

## Developing Halal Cosmetics Awareness Module: A Case Study in Malaysia

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**Abstract:** In conjunction with the rise of the number of world Muslim population and beauty awareness, the halal market in beauty products is anticipated to increase due to the growing demand of Muslim consumers. Malaysia is predominantly a Muslim country and is amongst the biggest contributor towards the development of the global halal hub. However, there is still a dearth of understanding among consumers and manufacturers of cosmetic products in terms of the meaning and the requirements needed for a cosmetic product to be deemed as Halal. There are also a serious lack of trust and awareness of halal products in the cosmetic industry, especially among consumers. Therefore, through an extensive analysis of literature review, a halal cosmetics awareness module is created. The development of the halal cosmetic awareness module is an effort to facilitate the cosmetic industry in Malaysia to comply with the Shariah requirements.

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### 1. Introduction

The global cosmetic industry is growing tremendously over the past decades. Consumers, male and females, are becoming more and more interested in taking care of their appearances, hence the increasing demands of cosmetic products globally. Cosmetics or beauty products are defined as items meant to be put on to the human body to enhance attractiveness, beautifying, cleansing, or altering a person's appearance. Products such as skin moisturizers, lipstick, facial makeup preparations, sunscreen, perfumes, shampoo in addition to other articles meant to be used as a part of a cosmetic product are included in the definition of cosmetics (USA Food, Drug and Cosmetic Act 2012, n.d.).

In conjunction with the rise of the number of world Muslim population and beauty awareness, the halal market in beauty products is anticipated to increase due to the growing demand of Muslim consumers as Muslim consumers are starting to have more awareness on the importance of *halalan* and *tayyiban* in cosmetic products. The world Muslim population is estimated to be more than 1.91 billion people and counting, making Islam the world's second largest religion (Religion by Country 2022, n.d.). Hence, it was not a surprise to see a rise in the production of halal beauty products in the global market.

Malaysia is predominantly a Muslim country and is amongst the biggest contributor towards the development of global halal hub. In general, the Malaysian population is shown to have more halal awareness in cosmetic products. However, there are still a serious lack of trust and awareness of halal products in the cosmetic industry, especially with the lack of proper regulations from the relevant authorities and the increasing sales of counterfeit cosmetic products that are sold freely in the market with no sign of it declining.

Therefore, this study attempts to develop a module on halal awareness in cosmetic products to help raise more awareness among consumers and manufacturers in halal cosmetic products and to facilitate the cosmetic industry in Malaysia to comply with the Shariah requirements.

## **2. Literature Review**

### *2.1 Halalan Tayyiban in Cosmetic and Beauty Products*

Muslims were commanded to specifically consume *halalan* and *tayyiban* foods in their lives. This Shariah responsibility is originated from the al-Quran and the Sunnah of Prophet Muhammad ﷺ. Traditionally in the Islamic practice, the term “halal” which means “wholesome” or “pure” refers particularly to the meat products, in relation to the animal slaughtering ritual to prohibiting the consumption of pork products. Nevertheless, in the ever-changing and modernized industry, the term “halal” is no longer limited to food products. Nowadays, halal covers all aspects of a person's lifestyle such as biotechnology, entertainment, beauty and personal care products, pharmaceuticals, tourism, and others (Bergeaud-Blackler *et al.*, 2016).

The demand for halal cosmetic products is rapidly increasingly among Muslim consumers in Malaysia. For cosmetic products to be deemed “halal”, manufacturers must ensure that the raw materials and ingredients, manufacturing procedure, packaging, storing, and even delivering of a cosmetic product must be in line with the Shariah requirements (Abdullah, 2012). Ingredients which are prohibited by the Shariah such as human body parts, pig, or

substances derived from blood have to be excluded from products of halal cosmetic. Any ingredients acquired from animals which are permitted by the religion needs to be properly butchered according to Islamic guidelines for it to be deemed as halal. Purity and cleanliness must be ensured at all times during the preparation, manufacturing, processing, storage, and transport of halal cosmetics and beauty care products (Kenji, *et al.*, 2019).

## 2.2 Halal Cosmetic Industry

Muslim population has continued to increase over the years, and it is estimated that the world's Muslim population has reached up to 2 billion in 2023 (Han, *et al.*, 2023). Due to the increasing numbers of Muslim population and the increased level of awareness in Muslims, there is now a growing demand for halal products in the industry. The halal industry has now become a dynamic and profitable business sector. Halal industry not only covers food and beverages products, but also covers the non-food products and service industry. Nowadays, one of the most popular demands for halal products in the industry is the cosmetics and personal care products.

Modern lifestyle demands perfectionism and well-groomed appearances as to appear confident, poised, and elegant. This awareness has proven to benefit the halal cosmetic industry and therefore, the technology of cosmetics and beauty has grown tremendously to catch up with the consumers' demands. According to Rahim (2018) the highest demand for halal cosmetics is skincare products which makes up a total of 27 percent from the total global expenditure, followed by deodorants, sunscreen and toothpaste at 23 percent, 20 percent for make-up and hair care products and lastly, fragrance at 10 percent of total global expenditure. The halal cosmetic industry can produce a hefty profit as the market size for halal cosmetics products are not only limited to Muslim countries, but it can also be marketed in non-Muslim countries.

It was stated by the Global Islamic Economy Report 2019/2020 that the expenditure of consumers on halal cosmetics was up to \$64 billion in 2018. The expenditure was also expected to rise up to \$95 billion by 2024. This indicates that halal cosmetics are not only purchased and used by Muslim consumers but also non-Muslim consumers even when halal signifies religious practices. The demand for halal cosmetics has been recognized globally, especially due to the high demand from Muslim consumers since prohibited substances such as animal parts, alcohol, and dangerous chemical substances can be found in the cosmetic products sold in the market previously (Isa *et al.*, 2023).

### 2.2.1 Halal cosmetics industry in Malaysia

Malaysia has taken a serious approach towards developing halal products since 2009. For cosmetics firms operating in competitive markets, achieving customers' satisfactions is especially important if they wish to survive in those markets (Yeo *et al.*, 2016). In a study by Yeo *et al.*, (2018), it also stated that the demand for specialized value-added cosmetic products, such as halal products, organic-based products or even products that are environmentally friendly is increasing in Malaysia. The growing demand for halal cosmetics and personal care products in Malaysia are fueled by the need for safe, natural products that fits the consumers' religious and cultural beliefs.

In a study by Ali *et al.*, (2019), it mentioned that, according to the Halal Industry Development Corporation, there are already up to 100 Halal certified and registered cosmetics and personal care companies in Malaysia. The leading halal cosmetics producers in Malaysia are Johnson & Johnson, SimplySiti, Eversoft Safi, Silky Girl and others. By exporting the halal cosmetic products to countries such as China, USA, Europe, and even to Middle East countries, Malaysian halal cosmetics has become a potential source of support for the national economy. According to Cochrane and Dinar Standard (2017), the Malaysian halal cosmetics export in 2015 was nearly 1.7 billion out of the overall export of Halal products.

Although the halal cosmetic industry has been greatly impacted by the COVID-19 pandemic, it has also opened the door for new cosmetic lines such as face creams, eye care, hand creams, sanitizers, and many others. The COVID-19 outbreak has altered the demand for above-the-mask cosmetic products among consumers (Isa *et al.*, 2023).

In Malaysia, the production of halal cosmetics has become a trend among local cosmetics manufacturers as they are keen to dominate the market and come out with a wide range of product types to seek and satisfy clients (Tukiran & Ahmad Anuar, 2022)

### 2.3 Malaysia Cosmetic Regulation

Previously, the control of cosmetic products in Malaysia was conducted through a pre-market registration system, whereby, a company that is responsible for placing cosmetic products in the local market must submit product details and relevant certificates to be reviewed before the product can be manufactured, imported or sold in Malaysia.

However, since January 2008, Malaysia has agreed to change the system with a notification procedure in accordance with the synchronization of cosmetic regulations in the ASEAN

region. Instead of pre-market registration, companies are now required to notify their compliance status to the Director of Pharmaceutical Services (DPS) through National Pharmaceutical Regulatory Agency (NPRA). Regulatory action will be taken in the event of false declaration and/or when the cosmetic products are found to be in breach of the specified regulations and guidelines.

Cosmetic products that are placed on the local market must not cause harm and damage to human health when applied under normal or reasonably foreseeable conditions of use. The Cosmetic Notification Holder (CNH) of a company who is responsible for placing the cosmetic products in the market shall ensure that a safety assessment has been conducted for each product prior to the sale (Hu, 2022).

#### *2.4 National Pharmaceutical Regulatory Agency*

National Pharmaceutical Regulatory Agency (NPRA) is the regulating body responsible in controlling and regulating cosmetics and medicinal products (M. Pauzi *et al.*, 2022). NPRA has developed a specific regulatory requirement for cosmetics that must be adhered to by cosmetics manufacturers and producers.

Cosmetic products that are sold on the market must not cause harm to human's health when applied under normal or reasonably foreseeable conditions of use. Cosmetics that contain prohibited ingredients according to the NPRA are not allowed to be marketed. However, the presence or traces of certain prohibited substances are permissible provided that such traces are unavoidable following the good manufacturing practice and as long as it conforms to the safety requirements.

The Halal logo on cosmetic products is used voluntarily, provided that the cosmetic products has been approved and certified Halal by the Jabatan Kemajuan Islam Malaysia (JAKIM) or any Islamic body recognized by JAKIM. The cosmetic claims or the benefits of a cosmetic product cannot be exaggerated and have to be proven by substantial and scientific evidence throughout the cosmetic formulation or preparation (Kavitha, 2023).

##### *2.4.1 Drug Control Authority (DCA)*

The Drug Control Authority (DCA) is the executive body established under the Control of Drugs and Cosmetics Regulations 1984. The main task of this Authority is to ensure the safety, quality and efficacy of pharmaceuticals, health and personal care products that are marketed in Malaysia (Assakina, 2023).

The objective of DCA is being achieved through the following:

- a) Registration of cosmetic and pharmaceutical products.
- b) Licensing of premises for importer, manufacturer, and wholesaler
- c) Monitoring the quality of registered products in the market.
- d) Adverse Drug Reaction Monitoring.

### 2.5 Halal Assurance System

The Halal Assurance System (HAS) is a systematic approach in ensuring and preserving the integrity and the quality of halal products from the raw material sources to the end users by adhering to the principles of *halalan tayyiban*. The Halal Assurance System was established as guidelines for the industry to satisfy the halal standards, regulations, and requirements needed in obtaining halal certification.

Halal Assurance System was developed to identify, monitor, and control any element that is non-compliant to the halal principles in the entire industry. The implementation of Halal Assurance System is crucial in securing halal status of products. Not only does HAS focus on getting halal certification from Jabatan Kemajuan Islam Malaysia (JAKIM) but HAS also focuses on increasing and maintaining consumers' level of confidence in the production of halal products (Ramli *et al.*, 2020).

As of today, the implementation of Halal Assurance System in Malaysia is only limited and focusing on the stage of raw ingredients to the consumers in the food industry and food supply chain. Since the increasing in demand of halal cosmetic products, there is an urgent need for a halal assurance system to be adapted and developed as a requirement and guidelines to obtain halal certification for cosmetic products. The main objective of implementing a halal assurance system in the cosmetic industry is to ensure the production process of halal cosmetic products complies with the decrees of the halal regulating authorities. This system must be implemented throughout all stages of the cosmetic production, whereby proper documentation in every step of the production process is needed. This will assure traceability all through the entire production system (Kenji, *et al.*, 2019).

### 2.6 Internal Halal Audit

To guarantee that a product and/or service is deemed Halal according to the Shariah law, there is a need to implement a process of halal auditing. A halal audit is an evaluation of halal products to ensure that it fulfils the conditions stated in the Halal Assurance System guidelines issued by JAKIM (Tarlengco, 2023). Generally, halal audit involves in reviewing and checking halal products in respect of the following guidelines;

- a) Halal product and ingredients
- b) Customer production process flow
- c) Onsite facility audit inspection which includes production process, packaging, labelling, and storing
- d) Sanitation, products recall, and other standard documentation and practices

An Internal Halal Audit checklist is used by quality and safety managers or the halal auditors in the halal industry to ensure that the production process complies with the guidelines and requirements of Halal regulating bodies so that the halal status in a product can be verified. The verification of halal status covers the entire production process and supply chain, from the source of the raw materials until the end users, which operates in regards with the Shariah requirements (Kamaruddin *et al.*, 2021).

Nevertheless, despite the halal auditing process and efforts by the halal auditors, there are still issues that arise regarding the status of halal in products and services. Since there is an increase in awareness among consumers on the status of halal, questions and doubts among Muslim consumers also increases. Besides, consumers' knowledge of halal status especially in cosmetic products is still very limited, thus there is an urgency to develop a halal cosmetic awareness module in Malaysia.

### *2.7 Current Good Manufacturing Practices*

The Current Good Manufacturing Practice or cGMPs is a set of regulations imposed by the Food and Drug Administration (FDA) to ensure accurate design and planning, monitoring, and overseeing of production processes and facilities. The word "Current" refers to the latest techniques, new and state-of-the-art equipment that will help manufacturers to meet the minimum requirements of GMP. Although, "current" is an ever-changing state. What is considered current today may not be current tomorrow, hence, it is up to the manufacturers to properly decide that. Techniques and equipment that may have worked to prevent adulterations, mix-ups, errors, and contaminations a decade ago, may not be appropriate according to today's standards. Thus, manufacturers have to be alert and always keep up with the advancement of technologies (Baki, 2022).

Compliance to the cGMPs regulations guarantees the quality, strength, purity, and identity of products by creating strong and effective quality management systems, gaining only the best quality of raw materials and sources, establishing strong and thorough operating procedures, and others. This set of regulations, when practiced properly, will help prevent

any issues of contaminations, deviations, mix-ups, and errors from occurring, hence, ensuring that produced goods would meet the quality standards (FDA, 2021).

Manufacturers are urged to follow the cGMPs regulations to ensure the products are free from adulteration or to prevent them from being misbranded. The cosmetic cGMPs guidelines provides guidance to the cosmetic industry and manufacturers in identifying the quality standards and potential issues that can affect the quality of cosmetic products. Adhering to the cGMPs regulations will reduce the outcome of wastes produced and minimizes the issues of product recalls.

### *2.7.1 ISO 22716 Good Manufacturing Practice for Cosmetics*

ISO 22716 certification complements the existing Good Manufacturing Practice (GMP) that was set by the National Pharmaceutical Regulatory Agency (NPRA) and ASEAN Cosmetics Directive. The current market of cosmetic and personal care products in Malaysia has experienced several and improvements as demand from consumers increased. Nowadays, cosmetic products are not exclusively applicable to women only but are also used by men. Therefore, this event allows for the rise and development of the cosmetics industry.

ISO 22716 serves as guidelines in producing, controlling, storage, and transportation of cosmetic products. Hence, ensuring and enabling a systematic and practical development of quality cosmetic products. The GMP in the scheme assures the quality of a cosmetic product through plant operations based on sound scientific judgement and risk assessment. There are several advantages of the ISO 22716 Good Manufacturing Practice (GMP) certification for Cosmetics (SIRIM, 2022). Among them are;

- a) Ensure best industry practice of fundamental operational and environmental conditions required to produce safe products.
- b) Produce quality cosmetic products that are recognized and accepted globally.
- c) Gain a competitive edge against other companies in the market.
- d) Assure the safety of cosmetic products for consumer use.

## *2.8 Developing a Halal Cosmetic Awareness Module*

### *2.8.1 Education*

Education plays an essential role in allowing people of all ages and religion to participate in quality learning throughout their entire lives. Education is a process that resulted in knowledge and development. It indicates the knowledge, skill, and understanding that a



person is getting by attending a formal or informal education. Proper attention should be given to the Halal education and cosmetic awareness to provides safeguards and integrity to the consumers (Othman *et al.*, 2018).

Therefore, Halal education is important for people to learn to acquire more knowledge about Halal and apply it in their daily lives especially in respect of cosmetic consumption (Deuraseh *et al.*, 2022). Deliberate ignorance, confusion of Halal obligations and indifference towards the non-compliance in cosmetic products can be eliminated from consumers and manufacturers in Malaysia through the new knowledge gain through substantial education and research.

### 2.8.2 Training

Training is defined as a method of applying different strategies to strengthen employees' knowledge and skills needed to perform their jobs effectively. Although the rapid expansion of Halal industry and services has proved beneficial to various parties, consequently, the shortage of skilled workers is a major obstacle, especially in the cosmetics industry, in ensuring the Halal integrity of their products is always maintained (Abdul Rahim *et al.*, 2013). To meet the obligations of Islam or the Shariah requirements, efforts are needed to make sure that as the front-liners, these workers throughout the whole cosmetic supply chain in Malaysia are knowledgeable.

To produce halal products, a company does not necessarily have to be owned, operated or run by a Muslim. It is sufficient that the product is produced under strict regulations, supervision, support, and most importantly, is the competent and trained Muslim production inspector, whose job is to ensure the Halal needs and standard requirements are fulfilled (Hashim & Shariff, 2016). The Ministry of International Trade and Industry Malaysia (2006) stated that the objectives for halal trainings and halal training programs serve to:

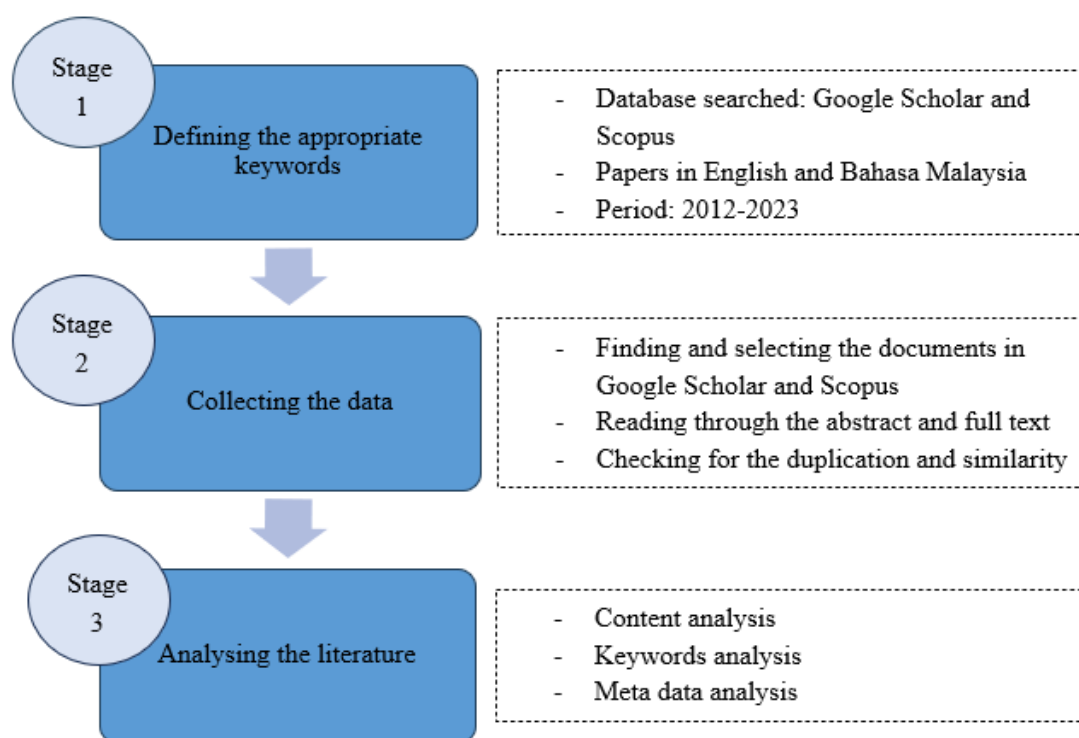
- a) Provide knowledge and understanding about *halalan tayyiban* as defined by the Halal Industry Development Corporation (HDC) Malaysia;
- b) Provide knowledge on the process of obtaining Malaysian Halal certification;
- c) Products are not only Halal but also tayyib (hygiene and nutritious); and
- d) Identify the benefits of Halal certification.

### 2.8.3 Governance

Governance is an important element in Halal industry, not only in attracting new investment, but also in developing public trusts in the cosmetic industry. Appropriate mechanism should be created to ensure the cosmetic companies complies with the Shariah principles (Mohd Safian *et al.*, 2020). The establishment of proper Shariah governance module for cosmetic industry in Malaysia will boosts confidence of the publics that all practices and activities in the industry are always in line with the Shariah requirements.

### 3. Methodology

The qualitative approach is chosen for this study by adapting the method of literature review using the content analysis approach (Snyder, 2019). The data for this study is extracted from an extensive literature review from previous studies which include thesis, journal articles, research papers and online articles. Selected literatures ranging from year 2016–2018 were chosen by looking at contents in relation to these keywords, i.e., halal awareness, cosmetics, *halalan tayyiban*, and module development. The data collected were then analyzed comparatively and descriptively, and the result is presented in this paper. Figure 1 shows the developed framework which contains three key stages: defining the appropriate keywords, collecting the data, and analyzing the literature.



**Figure 1.** Developed literature review framework.

#### 4. Proposed Halal Cosmetic Awareness Module

**Table 1.** Proposed Halal Cosmetic Awareness Module

	Subjects	Target Groups			
		Students	Consumers	Sellers & Manufacturers	Relevant Authorities
Education	The basic concept of halal and haram	✓	✓	✓	✓
	- Halal and haram according to the Al-Quran and Sunnah				
	The principle of halal and haram in cosmetic products	✓	✓	✓	✓
	- The importance of halal cosmetics				
	Elements of halal and haram in cosmetics	✓	✓	✓	✓
	- Raw ingredients				
	- Manufacturing process				
	- Packaging and storing				
	- Transportation				
Training	The importance of halal and <i>tayyib</i> in cosmetics	✓	✓	✓	✓
	Cosmetic safety	✓	✓	✓	✓
	Process of obtaining halal certification			✓	✓
	- Benefits of halal certifications for cosmetic products				
	Halal certification		✓	✓	✓
	Halal logo		✓	✓	✓

Subjects	Target Groups			
	Students	Consumers	Sellers & Manufacturers	Relevant Authorities
Halal labelling		✓	✓	✓
Halal research and development			✓	
Proper advertising			✓	✓
Authentic halal logo vs fake halal logo		✓	✓	✓
The danger of counterfeit cosmetics	✓	✓	✓	✓
- Harmful ingredients in cosmetics				
Halal Assurance System			✓	✓
Internal Halal Audit			✓	✓
Current Good Manufacturing Practices			✓	✓
NPRA Regulatory Requirements for Cosmetics			✓	✓
Governance				
Proper handling of halal cosmetics			✓	✓
False advertisement	✓	✓	✓	✓
Halal cosmetics in the perspective of Maqasid Shariah				✓
Current fatwas in cosmetics			✓	✓

Subjects	Target Groups			
	Students	Consumers	Sellers & Manufacturers	Relevant Authorities
Issues and solutions in halal cosmetics			✓	✓

Table 1 shows the proposed halal cosmetics awareness module. The objective of this module is to educate and create awareness amongst students, consumers, sellers and manufacturers of cosmetic products, and relevant authorities on the basic concept of halal and haram in cosmetics, and its components.

Before anything else, it is important for the target groups to be educated early on the basic concept of halal and haram in Islam, and to have an understanding on the principle of halal and haram when it is applied to cosmetic products. This is precisely why students are included as the target groups of this module. This module can be implemented and taught to students in primary level and secondary level schools before they go out to the world and become consumers of cosmetic products themselves. This is to avoid misperception on halal cosmetics amongst the target groups especially students and consumers and to prevent them from purchasing cosmetics that are not in line with the Shariah requirements.

#### 4.1 Education

In the education level, the halal cosmetics awareness module discusses on the basic principle of halal and haram with deep understanding of the concept of halal and haram according to the Al-Quran and Sunnah. The education level also discusses the principles of halal and haram in respect of cosmetic products, as well as educating on the importance of halal cosmetic products.

Next, the education level also discusses what constitutes halal and haram in cosmetic products. From the raw ingredients and materials used in cosmetic products, which ingredients are permissible and prohibited to be used in halal cosmetics according to the Shariah, understanding the proper guidelines and protocol in producing and manufacturing halal cosmetics, proper handling, storing, and packaging of cosmetic products, and transportation of cosmetic products, are all important elements of halal cosmetics and discussed in the module.

#### 4.2 Training

In the training level, the halal cosmetics awareness module will discuss on the importance of halal and *tayyib* in cosmetic products, with the emphasis on the *tayyib* part according to the Al-Quran and science. *Tayyib* is undoubtedly an important element in cosmetic products. *Tayyib* means that a cosmetic product is clean and hygienic, free from any contamination or dangerous substances in every step of its production and manufacturing process.

Next, this level discusses the process of obtaining halal certification for cosmetic products, as well as the benefits of halal certifications for cosmetic products. The Halal logo and halal labelling and how they differ from one country to another will also be discuss in this level comprehensively. The need for halal research and development in cosmetic industry to ensure the growth and expansion of halal cosmetic industry not only in Malaysia but also globally. Lastly, this level also discusses the proper ways of advertising halal cosmetic products without exaggerating false claims or unproven testimonies that can cause halal cosmetic products to lose its values.

The training level of cosmetic halal awareness module is drafted specifically for sellers and manufacturers, and the relevant authorities in the halal cosmetic industry. However, the basic of the training level can also be taught amongst students and consumers.

#### 4.3 Governance

In the governance level of the cosmetics halal awareness module, the topics will be discussed in a more in-depth manner as the topics are drafted and designed majorly for the sellers and manufacturers, and relevant authorities in the cosmetic industry. The intended target groups for this level should have more experience in the cosmetic industry.

Therefore, the proposed module discusses firstly on the proper handling of halal cosmetics. This is important in ensuring that halal cosmetics are properly manufactured using the right ingredients, processed in a *halalan tayyiban* manner according to the Shariah requirements and following the regulations as laid out in MS 2634, Halal cosmetics — General requirements by the Department of Standards Malaysia, Halal Assurance System (HAS), Internal Halal Audit, Current Good Manufacturing Practices (CGMPs), and National Regulatory Pharmaceutical Agency (NPRA). Next, false advertisement. Misleading claims on cosmetic products are deceptive, unethical, and could cause harm to the consumers. Thus, the relevant authorities are expected to be more vigilant in regard to false advertisement that are widespread in the cosmetic products.

Last but not least, the module continued with the discussions of *fatwa* in cosmetics, with a deeper understanding on the current issues and *fatwas* regarding cosmetics. The module will also discuss on the topic of halal cosmetics according to the *Maqasid Shariah* perspective, which includes understanding the importance of protecting one's faith, life, intellect, lineage, and property in relation to cosmetic products. Lastly, the module discusses on the current issues in the halal cosmetic industry and its practical solutions. The module will approach on ways to deal with issues that rise and how it can be solved within the proper guidelines of halal cosmetic.

From the three levels mentioned, it is expected that the proposed module will be able to raise the halal awareness in cosmetic products amongst the target groups. The proposed module is also expected to help in tackling the issues in cosmetic industry more effectively.

## 5. Conclusion

There is still a dearth of understanding among consumers and manufacturers of cosmetic products in terms of the meaning and the requirements needed for a cosmetic product to be deemed as Halal. In the context of food products, Halal can be easily defined as a religious obligation as laid down in the Qur'an and Sunnah. Misperception, intentional counterfeit practices or blissful ignorance will consequently result in the presence of adulterants or contaminants in the products, thus making it *Syubhah* or to a certain extent, Haram.

Despite consumers' awareness on halal cosmetic, consumers have low level of interest and responsiveness towards halal cosmetics. Consumers are much preferred to purchase cosmetics that contain harmful ingredients or engage in unlicensed cosmetic or beauty clinics to become more beautiful very quickly.

Therefore, Halal awareness module is created to help consumers, manufacturers, and authorities in Malaysia to understand and implement the appropriate Halal guidelines and issues in respect of cosmetic products. This module will greatly contribute to the goal of ensuring that cosmetic products used by consumers in Malaysia conforms to *halalan tayyiban* practices.

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