**Provide** greater freedom to the Mufti and *fatwa* institution so that issuance of *fatwa* will be more objective, independent of political influence and free of conflicts of interest.

**Upgrade** the system of collecting data and information in the process of fatwa issuance, by increasing the participation of experts from various fields, by increasing human resources or more effective negotiation.

**Evaluate** the *fatwas* and their relevance in light of current realities, for example by reviewing *fatwas* according to contemporary *fiqh* and *usul al-fiqh*.

**Emphasise** public interest as the focal point in the process of issuing and gazetting a *fatwa*, besides taking into consideration the short and long-term effects of a *fatwa* on the social, legal and economic aspects of Malaysian society.

**Review** and upgrade the mechanisms and methodology of issuing and gazetting *fatwa* from time to time.

**Transparency** should be the basic policy of any *fatwa* institution in order to counter negative perceptions and increase public understanding and acceptance of a *fatwa*.

**Upgrade** the procedures of standardisation and coordination of *fatwas* in Malaysia, both at the state and national levels, in order to overcome public confusion.

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**Halal Cosmetics & Personal Care: In Trend**

*(Kuala Lumpur, 16 February 2016)*

*Apnizan Abdullah*

The one-day forum on “Halal Cosmetics and Personal Care: In Trend” was organised by the Halal Development Corporation (HDC) on 16 February 2016 at KLCC Convention Centre, Kuala Lumpur. The forum started with the networking and exhibition session which was attended by prominent brand names in the Halal cosmetics and personal care industry, namely Clara International Beauty Group, Mazaya Divine Beauty, Al-Meswak Mu’min Sdn Bhd, Simply Siti, Sendayu Tinggi and Forest Secrets. Subsequently, the event proceeded with a grooming session hosted by local fashion designer, Azura Azwa. The forum continued with the first sharing session on “Knowledge Sharing: Economy Behind Beauty” featuring four prominent speakers who are also key persons within their companies. They were Encik Amirullah Abdullah, the Chief Operating Officer (CEO) of Mazaya Divine Beauty, Mr Woo Wei Kang, the Chief Operating Officer (COO) of Clara
International Beauty Group, Encik Asyraf Datuk Khaled, the CEO of Simply Siti and Dato’ Haji Zaihal Hazri Abdul Halim, the CEO of Al-Meswak Mu’min. The speakers shared their experiences in engaging their business with Halal and Halalan Tayyiban requirements. All speakers agreed that engagement in Halal and Halalan Tayyiban concepts is in parallel with the increasing demands for safe, hygienic, pure and organic products in domestic and global cosmetics and personal care markets.

In the afternoon, the second sharing session on “Trending: Latest scenario” witnessed insightful presentations by Mr Fakarudin Mas’ud of the Department of Islamic Development Malaysia (JAKIM), Ms Zuraidah Abdullah of the National Pharmaceutical Control Bureau, Ministry of Health, and Dr Puziah Hashim, the Halal trainer and Consultant of BB Board Sdn Bhd. The speakers discussed the legal, Shariah and Standards requirements for Halal cosmetics and personal care products. The event was then officiated by the Deputy Prime Minister, YAB Dato’ Seri Dr. Ahmad Zahid Hamidi, who respectfully invited the former Malaysian Prime Minister, Tun Abdullah Ahmad Badawi, to co-officiate the forum. Tun Abdullah has been active in promoting the Halal industry since his tenure as Prime Minister.

Before the forum ended, Ms Salma Chaudhry, the CEO of the Cosmetics Company, a UK-based organic and Halal cosmetics producer, shared her experience in developing Halal cosmetics products in Europe. Her session was then followed by the second grooming session hosted by Madam Nor Hayati Kamarzaman of Sendayu Tinggi Holdings. The forum indeed highlighted many deep insights into the Halal Cosmetics and Personal Care products industry, which has grown promisingly over the years. The global cosmetic market was reported to be worth USD460 billion in 2014 and is expected to grow to USD 675 billion by 2020. Its trajectory growth is projected at 6.4% per annum and 27%-32% of the figure will be from cosmetics and personal care. It was highlighted by one of the invited speakers, Mr Amirullah Hj Abdullah of the Mazaya Divine Beauty, that global Muslim expenditure on cosmetics and personal care was reported to count for USD 54 billion in 2014. This figure is forecast to grow at 14.5% per annum. Based on the statistics mentioned, the Halal cosmetics and personal care industry is potentially a highly lucrative market to be further explored by halal industry players.