

Abstract

Over the past decade notions of beauty have been undergoing

significant transformation

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**BRANDING STRATEGIES  
IN THE BEAUTY INDUSTRY**

**GOING GLOBAL: BRAND  
BUILDING IN THE MALAYSIAN BE**

Beauty products in Malaysia have been undergoing significant transformation in Malaysia. Through interviews with managers and owners in three emerging beauty companies as well as a consumer survey, this study reveals three important factors inherent in a new approach in the ongoing commercialization of beauty: that indigenous knowledge of herbs as crucial ingredients is held and diffused by women; that women are the founders, managers and users of the products; and that these companies are family-owned and outsource technical or scientific expertise to add credibility and increase commercial viability. Religion - Islam in the case of Malaysia - can also be a potent factor in brand building among beauty entrepreneurs in developing economies. This study asserts that by utilizing indigenous knowledge and appealing to cultural and religious identity, new companies can be successful even when competing in a crowded market dominated by foreign multinationals.

**Keywords:** Beauty, Brand Building, Indigenous Knowledge, Religion, Halal, Gender, Developing Economies

*Malaysia: A Nation of Beauty Begins to Not Be Beautiful*