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

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

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).
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

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

*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...
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+toyebah) 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 +toyebah) cosmetics and personal care products are used in their household. To this end, “Halal and toyebah” 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 rempeyek ratus seperti ketumbar, jintan, udang kering dan sebagainya; disirat dengan kacang tanah akan menambahkan lagi kerangkapan rempeyek. Penggemar juga boleh menikmati rempeyek kacang tanah kan bilis mahupun mini rempeyek.

Semperit
Biskut tradisional tanun temurnun yang pasti akan mengingatkan kita akan nostalgia zaman nenek moyang kita dahulu. Masih kekalahan keaslian citarasanya dengan hiasan "chocolate rice".

Tumpi
Sama seperti rempeyek, penggemar akan pasti tertarik akan kerangkapan tumpi yang disirat dengan kacang hijau mahupun kacang dal.

Makmur
Kuih yang boleh didapati dengan pelbagai isinya termasuk kacang tanah, gajus dan kurma. Rasalah akan keenakannya 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 perminatnya yang tersendiri. Dicampur dengan kismis dan buah ceri

Kek Pandan

Kuih Kapit

Baulu Carmai
Terdapat 3 jenis baulu carmai:-
* Baulu Carmai Bersaiz Kecil
* Baulu Carmai Bersaiz Biasa
* Baulu Carmai Chocolate Rice

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 disirat lapisan coklat yang enak lagi sedap, rasalah keunikannya. Terdapat sebiji buah badam didalamnya, pasti akan menambahkan lagi selera di sisi keluarga.

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