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## HIROSE FACE SCRUB POWDER

**Nurul Shafi Izzati Rizal, Wan Nur Hanis Afidah Wan Kamarul Mazlan, Tengku Fatin Batrisyia Tengku Mohd Azmi, \*Siti Nor Haliza Abd Zamani**

Centre of Foundation Studies, Universiti Teknologi MARA, Cawangan Selangor, Kampus Dengkil 43800 Dengkil, Selangor, Malaysia

\*E-mail: [norhaliza6768@uitm.edu.my](mailto:norhaliza6768@uitm.edu.my)

### ABSTRACT

Nowadays, we can see that there are various new products introduced to facilitate human affairs in daily life, especially in beauty products. However, there are many beauty products on the market that contain chemicals that cause harm to consumers. Therefore, we created an innovation called Hirose Face Scrub Powder that can take care of consumers' facial skin more easily, safely, and efficiently. Hirose Facial Scrub Powder is an organic scrub that consists of organic ingredients such as Rosella flower powder or its scientific name Hibiscus Sabdariffa, rose petal powder, and Manuka honey powder. This product is a two-in-one product because it can be used on the face and body and is specifically created for individuals with sensitive skin or pregnant women. This product can be applied to all levels of society regardless of age and gender as it can treat facial skin problems naturally. Additionally, Hirose Facial Scrub Powder comes with an attractive and unique design packaging inspired by the shape of a rose and can attract users to buy it.

**Keywords:** Face scrub; Hibiscus Sabdariffa; organic; natural; beauty product

### INTRODUCTION

Islam teaches us to value and practice hygiene and beauty, and to take care of our appearance as a tribute to others as mentioned in al Quran and al hadith. However, it becomes a problem when most beauty products are unsafe because they contain hazardous chemicals. According to research, most facial scrubs on the market contain banned chemicals such as Triethanolamine which is often used in cosmetics to set pH and act as a base for many cleaning products. It can cause allergies, including eye problems [1]. The effects of using products with active ingredients can cause physical changes to the skin that can be harmful to health such as inflammation, kidney damage, skin corrosion and some even contain lard in it. Things like this will cause users, especially pregnant women, to be afraid to use face scrubs as they are concerned about the baby's health condition. For example, some facial scrubs contain formaldehyde which is a type of carcinogen and can increase the risk of infertility and miscarriage. Furthermore, the use of harmful substances in life also is prohibited in Islam. [2]

Therefore, the Hirose Face Scrub Powder was innovated to make life easier for users, especially those who like to take care of their facial skin more easily, safely and efficiently. This Hirose Face Scrub Powder has several natural ingredients such as Rosella flower powder, rose petal powder and Manuka honey powder. These organic ingredients are suitable for all skin types including individuals with sensitive skin. For example, Rosella flower powder can have a positive effect on facial skin such as repairing uneven skin tone, preventing acne growth, controlling facial moisture and delaying the effects of aging [3]. The same reason is also used on Rosa canina L. because this flower has the same benefits as Hibiscus sabdariffa [4] while

Manuka honey is used due to its ability to treat facial acne, skin problems such as psoriasis and eczema, remove dead skin cells and also used to treat scars [5].

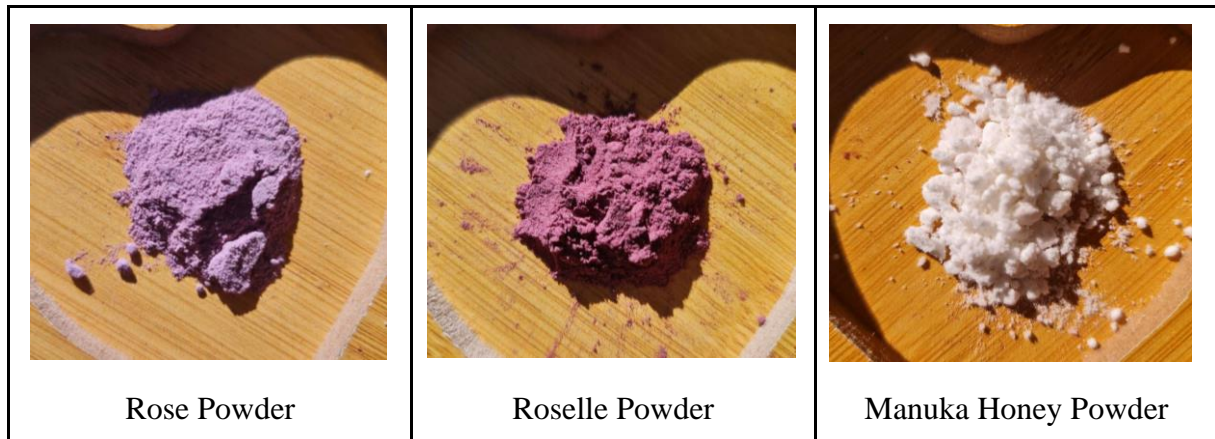
This product also targets the pharmacology and cosmetology industry as the main place where it is marketed to consumers. The importance of this product is to enable users to take care of personal hygiene in a safe way, which is to use organic ingredients and lighten the burden of individuals in facial skin care even when traveling. This coincides with one of the hadith of the Prophet SAW narrated by Muslim, "Whoever relieves one of the hardships of a believer, surely Allah will relieve him of one hardship on the Day of Resurrection. Whoever makes other people's affairs easy, surely Allah will make his affairs easier in this world and in the hereafter".

## INNOVATION DEVELOPMENT

Earth was created by God with the essence for humans to use natural resources as best as possible. As Allah SWT said in surah al-Mulk verse 15 which means "He is the one who made the earth for you that is easy to explore, eat and explore in all its corners and eat as from His sustenance. And to Him alone you (return after) being resurrected. (Q.S. al-Mulk [67]; 15), God has commanded humans to explore every corner of the earth and use the flora and fauna that exist on the earth for their own use and society.

Hirose Face Scrub Powder is an organic face scrub through a combination of high-quality organic ingredients: Rosella flower powder, rose petal powder and Manuka honey powder. This product has the characteristics of easy to carry, durable, environmentally friendly, and stable. Its small size makes it easy for users to take it anywhere without having to take up a lot of space. Because this product is concentrated and does not contain water, indirectly it has a long shelf life without the help of preservatives. In addition, users do not need to worry about bringing this product onto the plane because it does not violate the limit of items that can be brought inside. In addition, since it is in powder form, there are no preservatives such as thickeners, emulsifiers, dangerous aerosols and so on, making this product environmentally friendly. This product can also be classified as a stable product because it can be mixed with water for use.

Hirose Face Scrub Powder has been innovated by using quality ingredients that are reasonable with its function. This product container is made of polypropylene where it has high durability and is able to withstand the pressure that is commonly experienced when on an airplane. The size of the product container, which is 6 cm long and 7 cm high, makes it easy to carry the product anywhere. At the same time, this product container can also be used as an accessory to beautify a handbag due to its rose-like design. The lid of the container is also made of the same material but is designed to be turned to use it so that the contents of the container can be closed without having to worry about the contents accidentally spilling out.

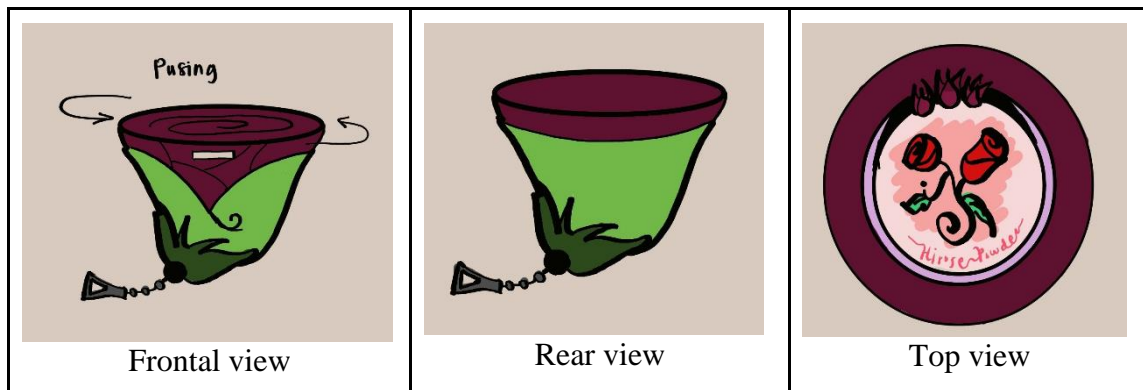


Rose Powder

Roselle Powder

Manuka Honey Powder

**Figure 1: Ingredients**

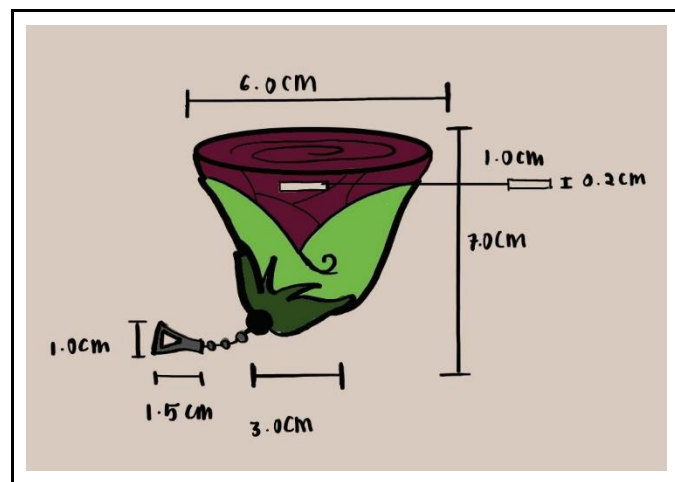


Frontal view

Rear view

Top view

**Figure 2: Sample sketch of the product 'Hirose Face Scrub Powder'**



**Figure 3: Product sample size of 'Hirose Face Scrub Powder'**

## COMMERCIAL POTENTIAL

All innovative products have their own commercial value and Hirose Face Scrub Powder is no exception in this regard. Among the commercial values found in Hirose Face Scrub Powder is that this product has an attractive design, meets the tastes of users, and is made of the best materials.

First, the container for holding the Hirose Face Scrub Powder has a unique design where the container for placing the Hirose Face Scrub Powder is designed to resemble a rose. Although the design of the Hirose Face Scrub Powder container is designed in such a way, this design can make it easy for the user to hold it easily. The size of the container which measures 6cm x 7cm makes it easy for users to carry it anywhere in addition to the installation of a key chain at the bottom of the product container which can not only be hung on the handbag but can also be used as an accessory to beautify the bag at the same time.

In addition, Hirose Face Scrub Powder also meets the consumer's taste by focusing on the effects of using Hirose Face Scrub Powder on the user. Hirose Facial Scrub Powder has the ability to fight signs of aging, improve and even out skin tone, hydrate facial skin, clean facial pores and moisturize the skin. Based on the list of capabilities of Hirose Face Scrub Powder that has been stated, it can be proven that this product meets the consumer's taste because some people in Malaysia experience skin problems that can be treated with the consistent use of Hirose Face Scrub Powder.

## CONCLUSION

In conclusion, Hirose Face Scrub Powder can be used by all individuals because it only contains organic ingredients that are natural and safe for all skin types. For example, Rosella flower powder that can soften facial skin and can prevent the growth of acne. Then, this product is also easy to carry anywhere because its small size and powder form can facilitate the affairs of the community in facial skin care even when traveling. This product has been innovated in accordance with the rules based on the material allowed to be carried on airplanes, which is only 100ml. This product is also innovated in a small rose-shaped container with a key chain, resulting from the concept of a bottle of hand sanitizing liquid. This makes it easy for users to carry this Hirose Face Scrub Powder anywhere by hanging it on the bag and preventing it from being left behind. Next, this product is very suitable for use by all levels of society, especially Muslims because it is guaranteed halal and ablution-friendly because the ingredients in this product are all made from flora and honey only.

Then, our suggestion in the future is to add a digital clock to the Hirose Face Scrub Powder container to prevent users from forgetting the last time this product was used because it is only used once a week by adding a number display. We hope that this product can benefit the current and future generations so that their daily affairs are always smooth. In addition, we also hope that facial products on the market use organic ingredients as the main ingredient in their production so that health is prioritized over beauty because products containing chemicals can be harmful to personal health even though the effects of effectiveness are faster than organic products.



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