Halal Cosmetics Certification: A Comprehensive Guide

Muti Arintawati
Deputy Director of LPPOM MUI
Bangkok, 6th November 2019
LPPOM MUI is a non government institution formed by MUI to run MUI function in halal certification.

MUI is a non government body as umbrella of muslims organizations in Indonesia.

HAS 23000 (16 January) & CEROL SS23000 (24 May)

HALAL LAB\textsuperscript{TM} (KAN Certified : ISO 17025)

LSP LPPOM MUI (BNSP Licensed on 25 January)

LSH LPPOM MUI as Halal Certified Body (SNI ISO IEC 17065:2012 on 24 January)

CEROL V 3.0, QR CODE V 2.0, Halal MUI V 3.0

ESMA Recognition for LPPOM MUI (18 September)
OUTLINE

01 The Importance of Halal Product
02 Halal – Haram Concept
03 Why Cosmetics Should Be Halal Certified
04 Halal Certification in Indonesia
05 Halal Requirement of MUI
06 Halal Information Access of LPPOM MUI
THE IMPORTANCE OF HALAL PRODUCT
WHY HALAL PRODUCT IS IMPORTANT?
HALAL PRODUCT

IMPORTANCE

MUSLIM CONSUMER EYES

MANUFACTURER EYES

FAITH

MARKET SIZE
Halal- Haram is part of Islamic teaching

Practicing halal-haram rule is obligatory for all Muslim for all aspects of life

Halal – Haram rule is clearly explained in the Holy Book Al-Quran and also Al-Hadits
The growing Muslim population will drive development of the Halal beauty industry.

<table>
<thead>
<tr>
<th>Region</th>
<th>Market Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>1.77 billion</td>
</tr>
<tr>
<td>APAC</td>
<td>1.5 billion</td>
</tr>
<tr>
<td>Europe</td>
<td>58 million</td>
</tr>
</tbody>
</table>

Source: US Halal Organisation, Diplomat, Pew Research, CIA, Geobase
Halal beauty is set for sales growth

- **COSMETICS**
  - **US$46 bn**
  - Global Muslim spend on cosmetics in 2013, 1% up year-on-year

- **GLOBAL BEAUTY EXPENDITURE**
  - **8%**
  - Halal share of global beauty expenditure by 2019

- **GLOBAL MUSLIM COSMETICS SPEND**
  - **US$73 bn**
  - Forecast global spending on cosmetics by Muslim customers in 2019

Source: Business of Fashion
Indonesia’s Halal Cosmetics Sector is Growing Strong

Indonesia’s cosmetics and toiletries industry recorded a remarkable growth of 11.99% in 2017 with a total sales value of 19 trillion IDR.

Halal cosmetics on the rise
In recent years, there has been a growing trend in the use of halal cosmetics in Indonesia. This is in line with the increased number of middle class and affluent Muslim women who are halal conscious in their purchases.

Source: https://emag.live/the-rise-of-halal-cosmetics-in-indonesia/
GLOBAL HALAL COSMETICS MARKET: KEY DRIVERS AND FIGURES

KEY MARKET FIGURES

PERSONAL CARE SEGMENT
The personal care segment will continue to dominate the global halal cosmetics market with 97.18% of share in 2021.

RETAIL SEGMENT
The market for global halal cosmetics through the retail segment is expected to post a CAGR of 14.41% by 2021.

MUSLIM POPULATION WORLDWIDE
The continuous increase in Muslim population worldwide, will help the market to reach $52.39 billion by 2021.

GLOBAL MARKET GROWTH

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$26.47 billion</td>
</tr>
<tr>
<td>2021</td>
<td>$52.39 billion</td>
</tr>
</tbody>
</table>

$25.92 BILLION
INCREMENTAL GROWTH
HALAL HARAM CONCEPT
IMPORTANT TERMINOLOGY

HALAL
Halal means permissible or lawful. It is related to object or action which is permissible to use or engage in, according to Islamic Sharia Law. In term of consumer goods (foods, cosmetics, medicine, etc.) basically all things in the world are Halal, unless there is a prohibition mentioned in Al-Quran or Hadits.

HARAM
Haram means prohibited or unlawful according to Islamic Sharia Law.

THAYYIB
Thayyib means quality, wholesome and not harmful to health.

Islamic order to consume halal is always combined with thayyib
HALALAN THAYYIBAN
HARAM MATERIAL

Which are Prohibited in Al-Quran

Blood, Carrion, Pork, Animal slaughtered by not mentioning the name of Allah (God), khamr, parts of human body

Wild animal (Carnivour), Animals with sharp teeth and claws, Amphibia (Animal that live in both land and water)

(narrated on 8 book of hadits except Nasa’i)

Which are Prohibited in Hadits

Exception

All animals from the sea are Halal although not slaughtered
NAJIS/NAJASAH

NAJIS
Najis means dirt/filth that cause unlawful worship.

Object that is exposed to najis material is called mutannajis.

Mutannajis material can be purified by removing the najis according to Islamic purification requirements.

Mutannajis material can be purified by removing the najis according to Islamic purification requirements.

Every najis and mutannajis material is haram to be consumed.

Najis means dirt/filth that cause unlawful worship.

Object that is exposed to najis material is called mutannajis.

Mutannajis material can be purified by removing the najis according to Islamic purification requirements.

Every najis and mutannajis material is haram to be consumed.
Heavy Najis
Pig and its derivatives and saliva from dog

Ways To Clean (Purify)
Washed 7 times with water and one of them are mixed with soil or cleaning agent that can remove taste, color, and smell of najis

Medium Najis
Urine, feces, carrion, khamr, blood, etc

Ways To Clean (Purify)
Washed until the color, odor, and taste of najis is removed

Light Najis
Urine from baby boy who only breastfeed.

Ways To Clean (Purify)
Splash with water or wiped it using wet cloth.
WHY COSMETICS SHOULD BE HALAL CERTIFIED?
Be careful for what we use in daily basis

The Prayer (Salât) is not accepted except if one is in a state of purity, and the skin must be exposed to water during ablution.

How Muslim Consumer know the product is Halal?

Ingredients of cosmetics can be derived from haram & najis material.

Water resistant cosmetics may not be penetrated by water.

HALAL CERTIFICATE
COSMETICS

Unintentionally Swallowed
Example: Lipstick, Lipbalm, Mouthwash, Toothpaste

- Considered as Foods
- Free from Haram & Najis

External Use
Example: Body Lotion, Soap, Nail Polish

- FREE FROM NAJIS
- WATER TRANSLUCENT

HALAL COSMETICS
Critical Points Of Cosmetics or Personal Care Material

Source of ingredients
- animal, human, microbial, synthetic, plant.

Source of application tools
- brushes for rouge, lipstick, face powder, etc; toothbrush.
### Example of Critical Cosmetics Ingredients According To Its Source

<table>
<thead>
<tr>
<th><strong>PLANT</strong></th>
<th><strong>Synthetic</strong></th>
<th><strong>HUMAN</strong></th>
<th><strong>MICROBIAL</strong></th>
<th><strong>ANIMAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Additives?</strong></td>
<td><strong>Chemicals If Organic?</strong></td>
<td><strong>Forbidden!</strong></td>
<td><strong>Khamr?</strong></td>
<td><strong>Species of animal?</strong></td>
</tr>
<tr>
<td><strong>Processing aids?</strong></td>
<td></td>
<td></td>
<td><strong>Source of media?</strong></td>
<td><strong>Slaughtering?</strong></td>
</tr>
<tr>
<td><strong>EXAMPLE</strong></td>
<td><strong>EXAMPLE</strong></td>
<td></td>
<td><strong>Processing aids?</strong></td>
<td><strong>Additives?</strong></td>
</tr>
<tr>
<td>Plant extract (solvent? methods? → can use animal fat)</td>
<td>Vitamin A, C, E (coating agent?)?</td>
<td>Keratin from human hair</td>
<td>Alpha hydroxy acid</td>
<td>Collagen, elastin, placenta</td>
</tr>
<tr>
<td>Fatty acid and its derivates (enzymes as processing aids?)</td>
<td></td>
<td>Albumin</td>
<td>Co Q₁₀</td>
<td>Fatty acid and its derivates?</td>
</tr>
<tr>
<td>Vitamin A, C, E (source, coating agent?)</td>
<td></td>
<td>Placenta</td>
<td>Alcohol</td>
<td>Fat (tallow, lanolin, lard)</td>
</tr>
<tr>
<td>Glycerol or glycerin (source?)</td>
<td></td>
<td></td>
<td>Vitamin C</td>
<td>Enzyme?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hyaluronic acid</td>
<td>Glycerine or glycerol?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Amino acid or peptide or protein?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Hormone?</td>
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<td></td>
<td></td>
<td>Hair/bristle → for brushes</td>
</tr>
</tbody>
</table>
EXAMPLE OF COSMETIC PRODUCT AND ITS CRITICAL POINT

SOAP
Obtained by saponification of vegetable or animal oils and fats with a strongly alkaline solution

Examples ingredients of soaps:
- Glycerin*)
- Vitamin E*)
- Lanolin
- Olive oil*)
- Propylene glycol
- Placental enzyme*)
- Sodium stearate*)
- Fragrance*)
- Sodium tallowate*)
- Sodium cocoate
- Water
- Glycerin*)
- Sucrose*)
- Denaturate
- Sodium stearate*)
- Fragrance*)
- Honey
- Pentasodium pentenate
- Tetrasodium-ethidronate
- D & C yellow No. 10
- D & C Red No. 33

*) Critical Point
EXAMPLE OF COSMETIC PRODUCT AND ITS CRITICAL POINT

HAIR COLORING
Stearyl alcohol*, cetyl alcohol, sodium lauryl sulphate*, lanolin*, alcohol*, salicylic acid, disodium phosphate, H₂O₂, hydrolize keratin*, perfume*, etidronic acid, phosphoric acid

HAIR VITAMIN
Jojoba oil*, cyclomethicon vitamin A*, vitamin C*, Vitamin E8, polysilicone-15 fragrance*
Note: manufacture in soft gel *

*) Critical Points
EXAMPLE OF COSMETIC PRODUCT AND ITS CRITICAL POINT

LIPSTICS
- Octyl methoxycinnamate,
- Simethicone,
- Petroleum destillate
- Tetraisostearate*)
- Bis-dis-glyceryl polycyladipate-2,
- Methyl methacrylate crossploymer,
- Aqua,
- Candelilla cera*)
- Rice wax,
- Beeswax,
- Titanium hydroxide,
- Hydrogenated-jojoba oil*)
- Titanium hydroxide,

*) Critical Points

- Hydrogenated-jojoba oil*),
- Tocopheryl acetate*),
- Propylene carbonate,
- Butylene glycol,
- Wheat germ oil *),
- Perfume*),
- Hydrolized collagen*),
- Propyl paraben,
- Glyceril stearate*),
- Tocopherol*),
- Ascorbyl palmitate*),
- Methyl paraben, etc.
EXAMPLE OF COSMETIC PRODUCT AND ITS CRITICAL POINT

LIPBALM

- Cera microcristaline*)
- Octyldodecanal
- Hydrogenated polydecene
- Cetyl palmitate*)
- Ricinus communis seed oil*)
- Myristil miristate*)
- VP/hexadecene co polymer
- Cetearyl alcohol,
- Polyglyceryl 3- disostearate*)
- Butyrospermum parkii butter
- Cocoglycerides*)
- Benzyl benzoat
- Citral

- VP/Eicosene copolymer
- C20-40 alkyl stearate*)
- Cera carnauba*)
- Simmonisia chinensis oil*),
- Pentoerythritil tetraisostearate
- Panthenol
- Vitis vinifera seed oil*)
- Glycerin*)
- Cera alba*)
- Aqua
- Limonene
- Linalool
- Perfume*)

*) Critical Points
EXAMPLE OF COSMETIC PRODUCT AND ITS CRITICAL POINT

TOOTHPASTE

- Sorbitol*,
- Sodium fluoride,
- Sodium saccharine,
- Titanium oxide,
- Propylene glycol,
- Methyl paraben,
- Xanthan gum*,
- Sodium alginate,
- Sodium polyacrylate,
- SiO₂,
- Sodium lauryl sulphate*,
- Water,
- Xylitol*,
- Flavour*

*) Critical Points
EXAMPLE OF COSMETIC PRODUCT AND ITS CRITICAL POINT

PRIMARY PACKAGING

- Glass
- Plastics → polietilen, polietilen tereftalan (PET), polipropilen (PP), polivinil klorida (PVC), akrilik
- Elastic → Chloropen rubber, Isopren, butyl, polysacphides, silicon, polyurethane
- Metal → Tin, aluminium and steel

Critical Points:

- Additive: Plastisizer (glycerol, sorbitol, gelatin), dye (animal fatty acid mixture)
- Processing aid: catalyst, Calcium stearate
HALAL CERTIFICATION IN INDONESIA
Halal is **mandatory for all product** (article 4), except for Haram Product (article 26). Mandatory of halal certification will come into force after 5 years since this law was enacted (article 67).

**Product**: goods and/or services related to food, beverages, pharmaceutical, cosmetics, chemicals, biological and GMO, as well as the goods to be used or utilized by community (article 1.1).
Who Play Role on Halal Certification

- BPJPH is a government agency under Ministry of Religious Affairs who responsible for administration of halal certification.
- BPJPH and MUI cooperates in accreditation of Halal Audit Agency
- LPPOM MUI is a halal audit agency to perform halal audit
- MUI stipulate FATWA (in the form of MUI Halal Certificate)
- BPJPH issued its Halal Certificate based on MUI Fatwa
HALAL CERTIFICATION REGISTRATION FLOW

Company

BPJPH

Company need to register at BPJPH as a regulatory institution

LPPOM MUI
(as Halal Audit Agency)

Halal Certificate of MUI

Halal Certificate from BPJPH
HALAL REQUIREMENT OF MUI
LPPOM MUI HALAL CERTIFICATION STANDARD

Halal Standard LPPOM MUI (HAS 23000)

• Guidelines of Critical Halal Medicine Material (HAS 23202)
• Requirements of Halal certification on Processing Industry (HAS 23000-1)
• Requirements of Halal certification on Processed Meat Product (HAS 23000-2)
• Requirements of Halal Certification on Restaurant (HAS 23000-3)
• Requirements of Halal Certification on Medicine (HAS 23000-4)

Total : 14 Books of HAS 23000 Standard
Requirement of MUI: Company must fulfil HALAL ASSURANCE SYSTEM CRITERIA

1. Halal Policy
2. Halal Management Team
3. Training & Education
4. Material
5. Product
6. Production Facility
7. Written Procedures For Critical Activities
8. Traceability
9. The Product Handling For Product That Not Meet Criteria
10. Internal Audit
11. Management Review
Procedures of Online Halal Certification LPPOM MUI
(CEROL - SS23000)

www.e-lppommu.org
## Top 10 Registered Company

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Indonesia</td>
<td>4435</td>
<td>5441</td>
<td>204678</td>
</tr>
<tr>
<td>2.</td>
<td>P.R. China</td>
<td>583</td>
<td>703</td>
<td>12444</td>
</tr>
<tr>
<td>3.</td>
<td>Singapore</td>
<td>21</td>
<td>26</td>
<td>7608</td>
</tr>
<tr>
<td>4.</td>
<td>India</td>
<td>85</td>
<td>104</td>
<td>2887</td>
</tr>
<tr>
<td>5.</td>
<td>Malaysia</td>
<td>88</td>
<td>121</td>
<td>2644</td>
</tr>
<tr>
<td>6.</td>
<td>France</td>
<td>7</td>
<td>7</td>
<td>1834</td>
</tr>
<tr>
<td>7.</td>
<td>Australia</td>
<td>4</td>
<td>4</td>
<td>1511</td>
</tr>
<tr>
<td>8.</td>
<td>Thailand</td>
<td>51</td>
<td>59</td>
<td>1420</td>
</tr>
<tr>
<td>9.</td>
<td>New Zealand</td>
<td>5</td>
<td>5</td>
<td>1407</td>
</tr>
<tr>
<td>10.</td>
<td>Republic Of China (Taiwan)</td>
<td>28</td>
<td>37</td>
<td>1301</td>
</tr>
</tbody>
</table>

Source: LPPOM MUI
Data per 21 June 2019
### Top 10 Group of Product

<table>
<thead>
<tr>
<th>No.</th>
<th>Product</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Flavor, Seasoning and Fragrance</td>
<td>47610</td>
</tr>
<tr>
<td>2.</td>
<td>Restaurant</td>
<td>33229</td>
</tr>
<tr>
<td>3.</td>
<td>Bakery</td>
<td>20794</td>
</tr>
<tr>
<td>4.</td>
<td>Cosmetic</td>
<td>14003</td>
</tr>
<tr>
<td>5.</td>
<td>Beverage and Beverage Ingredients</td>
<td>13061</td>
</tr>
<tr>
<td>6.</td>
<td>Snack</td>
<td>12470</td>
</tr>
<tr>
<td>7.</td>
<td>Catering</td>
<td>12012</td>
</tr>
<tr>
<td>8.</td>
<td>Others</td>
<td>11361</td>
</tr>
<tr>
<td>9.</td>
<td>Spices, Seasoning and Condiments</td>
<td>10132</td>
</tr>
<tr>
<td>10.</td>
<td>Plant and Processed Plant Products</td>
<td>7043</td>
</tr>
</tbody>
</table>

Source: LPPOM MUI  
Data per 21 June 2019
Halal Certification Challenges

- Public awareness of halal cosmetic products is increasing not only in Indonesia but also internationally, however the awareness of having halal cosmetics is far behind the awareness of having halal food product.

- Cosmetics use a lot of ingredients. The halal status of each ingredient is not easy to be traced. It because the lack of halal material knowledge from manufacturer/supplier.

- It is difficult to find a halal substitute material for some cosmetics ingredients.

- It is a challenge to have a formula water resistant product that still can be penetrated by water.

- It is a challenge for company for not using name, label, and shape of packaging that refer to pornography.

- Some packaging and application equipment such as blush brushes, lipstick brushes still uses non halal material.
GUIDANCE HOW TO GET HALAL CERTIFICATE

01 Understand the Halal Certification Requirement

02 Prepare Halal Suitable Materials

03 Prepare porcine free facility and cleaning procedure to avoid cross contamination

04 Develop Halal Assurance System
HALAL INFORMATION
ACCESS OF LPPOM MUI
HALAL INFORMATION ACCESS

Real Time Halal Info through:
• Website (www.Halalmui.org)
• Social media
• Contact center
• Mobile (BB, Android, IOS)

Halal Product Data access through:
Online and hardcopy
(website, halal journal, halal directory, mobile APPS, apps)

@halalindonesia
halalindonesia
halalindonesia

YouTube
halalindonesia

SEO

GET IN TOUCH WITH US ON +62 811 114 8696

TANYA SERTIFIKASI HALAL DAN PRODUK HALAL MAKIN MUDAH KE HALO LPPOM 14056

AWASI PRODUK HARAM MENJELAJAH LEBARAN

Compilation of Fatwa MUI On Food, Drugs, Cosmetics, Beverage and Technology
Thank You