Understanding the ‘Toyyiban’ Component of Halal
Cosmetic System in Malaysia
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ABSTRACT
Cosmetic products have now been regarded as ‘foods for the skin.’ Today, the innovation of such products coupled with the massive demand for them offers a great opportunity for those who aim for profit from the mass production of such products. This is in line with the principle of freedom of choice that ensures that consumers have a wide range of products to choose from. The most crucial consideration, however, is that the products available to be consumed are safe and are not a danger to the health of consumers. In the recent years, the demand for halal cosmetic and personal care products by Muslim consumers has increased enormously in many countries including in Malaysia. With such demands, the number of halal application from cosmetic companies to Malaysia’s halal competent authority (the Department of Islamic Development –JAKIM) has also increased; that is from 290 applications in 2015 to 425 applications in 2016. Until March 2017, there are 232 companies that have Malaysia’s halal certifications under cosmetic and personal care scheme. All cosmetic companies must rely on several important references to get halal

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