

“The Most Paramount Factor In Deciding A Product Or Ingredient As Halal Is Based On The Premise Of Preserving Human Health.”

SAFE=(HALAL + TOYYEBAH) PERSONAL CARE PRODUCTS, PLEASE!

Muslim consumers are still facing dilemma in choosing halal cosmetics...

Dr. Yumi Zuhanis Has-Yun Hashim
yumi@iiium.edu.my

INTRODUCTION

Cosmetic industry including the segmented market of halal cosmetics, has recently seen a tremendous increase in sales and interest. In 2005, Malaysia exported an increased number of cosmetic, perfume and beauty products, up 15.1% from the previous year. In the Middle East, the untapped halal cosmetics market was estimated to a total of USD\$600 million in value.

Halal (permissible) and haram (prohibited) issues in cosmetic and personal care products have been commonly centred on inclusion of haram ingredients {derived

from haram animals (e.g. swine)} and animal based ingredients obtained from halal animals but not slaughtered according to Islamic rite. However, today, with the 'help' of eco-friendly groups, animal activists and naturalists lobbying groups, consumers now have the abundant alternatives of non-animal based products.

Consumers can now choose vegetarian or vegan personal care products thus eliminating the worries over the issue of haram ingredients from animals. Notwithstanding the critical concern of authenticity of halal ingredients (particularly the animal based ingredients), the issue now has extended to *toyyebah*

aspect which encompasses the safety (not harmful) and cleanliness of the products. The most paramount factor in deciding a product or ingredient as Halal is based on the premise of preserving human health.

Halal, in *shari'ah* refers to things or actions which are permissible as opposed to haram i.e. forbidden. From a scientific point of view, the haram substances are deemed haram due to the potential harmful effect to the body (and soul); while the halal substances provide efficacy and safety. Meanwhile, *toyyebah* refers to good and wholesome (quality, safety, hygienic, clean, authentic).

Membuat Biskut Raya . Kek . Roti . Makanan Sejuk Beku

Nikmatilah hampan manis kami...

Rasai kelazatan yang tersendiri...

Menggunakan mentega dan bahan-bahan terpilih
Tanpa bahan pengawet



Sesuai untuk cenderamata di majlis keramaian



Aneka Kek

Fantasia Slice



Black Pistachio



Kek Coklat



Aneka Biskut

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Aneka Makanan Sejuk Beku



Hawaiian Coconut



* Pendedar dikehendaki, sila hubungi:

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H / P : +6012-769 8036 / +0612-777 1799 Tel/07-413 7180

ARE THERE RISKS OF INGREDIENTS IN COSMETICS AND PERSONAL CARE PRODUCTS?

In Europe, the safety and efficacy have always been central issues in cosmetics. Article 2 of Directive 76/768/EEC specifies that a cosmetic product must not cause damage to human health when applied under normal or reasonably foreseeable conditions of use. In practice, cosmetic products have rarely been associated with serious health hazard. However, due to extensive use of cosmetics over a large part of the human lifespan, the long-term safety aspect is always given particular attention. Therefore, in Europe, the safety-in-use of cosmetic products has been established by controlling the ingredients, their chemical structures, toxicity profiles, and exposure patterns [93/35/EEC1].

However, in the United States, according to Environmental Working Group (EWG), the Food and Drug Administration (FDA) has no authority to require companies to test products for safety. FDA does not review or approve the vast majority of products or ingredients before they go on the market. The agency conducts pre-market reviews only for certain color additives and active ingredients in cosmetics classified as over-the-counter drugs.

The term cosmetic (and personal care) products have been used to refer to any substances or preparations intended to be placed in contact with various external parts of the human body such as epidermis (the most outer layer of the skin), hair, nails, lips and external genital organs or with teeth and mucous membrane of the oral cavity. In reports by EWG; everyday on average, women use 12 different

types of personal care products containing 168 ingredients while men use 6 products with 85 ingredients, and children are exposed to an average of 61 ingredients daily.

Skin composed of three main layers; epidermis, dermis and sub-cutaneous layer. The epidermis mainly comprised keratinocytes that differentiates to constitute the horny layer. Dermis (dermal layer) is made up of fibroblasts and collagen. Since cosmetics and personal care products are not ingested (not like food), consumers tend to neglect the potential health hazards of these type of products although many potential risks have been documented. These potential hazards may be absorbed through layers of the skin and may reach the blood circulation. For products like perfume, these ingredients can be inhaled.

Table 1: Potential risks of ingredients in cosmetics and personal care products

Ingredient	Function	Product	Route of exposure	Risk
Fragrance	Fragrance	Deodorants, talcum powder, lotion, perfume	Skin/ inhalation	Sperm damage, feminization of male reproductive system, low birth weight in girls
Hydroquinone*	Skin lightening ingredient	Skin lightening/ whitening cream	Skin	Skin cancer
Lead	Present in colour additive	Lipstick	Lips	Accumulation in blood may cause anemia, high blood pressure, behavioral problem
Oxybenzone	Photostabilizer	Sunscreen, lip balm, moisturizer	Skin, lips	Sperm damage, feminization of male reproductive system, low birth weight in girls
Polyethylene glycol	Surfactants, cleansing agents, emulsifiers, skin conditioners and humectants	Bath wash, lotion, moisturizer, shampoo	Skin	Toxic and potential carcinogen
Tricloson*	Antibacteria	Soap, bodywash, toothpaste	Skin, mouth	Potential hormone disruptor

*Under U.S. Food and Drug Administration review

*Banned in the European Union

Some of the potential risks of non-animal derived cosmetic and personal care ingredients are depicted in Table 1 below.

The safety evaluation of cosmetic ingredients and products include acute toxicity, percutaneous absorption, skin irritation, eye irritation, skin sensitization and photosensitization, subchronic toxicity, mutagenic/genotoxicity, photomutagenicity/photogenotoxicity, toxicokinetics studies, metabolism studies and long-term toxicity studies. These safety tests may be carried out *in vitro*, in animal studies or human studies.

Despite the established extensive list of safety evaluation of cosmetic

products (particularly as being practiced in the European Union), Muslim consumers are still facing dilemma in choosing halal cosmetics and away from haram and doubtful products.

Generally, cosmetics from botanical materials are halal. Unfortunately, consumers sometimes overlook the possibilities of (usually) hidden ingredients that may be of toxic nature, although it is plant or chemical based. Halal certification at the raw ingredients level is very straight-forward, however, finished products are highly processed and often contain complex mixture.

Therefore, there is a need to have some measure of assessment to halal-certify these products using





Website:
www.seikofoods.com

Email or Enquiries:
seikosea@tm.net.my
seikofoods@yahoo.com



Fisherman's Basket



Seafood Gratin

Gourmet Range:

Seafood Gratin,
Fisherman's Basket,
Seafood Pie,
Marinated Fish Fillet, etc.

Crumbed Range:

Crumbed Calamari Rings,
Crumbed Prawn Cutlet,
Crumbed Fish Finger,
Crumbed Fish Fillet [various
flavors], etc.



Crumbed Calamari Ring



Breaded Crab Claw



Crumbed Fish Fillet
[Garlic/Herb]



Hula - Hula
(Hawakita flavoured scallop with pineapple on sugar cane stick)



Seafood Purse



Seafood Spring Roll

Finger Food:

Seafood Spring Roll,
Seafood Wonton,
Scallop/Prawn Roll,
Seafood Purse,
Hula-Hula, etc.

Surimi Based:

Fish Ball [various flavour],
Thai Fish Cake, Fried Fish
Cake, Seafood Tofu, Noodle
Mate, Fish Paste, etc.



Chikuwa



Fried Fish Roll



Seafood Tofu



Penaeus Vannamei



Frozen Red Tilapia
[Whole Round / Fillet]



Frozen Barramundi [Seabass]
[Whole Round / Fillet]

Frozen Range:

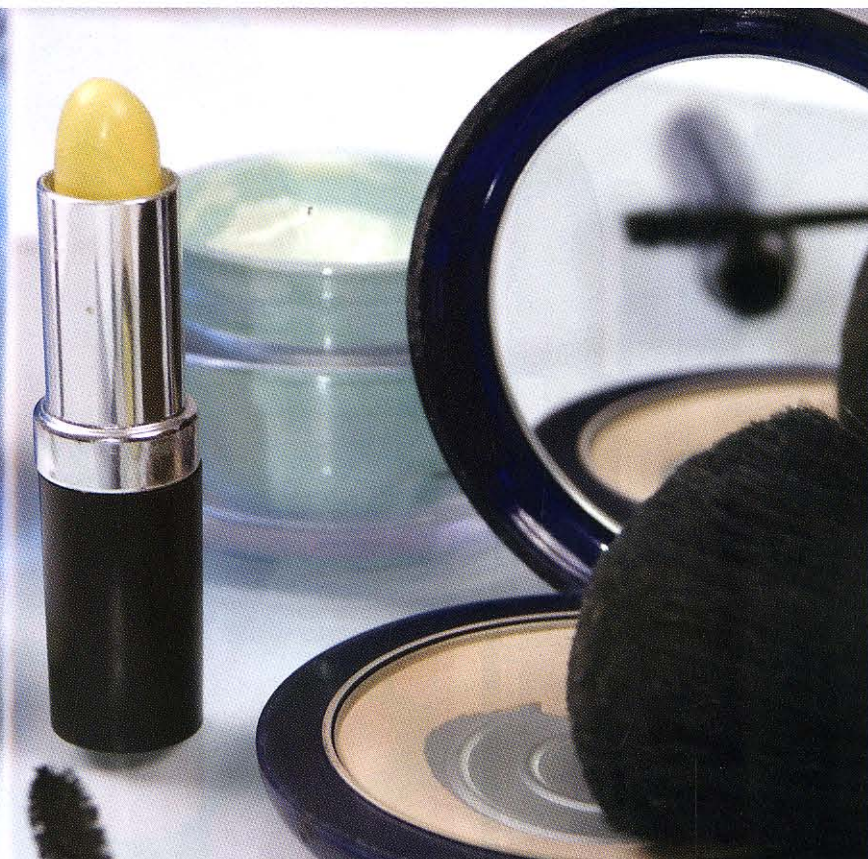
Prawn, Red/Black Tilapia,
Squid, Cuttlefish, Dory,
Barramundi, Red Snapper -
Whole Round/Fillet, etc.

SEIKO MARINE PRODUCTS SDN BHD (325262-P)

Address: 30, Jalan Meru Indah 20, Taman Perindustrian Meru Indah, 42200 Klang, Selangor, Malaysia

Tel: +603-3393 1351/2

Fax: +603-3393 1353



scientific methods. Ideally, these methods would be suitable for investigation at individual ingredients and at the level of finished products.

For example, Fourier Transform Infrared spectroscopy has been used to determine the presence and quantity of virgin coconut oil in moisturizer, though the work is still in its infancy. The current trend of cosmetogenomics suggests that cosmetics ingredients may have effects at expression level of skin-associated genes. Some giant cosmetic companies have been looking at this to improve the efficacy of their products, for instance in reducing ageing process and improving absorbance of substance through the skin layers.

Endpoints of skin-related toxicity studies pertaining to cosmetic ingredients such as neutral red

dye uptake, release of intracellular enzyme and decreased glucose utilization has been providing insights into which some ingredients are toxic and harmful as opposed to safe substances. To this end, concentration is of importance where a substance shows different results at low versus high concentration.

In conclusion, the halal cosmetics and personal care products should be looked beyond the swine-free issue. A holistic approach to ensure Halal authenticity and integrity should be supported by all the stakeholders in the cosmetics and personal care products industry. The scientific community has the responsibility to reveal the truth (albeit the 'ugly' side of the ingredients used), providing scientific proofs as to why haram and harmful substances should be avoided in the quest of healthy living, finding safer (halal+*toyzebah*) alternatives as well as looking for ways (effective methods) for halal authentication.

The industry players are responsible to abide to professional ethics by providing safe, clean and quality products to the consumers. This would sometimes involve an extra cost which is a challenge to the industry. The mass media must abide to social responsibility by publishing and screening only the truth, not luring the consumers into believing the so-called miracle effects of a product. The authority should be in clear position to promote and where necessary, ensure the Halal authentication process and procedure is in place.

Finally, the consumers must educate themselves and practice their rights in ensuring only the safe (Halal +*toyzebah*) cosmetics and personal care products are used in their household. To this end, 'Halal and *toyzebah*' can be established as an ultimate benchmark for efficacy and safety of substances for the benefit of mankind.



Kami Menyediakan Beraneka Jenis Makanan Ringan, Biskut Moden & Tradisional Dan Banyak Lagi...



Rempeyek

Mempunyai citarasa unik dengan pelbagai jenis rempah ratus seperti ketumbar, jintan, udang kering dan sebagainya; disaluti dengan kacang tanah akan menambahkan lagi kerangupan rempeyek. Penggemar juga boleh menikmati rempeyek kacang tanah ikan bilis mahupun mini rempeyek.



Semperit

Biskut tradisional turun temurun yang pasti akan mengingatkan kita akan nostalgia zaman nenek moyang kita dahulu. Masih kekalkan keaslian citarasanya dengan hiasan "chocolate rice".



Makmur

Kuih yang boleh didapati dengan pelbagai isi intinya termasuk kacang tanah, gajus dan kurma. Rasailah akan keunikannya tanpa was-was. Lembut diluar tetapi lagi lembut jika dimasukkan kedalam mulut. Rasa sekali pasti mahu lagi.



Kek Moden & Bahulu Tradisional



Kek Buah

Kek yang mempunyai peminatnya yang tersendiri. Dicampur dengan kismis dan buah ceri

Kek Pandan

Perisa pandan yang menaikkan aroma baunya. Amat diminati oleh golongan diperingkat warga emas. Sesuai untuk majlis kenduri-kendara.



Tumpi

Sama seperti rempeyek, penggemar akan pasti tertarik akan kerangupan tumpi yang disaluti dengan kacang hijau mahupun kacang dal.



Kuih Kapit

Lebih dikenali sebagai "Love Letters", kuih kapit juga mempunyai keunikan yang tersendiri. Kuih yang dibakar ini adalah antara kuih tradisional yang masih lagi menjadi kegemaran ramai. Ianya boleh didapati dalam bentuk lipat mahupun gulung.

Tat Gulung

Antara biskut yang amat popular bukan sahaja semasa perayaan, bahkan ianya sedap dimakan pada bila-bila masa. Boleh didapati dalam 2 perisa; tat gulung nenas dan juga "blueberry tart".



Almond London

Dengan disaluti lapisan coklat yang enak lagi sedap, rasailah keunikannya. Terdapat sebiji buah badam didalamnya, pasti akan menambahkan lagi selera di seisi keluarga.



Baulu Cermat

Terdapat 3 jenis baulu cermat:-
 * Baulu Cermat Bersaiz Kecil
 * Baulu Cermat Bersaiz Biasa
 * Baulu Cermat Chocolate Rice.

Wak Tunot Enterprise (JM0396179-K) I.K.S KAMPUNG TENGAH KLUANG

No. 185, Kampung Tengah, Batu 3 Jalan Mersing, 86000 Kluang Johor Darul Takzim.

No.H/P: +6 013-727 4623 / +6 016-784 0374. No.Tel/Fax: +6 07-771 0390 Email: saiful2note@yahoo.com Blogs: waktunotenterprise.blogspot.com

Dr. Yumi Zuhani Has-Yun Hashim

yumi@iiium.edu.my

She is a member of the International Institute for Halal Research and Training (INHART), and teaches at the Department of Biotechnology Engineering, International Islamic University Malaysia. She holds degrees in Biomedical Sciences (Bachelor, with honours), Bioprocess Engineering (Masters) and Nutrition and Cancer (Doctorate). Her interest in halal cosmetics and personal care products stems from her involvement in investigation of health benefits, adverse effects and toxicity of phytochemicals and natural products using in vitro mammalian cell line-based assays.

