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Halal Cosmetic Products Towards Standard Beauty in Islam

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The trend is increasing in the cosmetic market, which shows that consumers are more aware of the importance of caring for their beautiful appearance. According to Statista (n.d.), the Malaysian beauty market has been growing steadily, with the total revenue amounting to US\$3 billion in 2023. Many people use these products routinely today, and their use continues to increase constantly. In addition, personal hygiene, enhancing attractiveness, preserving the skin from damaging sunlight and other pollutants, and slowing the signs of ageing are additional reasons that cosmetic products are becoming an essential component of human life. Besides, according to Mohd Asri (2022), price, brand, country of origin, and effective digital content are also becoming relative factors that consumers target when choosing cosmetic products.

Beauty in Islam

The meaning of beauty is extensive and universal. Beauty is the state or quality of being beautiful. According to the Dewan Bahasa dan Pustaka dictionary, beauty means something that is beautiful to look at. When discussing beauty in Islam, physical appearance is also significant. The Arabic most common word for beauty is *jamal*. Islam establishes that beauty is a human right and life's standard thing. It is a necessity for the soul. Beauty, at the same time, is a symbol and quintessence of goodness. Another word in Arabic for beauty is *husn-hasan*, meaning beautiful and *hasuna*, meaning to be beautiful.

According to Islamic belief, beauty can be seen from a physiological aspect. In the Qur'an, it is stated:

"Indeed, We have placed constellations in the sky, and adorned it for all to see."

(Surah al-Hijr 15:16).

According to Al-Albani, Jabir reported the Messenger of Allah, peace and blessings be upon him, said,

"Verily, Allah is beautiful and He loves beauty. He loves the loftiest of affairs and disapproves of pettiness".

(Sahih Muslim)

Islam allows for adornment and beautification as long as it is not wasteful or *tabarruj*. In addition, he also states that *tabarruj* originally is displaying something better to be concealed. Allah SWT says:

"and do not display yourselves as [was] the display of the former times of ignorance".

Surah al-Ahzab (33)

Islam also puts the permitted limitations in adorning, which is as long as the adorning does not contain the elements of change of the creation of Allah SWT or not to alter to change natural beauty except for the purpose of eliminating difficulty or defect or disease. This is based on a hadith narrated by Abdullah bin Mas'ud RA:

"Allah has cursed those women who practise tattooing and those who get it done for themselves, and those who remove hair from their faces, and those who artificially create spaces between their teeth to look beautiful, such women as altering the features created by Allah".

Narrated by al-Bukhari

Islam is the religion of nature. Beauty is not only judged by features or shade of skin, but it is by heart, *Imaan*, *Taqwa*, and love for Deen Islam. In the Quran verse about speaking of the people of Paradise:

" ... So Allah will deliver them from the horror of that Day, and grant them nadratan (a light of beauty/radiance) and joy,. And their recompense

Requirements of Halal cosmetics products are:

1. It must not have any blood or human body parts.
2. The ingredients do not contain any animals forbidden to Muslims.
3. It must not include any materials derived from pigs, blood, carrion, predatory animals, insects, or reptiles.
4. Cosmetic ingredients derived from permissible animals must be slaughtered according to Islamic law.
5. No genetically modified organisms (GMOs) are declared as najis; If genetically-modified organisms (GMO) are used in the products, the GMO must not contain components forbidden by Islam. The products must be prepared, processed, manufactured, or stored and transported in a clean and hygienic condition (Hashim, P. 2013).
6. The product must not be contaminated with najis in any circumstances and condition.
7. No alcoholic drinks (khamar);
8. No contamination from najis. Shall be free from najis during preparation.
9. Does not intoxicate and is not poisonous or hazardous to human health.



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