from the National Pharmaceutical Regulatory Division (NPRA), the Ministry of Health Malaysia (MOH) and the Drug Control Authority (DCA) before the product is marketed. Products that have undergone notification mean that cosmetic products have passed the declaration process regarding product information. To ensure that the products produced are effective, safe to use, and of quality, the products must comply with the requirements of the Good Manufacturing Practices (GMP) guidelines.

Besides, cosmetic products must not contain any prohibited substances or exceed the cosmetic product control guidelines limit. Therefore, continuous monitoring through the Notified Cosmetic Product Quality Monitoring Program will be conducted by the NPRA on notified products. Failure of the cosmetic notification holder to comply with the prescribed law, the NPRA has the right to cancel the product notification, or the company must withdraw the product from being marketed or both at once.

In United Kingdom, Halal Certifying Organisation (HCOs) is an organisation that links halal producers and halal-sensitive consumers. This organisation also plays a crucial role as a

supply chain partner in the halal producer's value chain. The main function of HCO is to determine whether a product is halal or not to be consumed by Muslims and to assure the quality of products represented as halal (Shariff & Lah, 2014). There are 12 halal certification bodies in the United Kingdom, and all operate according to varying halal standards. The main HCBs are the Halal Food Authority (HFA), Halal Monitoring Committee (HMC), and Halal Certification Europe (HCE). Only HFA and HCE are associated with JAKIM (Fuseini, 2017).

Research on the halal industry in the UK is limited, and halal certification organisations in the UK are mainly focused on halal meat and meat products. The market for halal meat is growing significantly as the UK's population of Muslims has increased rapidly over the years. Nevertheless, this organisation still provides halal certification for non-food products (Lever & Miele, 2012).

There were some developments in some voluntary HCOs such as the Universal Halal Agency UK (UHA) and Halal Monitoring Committee (HMC). According to Annabi and Ibidapo-Obe (2017), different HCOs have different definitions of halal concept sources of Islamic law. HCO1 stated that their halal rules are based on the Quran and Hadith, while HCO2 follows the Quran, Hadith, Qiyas, Fatwa, and Sahaba. The HCO3 said that they follow the Quran, Hadith, Sunnah, and Fatwa. Then, each of the HCOs interprets differently about the ingredients in the cosmetics. As an example of alcohol content, HCO1 accepts alcohol in cosmetic products as long as it has chemically reacted to form a new product. Meanwhile, HCO2 and HCO3 stated that all types of alcohol are prohibited in cosmetic products. HCO2 and HCO3 are the organisations that provide for laboratory testing of products to determine hygiene and safety. In general, the difference of halal law, halal standards, and knowledge regarding permissible ingredients in cosmetic products and gaps during the process are the measurement contrast among all three HCOs. These differences have raised concern since Muslim consumers are searching for halal integrity and place their reliance on the halal label, which are the elements that contribute to the purchase intention when buying halal cosmetics (Mohamad *et al.*, 2015). Halal Monitoring Committee (HMC) is one of the UK's registered charities that control, inspect, and certify halal products based on Islamic dietary law. Some guidelines have been set up for halal cosmetics. Some ingredients are prohibited in halal cosmetic products, including alcohol, ethanol or other intoxicant liquid, human source from L-cysteine, pig, dogs, blood and its by products and any materials from *najs* (ritually unclean) and its derivatives.

In general, the Halal Certification Organisation in the UK uses halal standards from different Organisation of Islamic Cooperation (OIC) countries such as Malaysia, Indonesia,

and Saudi Arabia for halal cosmetic products. Below are some of the halal standards from the OIC countries:

3.2.1. OIC/SMIIC 4:2018, Halal cosmetics — general requirements

In the halal certification process, all stages in the supply chain activities, from the entry of raw materials to the final product for the consumers are inspected in terms of compliance with Islamic regulations specified in SMIIC standards. The control of the shariah compliance of cosmetic products is done by testing and analysing it and it is performed in an accredited R&D laboratory. After the phases of inspection, testing, and analysis of products, manufacturers can use the “IQNORM” brand on their product’s packaging.

3.2.2. Regulation of the Minister of Health of the Republic of Indonesia No.1175/Men.Kes/Per/VIII/2010 on production permits cosmetics

The cosmetics industry must have a production permit from the Minister of Health of the Republic of Indonesia. Cosmetics industry production can be divided into two groups. Group A can make all types of cosmetics, while group B can make and provide certain type of cosmetics by using simple technology. This group B production licence allows for restricted manufacturing rights, with the following products being excluded:

- a) Cosmetics intended for use on infants;
- b) cosmetics used to the mucous membranes of the eyes, mouth, and/or other areas;
- c) cosmetics have useful chemicals like sunscreen, chemical peeling agents, anti-acne, and skin whitening;
- d) cosmetics that need complex technology to be manufactured, including aerosols and compact powders.

The permit is valid for five years only (Indonesian Food and Drug Supervisory Agency, 2019).

3.2.3. Majelis Ugama Islam Singapore (MUIS)

Halal certification application in Singapore is the same as in Malaysia, which is voluntary and not mandatory for the manufacturers involved, and only MUIS has the power to administer and regulate halal certification in Singapore as required in Section 88 of Administration of the Muslim Law Act (AMLA) (Wahab *et al.*, 2016). Generally, Section 88A (1) provides that MUIS may issue a halal certificate for any product or service and make regulations for halal manufacturers to comply with the requirements in Islamic law during production, processing, marketing or advertising activities and preparation services performed (Ghazali & Md. Sawari, 2015). An interview by Munir and Abdul Rahman (2016)

revealed that halal certification schemes in Singapore are limited to food and food-related areas, so MUIS needs to broaden their scope in halal certification to other sectors.

3.2.4. United Arab Emirate Halal Standard (UAE.S 2055 -1: 2015)

Materials used in cosmetics shall be halal, free from any *najs*. Then, organisations involved in the manufacturing process shall ensure the final product does not become *mutanajis* (unclean or has been cross contaminated) during and after the production stages until it is delivered to the customers. Examples of required actions are effective separation and maintaining cleanliness. For halal cosmetic products' assurance, the evidence must be provided by either test or relevant reports. Halal cosmetic products shall have quality characteristics, desired results and be produced according to GMP guidelines. Then, the manufacturing facilities shall not share with production facilities of the non-halal products. Lastly, the halal cosmetic shall be distinctly traceable to the requirements of this standard at any stage of production and afterwards. The traceability can be based on a published standard or an appropriate approved procedure.

The Ritual Association of Lyon's Great Mosque, Halal Certification of the Mosque of Évry, and French Society for Control of Halal Meat at the Mosque of Paris are the agencies that are responsible for the halal certification, regulations, and halal requirements in France. Besides these agencies, France also uses the European Association of Halal Certifiers (AHC-EUROPE) for halal regulations. AHC-EUROPE is an independent and non-profit institution involved in halal affairs in European countries. This organisation aimed to cultivate halal and *tayyib*, and the quality of halal products. They are involved in halal-related issues like halal standardisation, training, education, and accreditation. As for now, based on several previous studies, there is no fixed requirement for implementing the halal standard in cosmetic products since most of these organisations are focusing on halal meat production due to the high demand from Muslim consumers.

3.3. Issues for the Implementation of Global Halal standards

Although halal cosmetics are widely accepted and celebrated in Malaysia, some issues have arisen. According to Muhammad et al., (2020), there are six main issues in the halal certification process by JAKIM. They are problems with MYeHALAL system, lack of manpower, halal auditor's lack of skills and knowledge, issues in reviewing halal certification applications, lack of proper guidelines in Malaysia halal certification and competition from the foreign certification body. They also stated that the lack of human resources in JAKIM led to another issue: hiring contract halal auditors with poor competency

and technicality on halal products. As such, the lack of competency has led to manipulation from the industry or manufacturer's representatives. Oftentimes, the representatives are the one who explains the status of the raw materials instead of the halal auditors (Muhammad *et al.*, 2020).

Thus, halal auditors are unable to determine the truth. Hence, there has been some controversy regarding cosmetic products' halal status. In 2018, the authorities banned 19 cosmetics products released by Nur Sajat Aesthetic Sdn Bhd. Although the founder has been charged, this incident caused concerns and badly affected the credibility of Malaysia's authorities. Halal products in Malaysia go through scheduled inspection, follow-up inspection, and complaint-based inspection. Such inspections on halal products in Malaysia are mainly conducted after complaints have been made.

As for the halal logo, the halal logo by Malaysia's JAKIM is widely recognised locally and internationally. Thus, more people get to know about halal products through the logo. Nonetheless, some Western and Europe consumers have negative connotations with products or companies that have Islamic connections due to the ongoing conflicts in the Middle East and anti-Islamic sentiment fuelled by the 9/11 incident that has led to Islamophobia (Zaidun & Hashim, 2018). For example, Byron Bay Cookie Company, which sells halal-certified products, became a target of the "Boycott Halal" campaign in 2014, where they received calls thanking them for supporting the 9/11 terror attacks (Barbara Ruiz Bejarano, 2017). Additionally, even with all the enforcements on halal logo usage, some irresponsible manufacturers and founders would use the logo without legally obtaining it from the government. They are usually those who manufacture their cosmetics products by themselves. These products are a great risk to consumers, as their ingredients are mostly from unknown sources and, worst, contain illegal or prohibited substances such as hydroquinone and mercury. The effects of consuming these products are very alarming. Some consumers experience changes in skin tone, making their skin reddish and itchy, while some have the worst, skin cancer. The manufacturer would usually keep the information – the sources or the actual ingredients — private, and instead convince the consumers with the fake halal logo.

The Halal Certification Bodies (HCBs) in the United Kingdom use different halal standards from different countries, thus resulting in key differences and process gaps of halal cosmetic ingredients where it is subjected to different interpretations across the organisations. For instance, the usage of alcohol in cosmetics products. Some halal certification bodies completely banned the usage of alcohol while others allowed it, considering the alcohol has been chemically reacted to form new products (Annabi & Ibidapo-Obe, 2017). The unstandardised process flow may confuse consumers and cause them to lose faith or interest

in consuming halal cosmetics. Also, the lack of a unified global halal standard hinders the growth of the halal market in the United Kingdom despite the Muslim population growth in the UK or Europe in general. It also affects the trust or mutual recognition among the organisations or halal certification bodies in the UK.

Additionally, the lack of government involvement in HCBs organisation has led to their own set-up of HCB by individuals with little or no specific religious knowledge or technical expertise about halal products, yet they are the ones who are responsible for making decisions about the halal status of food. The lack of technical knowledge of halal products may eventually lead to improper monitoring and security of halal-certificated sites, which has resulted in cross-contamination between halal and non-halal products at the manufacturing sites (Fuseini, 2017). Importantly, this also may result in fraud cases among the halal certification bodies since they can issue the halal certification despite their lack of Islamic law understanding. Thus, the implementation of halal certificates has become doubtful for consumers, and the halal industry in the UK itself may lose its credibility.

Besides, halal certification in France is issued by the three grand mosques and halal certification bodies. Similar to the issues in the United Kingdom, all of these bodies and organisations implement different halal requirements and standards. The non-existent unified halal standard will create confusion and doubts among consumers. Even if the cosmetic market is well developed in France, the halal cosmetic market is very small compared to the opportunity available (Benyahia, 2018). The fear towards Islamisation is what kept the market from growing further. Although most brands are available online, they do not meet the criteria of French Muslims women as most of them are expensive, not well adapted, and low quality (Mebarki, 2017). This has become one of the reasons halal cosmetics have low demand in France despite the growing or expansion of halal cosmetics market globally.

Regardless of where they are made, French Muslims have been slow to buy halal labelled cosmetics (Halal beauty: growth in France, 2012). Their priority in using cosmetics is not the halal status itself, resulting in the slow market growth of halal cosmetics. Importantly, another reason for the restriction of market growth may be the widespread scepticism on any halal certification and labelling, subsequently, high-profile scandals over international brand foods in France (Halal beauty: growth in France, 2012).

4. Conclusion

In Muslim countries, the government is responsible for halal certification and standards control. As for Malaysia, JAKIM is a government body that oversees everything related to

halal certification for meat production and slaughtering, cosmetics or pharmaceuticals. Additionally, the Ministry of Health Malaysia also has guidelines for cosmetics production, ensuring that it is safe for consumption. These two government bodies guarantee that the cosmetic products are not only halal or permissible by Islamic law but also *tayyib*, pure or safe to use. Although the government has enforced the guidelines in Malaysia, it is still optional for manufacturers or founders to apply for halal certification. Therefore, it depends on the manufacturers or founders to sell halal-certified products or not. Since Malaysia is the halal hub in the halal industry, most manufacturers see the implementation of halal as an opportunity for their business growth. In contrast, some do not see the need, as Malaysia is a Muslim country. Importantly, JAKIM, the main halal certification body, has to set proper guidelines, especially for the halal auditors to avoid lack of knowledge or competency in administering the production of cosmetic products. Also, they need real-time tracking for the cosmetics halal process and inspection. That way, each process can be monitored, and real time issues and problems can be sent directly to the authorities for further action to avoid or minimise any mishap.

Whereas non-Muslim countries mainly use halal certification bodies or organisations for halal certification. There is no regulation or control by the government over the organisations. The UK have different halal regulations and standards as they use the halal standard from different countries. Also, all halal certification bodies only focus on meat production, not cosmetics. This may result in some of the cosmetics production needing to be thoroughly inspected on the halal technicality. The halal industry has grown as the Muslim world population increases. However, in terms of halal cosmetics, very little research has been done, especially from the non-Muslim countries. For example, research on the halal industry in the UK is limited and the halal certification organisations in the UK mainly focus on halal meat and meat products. The market for halal meat is growing significantly as the population of Muslims in the UK increasing rapidly over the years. Nevertheless, this organisation still provides halal certification for non-food products (Lever & Miele, 2012). Given this fact, new research interest should focus on halal cosmetics considering the halal market is expanding globally and will even have more growth in the future.

The absolute power given by the government to some organisations for halal certification has created a competitive advantage in the halal market (Bergeaud-Blackler *et al.*, 2016). For instance, the halal certification bodies and organisations in France. Only the three grand mosques of Lyon, Evry, and Paris are responsible for the halal certification. However, there are organisations linked to these mosques, which are the Ritual Association of the Grand

Mosque of Lyon, the Halal Certification of the Mosque of Evry, and the French Society for Control of Halal Meat at the Mosque of Paris. These three halal agencies linked to the mosques were created following the decision by the French government to grant these three mosques the power of distributing licences for Muslim slaughter. With that, the organisations dominate the market for halal certification in France although several other minor associations are available.

Knowing that the government in non-Muslim countries do not regulate the halal standard, it is advisable for Muslims in the country to decide on only one main organisation to monitor and regulate the halal certification bodies. This effort may unite the Muslims; hence, a standardised halal standard can be achieved. As Malaysia's halal system or halal certification procedure are used as reference in several other countries, it will be more beneficial for future research to analyse how these countries implement the halal system in order to see which part can be enhanced or improved and eventually able to promote the unification of halal certification procedure for all countries. Correspondingly, future research should focus more on the similarities of halal accreditation process between non-Muslim countries to undermine the crucial point of the process and propose a specific or unified guideline. Nonetheless, more research on halal cosmetics needs to be done.

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