

UNIVERSITI TEKNOLOGI MARA

**TECHNICAL AND SHARIAH
ANALYSIS OF BB GLOW:
IDENTIFYING SHARIAH AND
SAFETY ELEMENTS IN COSMETIC
TREATMENT PROCEDURE**

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MA

September 2025

ABSTRACT

The BB Glow treatment service has emerged as a popular cosmetic procedure aimed at enhancing skin appearance through a semi-permanent foundation effect. This treatment involves the application of a specialized serum that contains growth factors, vitamins, and other skin-enhancing ingredients, which are delivered into the skin using a microneedling technique. However, BB Glow treatment has received no approval or assurance of safety from any international health organization, including the World Health Organization (WHO), the United States Food and Drug Administration (USFDA), or the Malaysian Ministry of Health (MOH) to the extent of its potential harm. This study aims to explore the practice of BB Glow treatment service in Malaysia, identify its technical and Shariah compliance aspects, and propose a Standard Operating Procedure (SOP) that integrates both for effective monitoring. The combination of grounded theory and thematic analysis provides a holistic and nuanced understanding of BB Glow treatment. Through the qualitative process of data collection and constant comparison, this methodology aims to generate rich, context-specific insights that not only contribute to the existing body of knowledge but also lay the groundwork for future research on semi-permanent cosmetic treatments in the beauty industry. The findings of this study reveal that the practice of BB Glow treatment has shown effectiveness in improving skin appearance, particularly in enhancing skin tone, texture and radiance. In conclusion, the BB Glow treatment presents both technical and Shariah elements that must be carefully evaluated to ensure its safety, effectiveness, and compliance with Islamic principles to develop a Shariah-compliant Standard Operating Procedure (SOP). Government bodies, such as the Ministry of Health (MOH), should establish clear regulations, licensing requirements, and quality control measures to monitor BB Glow products and procedures, ensuring their safety and effectiveness.

ACKNOWLEDGEMENT

First and foremost, I extend my heartfelt appreciation to my supervisors, Dr. Nur Farhani Zarmani and Dr. Mohd Amzari Tumiran for their invaluable guidance, constructive feedback, and continuous support. Their expertise and dedication have greatly contributed to shaping this research, ensuring its quality and relevance. Their patience and encouragement have been instrumental in helping me overcome challenges and refine my work.

I express my deepest gratitude to my parents, Mr. Shapiee Pae and Madam for their unwavering love, support, and prayers throughout this research journey. Their encouragement and sacrifices have been my greatest source of strength, providing me with the motivation to persevere in completing this thesis. Without their guidance and understanding, this achievement would not have been possible.

A special thanks to my family and all my friends who have been a constant source of motivation and support. Their companionship, advice, and encouragement have helped me navigate the ups and downs of this academic journey. Whether through discussions, sharing resources, or simply being there to listen, their presence has made this process more manageable and enjoyable.

I am also grateful to my colleagues and peers who have provided insights, suggestions, and motivation during the research process. Their willingness to share knowledge and experiences has enriched my understanding and improved the quality of my work. The collaborative spirit and positive environment have truly made a difference in my academic growth.

On the other hand, I extend my appreciation to all individuals and institutions who have directly or indirectly contributed to this research. Their support, whether through resources, expertise, or encouragement, has been invaluable in completing this thesis. This journey has been a collective effort, and I am sincerely thankful for everyone who has played a role in making it a success. Last but not least, I want to thank me for believing in me, I want to thank me for doing all this hard work, dedication and perseverance that have made this journey possible. Alhamdulillah.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter aims to introduce the BB Glow treatment, providing an overview of its procedure, benefits, and potential risks while also highlighting the rationale for conducting further research into its effects on the skin.

In recent years, the beauty industry has witnessed a surge in non-invasive skincare treatments aimed at enhancing skin appearance with minimal downtime (Kim & Kwon, 2023). This is supported by Jones & Lee (2022) that stated beauty trends, like many aspects of culture are constantly evolving, influenced by social, technological and cultural shifts. Based on research by Kim & Lee (2024) the beauty industry has undergone remarkable transformation in recent years, driven by both global trends and the unique cultural fusion of the country.

According to Naseri & Raja Abdullah (2022), nowadays, Malaysian beauty trends have shifted toward more inclusive, holistic approaches with an emphasis on skincare, minimalism and natural beauty. At the same time, a strong demand for cosmetic procedures, including aesthetic treatments and semi-permanent makeup has surged signalling a change in attitudes toward beauty enhancement. A few studies have explored the topic of halal cosmetics with several focusing on consumers' perceptions. For instance, Mohamed and Li (2017) investigated the factors that influence consumer experience and satisfaction, while Mohezar et al. (2016) analysed the key drivers behind the adoption of halal cosmetics among young Muslim consumers in Malaysia. Briliana and Mursito (2017) examined the antecedents and outcomes of halal cosmetics use among young Muslim consumers in Indonesia. Other research has concentrated on the certification process of halal cosmetics. For example, Annabi and Ibidapo-Obe (2017) focused on the United Kingdom, whereas Jusoh, Kamarulzaman, and Zakaria (2017) examined the Malaysian context.

Based on the article mentioned above, the rise of clean beauty, eco-conscious products and the demand for cruelty-free, halal certified items also reflect a growing awareness of health, ethics and environmental sustainability. A study by Kapoor (2023)