

Headline: In Demand: Halal Cosmetics

Standfirst: Zakkithunnisa shares about whether halal makeup can be easily found in Singapore.

Bazilah Binte Abdul Latip, 16, is a devout Muslim. She's careful to check that any food she eats is halal-certified, and tries her best to keep her makeup collection halal as well.

However, she finds it difficult to find halal cosmetics with certification in Singapore.

"It's very difficult to find local halal makeup," said Bazilah.

Halal cosmetics are products which do not contain alcohol and ingredients derived from "forbidden" animals such as pigs, dogs, insects and reptiles. The equipment and the venue used to produce the products must be certified.

Skin is our largest organ and products applied topically onto skin will enter our bodies. Moreover, lip products can easily be consumed along with food.

According to research findings by Grand View Research in the United States, the global halal cosmetics market size was valued at US\$16.3 billion in 2015, and is predicted to reach USD\$52 billion by 2025.

According to a Pew Research Center estimate, Muslims comprise more than 23 per cent of the global population.

According to an article on fashionista.com by Annamarie Houlis, the key reason why the global halal cosmetics industry is expected to grow so quickly is that younger generations of Muslims tend to have more purchasing power. This amplifies the need for more halal cosmetic products.

Many brands have cropped up offering halal cosmetics. Some brands include INIKA Organic, The Halal Cosmetics Company, and Amara Cosmetics.

There are also brands which offer halal beauty products, despite not obtaining halal certification for their entire brand yet. Some of these brands include Lush, Simple, Nivea and Inglot.

There are halal makeup brands which are Singapore-based, such as Wardah Cosmetics, Zahara and Note Cosmetics.

Shabanah Hazwani Bte Ja'far Saadiq, 17, says that she prefers to buy the usual high-end products available in Sephora, such as Tarte, Fenty Beauty, Benefit, Mac and NYX.

“I always tend to go for [cosmetics] that are famous across social media and among people... as I get good reviews from them,” said Shabanah about why she does not purchase halal makeup.

However, she likes to buy halal nail polishes, which are water-permeable and allow Muslim women to perform ablution, or cleansing of body parts, before their 5 daily prayers.

In Singapore, halal nail polish is sold by Zahara. It utilises a special formula which allows oxygen and water to reach the nails. Additionally, it is also healthier (since oxygen can still reach the nails), vegan, and is free from 5 of the most common harmful chemicals found in nail polishes, which are Toluene, Dibutyl Phthalate, Formaldehyde, Formaldehyde Resin and Camphor.

Ms Kamaliyah D/O Abdul Marzeethu, 39, does wish to buy halal cosmetics, however, she is usually unable to find halal products when she visits her usual makeup stores, such as Sasa and Sephora.

“Usually the sales person is not [very] aware of this so [I] would check with her if any animal products were used [instead],” said Ms Kamaliyah.

Despite feedback that halal makeup is difficult to find in Singapore, it is not impossible. Zahara and Note Cosmetics sell makeup products in Singapore. Note Cosmetics has several outlet stores and retail points, which are located at Joo Chiat Complex, One KM Mall, Tanjong Katong Complex, and Causeway Point while Zahara makeup is available online.

Mr Zaman, 23, a manager at Note Cosmetics, says that the demand for halal cosmetics is increasing yearly, because there are not many options on the market and not many brands which have their entire makeup line halal certified like Note Cosmetics.

Is it only Muslim women who buy halal makeup?

“Other than being halal certified, Note Cosmetics is also paraben-free, vegan friendly and animal cruelty free. These factors attract customers from other faiths,” said Mr Zaman.

An article on [fashionista.com](http://fashionista.com) by Annamarie Houllis named the global halal cosmetics industry to be “more than just a beauty trend” and an industry with “staying power”.

“We [at Note Cosmetics] believe so. However, it is very naïve to use [the] Singapore market as a benchmark as the market size is very small (with Muslims forming just 15% of the Singapore population) and our economy is not very comparable to other countries with a Muslim population,” Mr Zaman said about the potential in our local halal cosmetics industry.