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The Significance of Halal Logo on Cosmetic Products: A Review

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ABSTRACT

A stretching amount of Muslim consumer's awareness towards their religious duties has led to a greater demand of Halal products especially in the Asia Pacific region. The rapid growth of Halal cosmetic industry is seen as one of the outcomes resulted from this progressing change of mindset of the consumer. However, Halal certification for cosmetic products in most countries are not required as solidly as it is on food matters. Despite of the blossoming potential of Halal cosmetics industry, the development is quite slow. This study is conducted to lay out the significance of having Halal logo on cosmetic products. Extensive reading of past literature and research was adopted, scanning through repetitive key points to identify essential themes regarding the significance of the Halal logo in cosmetics. The finding of this study has enclosed the following aspects of significance; - a) Religious Commitment b) Quality c) Reassurance d) Consumer's Awareness e) Economy. The outcome of this paper should enable related parties to comprehend the importance of Halal certified cosmetic products and drives them to gain the most out of the benefits offered by the Halal certification applied on cosmetic items.

Keywords: Consumer's awareness, Halal certificate, Halal cosmetics, Religious commitment, and Quality

1 Introduction

The growth of halal cosmetic sector has been reported to project from USD33.3 billion in 2021 to USD77.34 billion by 2028 with a 7-years CAGR of 12.75% during the given interval [1]. The blooming progress of halal cosmetic market is driven by the growth of consumer knowledge regarding the ingredients used and product awareness, which is mainly fostered by social media. The swelling demand for halal cosmetic products is primarily impacted by the demographic of young, religiously conscious, and dynamic Muslim population [2]. However, in this globalising era, halal is no longer bounded purely by religious adherence but is also recognised as a global symbol for quality assurance and lifestyle [3]. Despite the promising potential of halal cosmetics sector, development and progress are relatively slow in certain countries. Hence, this study mainly discussed the significance of certifying cosmetic products with halal logo in order to understand the benefit of implementing it on cosmetic goods.



2 Materials and Methods

Extensive reading of past literature and research was adopted, scanning through repetitive key points to identify essential themes regarding the significance of the halal logo in cosmetics. This process involved careful examination of conference papers, scholarly journals, global business reports, and articles from reputable websites. By thoroughly analysing the existing literature and secondary data sources, the research aimed to extract and synthesise recurring key points and overarching themes that shed light on the importance and implications of the halal logo in the cosmetics industry.

3 Results

The extensive reading of the past literatures has led to the finding of repetitive keywords, which enabled the author to theme them into five predominant categories, which are a) Religious Commitment, b) Quality, c) Reassurance, d) Consumer's Awareness, and e) Economy.

3.1 Religious Commitment

Halal is a term introduced in the *Qur'an* representing the meaning of something permissible in the religious, faith and spiritual [4]. In the context of halal cosmetics, it should indicate that the cosmetic does not involve derivation from pig, carrion, blood, human body parts, predatory animals, reptiles, and insects as the ingredients [5]. According to a study conducted in Brunei, consumers understood how using halal cosmetics preserve the five objectives of *Shari'ah* [6] and how highly attached it is to the Islamic principles [7]. The increasing demand towards halal cosmetic products was also reported to keep the halal cosmetic market eagerly driven majorly by young and religiously conscious dynamic Muslim consumers [7]. A widely known *hadith* by Imam Al-Bukhari has stated:

"What is lawful and unlawful is evident, and between them are the things doubtful which many people do not know. So, he who guards against doubtful things keeps his religion and honour blameless, and he who indulges in doubtful things indulges in fact in unlawful things, just as a shepherd who pastures his animals around a preserve will soon pasture them in it. Beware, every king has a preserve, and the things God has declared unlawful are His preserves. Beware, in the body there is a piece of flesh; if it is sound, the whole body is sound and if it is corrupt the whole body is corrupt, and hearken it is the heart" [8].

The *hadith* above clearly took the consumption of halal goods as a notable matter to be considered by Muslim consumers as what is put into the body will take hold of the entire body's sound and health. Hence Muslim consumers need to adhere the religious obligations not limiting it to halal foods only but also extending it to the use of halal certified cosmetic products [9].

3.2 Quality

Halal cosmetic goods are produced with only halal materials adhering the halal system. The production of cosmetics will usually involve complicated mix of substances that needs diligent perusals on the ingredients [10]. The process of manufacturing halal cosmetics follows stringent requirements such as the involvement of Good Manufacturing Practice (GMP) and other quality standards to ensure product quality and safety. Contamination is rigorously avoided at all costs by segregating potential non-halal elements away from halal substances used in the production. Sugibayashi et al. also added that halal cosmetic's packaging must comply with halal requirements to not harm human's health by using it. Labelling should also be done clearly during the process of distribution and products must stay uncontaminated. These requirements are also enlisted in Brunei Darussalam Guidelines for Manufacturing and Handling of Halal Cosmetic Products (PBD26:2016) under 3.6.4 [12]. Halal certification is also recognised, symbolising health-related quality, safety, and cleanliness [11] as well as encompassing extensive values such as social responsibility, earth stewardship, economic and social justice, animal welfare and ethical investment [2]. Rokshana Shirin Asa, Hashim [13], Mat Hashim [14] and Hussin et al. [15] also supportively highlighted similar statement as proclaimed above.

3.3 Reassurances

The current cosmetic industry is known to be heavily dominated and monopolised by non-Muslim companies [16] due to several reasons risking Halal cosmetics market to remain niche, losing out to vegan and organic-certified cosmetics [17]. Hajipour et al. [18] provides us with a result on how significant the role of halal label during the consumer's purchasing decision in which Muslim consumers believed the attachment of halal logo on products indicate production is in line with the Islamic principles while the non-Muslim consumers perceived the products as top-quality goods with safety aspects being guaranteed [19]. In the same vein, Zalina Zakaria et al. concluded: "Halal certification reassures Muslim consumers that the products they use are from halal ingredients, pure and hygienically manufactured" [20].

3.4 Consumer's Awareness

It was discussed in Farida Bhanu's paper that halal logo/certification and halal awareness have somehow created a cycle that when halal logo is made known progressively, it will create halal awareness purposively to the public through intensive halal promotional campaign. Consumers with an extensive awareness on halal was found to have a higher intention towards purchasing halal products [7]. Zakaria *et al.* has demonstrated a similar result outlining that halal awareness has the power in driving consumers' purchases on halal products [21].

3.5 Economy

The potential of halal cosmetic sector has surfaced by the increase number of consciousness and accessibility of halal beauty products and this has improved the global market [22]. The fact that halal products also comprehensively encompassed cleanliness and safety other than the religious requirements, the halal logo enables the products to outreach not only local but

also global markets approaching both Muslims and non-Muslims consumer [11]. On another note, GIEI 2022 has proclaimed that halal cosmetics market have been growing significantly rapid in East Asia mainly propelled by new Indonesian brands [17].

4 Discussion

Cosmetics dominated by non-Muslim countries has indisputably made halal cosmetics stay niche on its market. However, the increasing awareness coming from the halal conscious consumers have manifested their growing demand on halal cosmetic product's emergence. This study has classified the results into 5 prominent categories demonstrating the significance of halal logo on cosmetic products that touched on fulfilling religious requirements, signifying best quality, acting as a product assurance, promulgating halal awareness, and lastly driving countries' economies. Producers and prospective stakeholders should be driven to comprehend the significance of cosmetics being halal certified aiming halal cosmetics to penetrate international markets.

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