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Exploring the Core Principles of Halal Certification: An Analytical Approach to Understanding Compliance and Standards

ABSTRACT

The halal certificate is a legal document certifying that products and services meant for Muslims comply with Islamic law and are therefore permitted for use in countries with a majority of Muslims as well as in Western countries with substantial Muslim populations. A need for halal certification emerged when Muslims had trouble finding halal items that adhered to Islamic principles. The difficulty for customers in determining whether products are halal has grown in tandem with the complexity of modern supply chains and the globalization of trade. To appease Muslim customers, formal halal certification procedures emerged. A systematic system of halal certification emerged in the twentieth century, mostly in nations with a Muslim majority. The Islamic Council has set standards that allow the use of the Halal mark, and a process known as halal certification that verifies that a product meets halal standards. Over time, the halal certification process evolved, incorporating more comprehensive standards and guidelines to address various industries beyond food, such as cosmetics, pharmaceuticals, and logistics. This paper provides a comprehensive overview of the core principles and guidelines governing Halal certification and explores the requirements of Halal certification specifically for cosmetics, emphasizing the importance of sourcing, formulation, and production processes that comply with Islamic law.

Keywords: Halal Certification, Islamic Law, Muslim Customers, Globalization, Standards and Guidelines, Cosmetics

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Introduction

Halal products and food intake criteria are based on the teachings of Prophet Mohammad (peace be upon him) and the Quran, which Muslims believe to be the divine pronouncements of one God. Most of the guidance is aimed towards "Tayyab" (purity), even though the industries' current priorities are on what is "Halal" (lawful). The core demographic of Muslims around the world exhibits a broad spectrum of halal knowledge and practice. While markets in countries without a large Muslim population will actively seek out halal certification, customers in nations with a Muslim majority will likely assume that all products are halal. As with food, Muslims are obligated to consume only halal products, including pharmaceuticals and cosmetics.

Meaning and Concept of Halal Certification

Halal certification is a process of ensuring that food, beverages, cosmetic products and other products comply with Islamic laws and are permissible for consumption by Muslims.¹ The term "halal" translates to "permissible" in Arabic² and refers to anything that is lawful and allowed according to Islamic principles.

According to **Pakistan Halal Authority Act, 2016** "To issue a Halal Certificate, an item or procedure must first undergo a comprehensive conformity assessment that includes auditing, inspecting, testing, and evaluation to determine if it complies with the Halal Standard..³

Halal certification involves a rigorous inspection and evaluation of the entire production process, including sourcing of ingredients, manufacturing, packaging, and distribution. It is typically carried out by halal certification bodies or organizations that have expertise in Islamic laws. They assess and inspect the production facilities, ingredients, and manufacturing processes to ensure that they meet the required halal standards. Once a product or establishment successfully meets these criteria, it is granted a halal certification label or logo, indicating that it is halal-compliant and suitable for consumption by Muslims.

To obtain halal certification, a company must meet certain criteria and standards set by the certifying body. These standards can vary depending on the country and the certifying organization involved. Therefore, consumers should look for trusted halal certification bodies or symbols recognized in their specific location. However, the general principles include:

1. The ingredients used must be permissible (halal) according to Islamic laws. This means they should not contain any pork, alcohol, or any other forbidden substances.
2. The production process must follow specific guidelines, ensuring that the product remains free from contamination with non-halal substances.

¹Azmi Aziz, Muslim Amin, and Zaidi Isa. "The perception to choose Halal Cosmetics products: An empirical study for Malaysian consumer." In *6th International Conference on Business, Management and Economics*. Turkey: Yasar University. 2010.

²Nader Al Jallad. "The concepts of al – halal and al – haram in the Arab – Muslim culture: a translational and lexicographical study." *Language design: journal of theoretical and experimental linguistics* 10 (2008): 077-86.

³Senate Secretariat, "Islamabad the 1st March, 2016."

3. There should be no cross-contamination with non-halal products during storage, transportation, or processing.
4. Proper labeling and packaging should clearly indicate that the product is halal certified, enabling Muslim consumers to identify and purchase halal products easily.

Halal certification is important for Muslim consumers who follow Islamic restrictions. It provides assurance that the products they consume align with their religious beliefs. Additionally, halal certification can be beneficial for businesses as it opens up opportunities to cater to the growing demand for halal products in Muslim-majority countries and among Muslim communities worldwide.⁴

Brief Background of Halal Certification

American Muslim culinary and technical specialists first used the term "Halal Certification" in the Western world in the mid-1960s. Muslims in countries where Islam is not practiced had to adapt to it, but it did not start there. Among these were the Americas, Europe, and even some regions of Asia and the Pacific. The practical measure that Muslims in non-Muslim communities have devised to maintain their faith and meet their religious duties has evolved into a potent weapon to ensure that goods made in non-Muslim nations are well-received by the Muslim world.

With the dismantling of national borders brought about by globalization, a safeguard that may have prevented one country from importing goods from another is no longer in place. Although they make up a smaller percentage of the population, Jews are using their certification and accreditation system called "kosher" to ensure that products meet their religious criteria. As a result, American Muslims started to mimic Jewish practice, which gave rise to the halal label and logo (which is different from what we have now for products that are considered "halal").⁵

The Increasing Demand for Halal Certification

The demand for halal certification has been steadily increasing in recent years, driven primarily by the growing Muslim population worldwide and their desire for halal-compliant products and services. Here are a few key factors contributing to the rising demand:

- 1. Growing Muslim Population:** The global Muslim population is increasing, and with it comes an increased demand for halal products. According to estimates, Muslims make up *around* 25% of the world's population, creating a substantial consumer base seeking halal options.⁶

⁴Hayyun Durrotul Faridah. "Halal certification in Indonesia; history, development, and implementation." (2019). 68 – 78

⁵ "Halal Certification in Pakistan", Accessed July 5, 2023 <https://www.sbconsulting.com.pk/halal-certification-in-pakistan/>.

⁶International Alliance.

"ICCI – IHI alliance halal standards." International Halal Integrity Alliance Ltd, Kuala (2010).

2. Increasing Awareness and Adherence to Religious Practices:

Many Muslims are becoming more conscious of their religious obligations and seek assurance that the products they consume align with Islamic laws. This awareness has led to a greater demand for halal-certified products across various sectors, including food, beverages, cosmetics, pharmaceuticals, and logistics.

3. Globalization and International Trade: With globalization, Halal products are not limited to Muslim-majority countries. They are exported and traded worldwide. To tap into this lucrative market, businesses and manufacturers seek Halal certification to cater to Muslim consumers both domestically and internationally.

4. Tourism and Hospitality Industry: The tourism and hospitality industry has witnessed a significant rise in Halal tourism, where Muslim travelers seek destinations and services that cater to their specific needs. Halal certification plays a crucial role in ensuring that hotels, restaurants, and other establishments meet the requirements of Muslim travelers.

5. Consumer Trust and Transparency: Halal certification provides consumers with a sense of trust and confidence in the products they purchase. It assures them that the products have undergone stringent inspections and comply with recognized halal standards, which encourages brand loyalty and repeat purchases.

6. Non-Muslim Consumer Interest: Halal products are not limited to Muslim consumers. Non-Muslims, including individuals with specific dietary preferences or those seeking ethical and clean-label products, are also showing interest in halal-certified options. This broader appeal has further driven the demand for halal certification.⁷

7. Government Regulations: Some countries with sizable Muslim populations have introduced regulations and standards regarding Halal certification. These regulations aim to protect Muslim consumers, facilitate trade, and ensure the integrity and authenticity of Halal products.

The growing demand for halal certification has led to the establishment of dedicated certification bodies, both governmental and private, in various countries. These organizations work to ensure the integrity of the halal certification process and facilitate the growth of the halal industry globally.

⁷Kamarul Aznam Kamaruzaman. "Halal cosmetics: Between real concerns and plain ignorance." *The Halal Journal* 3, no. 4 (2008): 26 – 28.

Benefits for Halal Certification and its Value to Cosmetic Industries

The halal certification procedure helps customers and gives producers a competitive edge. The advantages of a trustworthy Halal certification for the consumer are obvious; for example, neither the ingredients nor the production process need to be investigated by the buyer. Additionally, it enables final customers to confidently make a knowledgeable decision at the time of purchase. Consumer products that have received the halal certification guarantee that they are Halal and adhere to Shariah Law, which is important to Muslim buyers.⁸

Halal certification offers several benefits to the cosmetic industry, both in terms of market opportunities and consumer trust. Here are some of the key benefits and the value it brings to the cosmetic industry:

- 1. Access to the Halal Market:** Obtaining halal certification opens doors to a vast and growing market of Muslim consumers who actively seek halal-compliant products. This market segment represents a significant consumer base that cosmetics companies can tap into and cater to their specific needs.⁹
- 2. Increased Consumer Trust:** Halal certification instills confidence and trust in Muslim consumers. It assures them that the cosmetic products they purchase and use align with their religious beliefs and comply with Islamic requirements. This trust translates into increased customer loyalty and brand reputation.
- 3. Expanded Market Reach:** Halal-certified cosmetic products often attract interest not only from Muslim consumers but also from non-Muslims who value ethical and clean-label products. This broader appeal can lead to an expanded customer base and new market opportunities beyond the Muslim community.
- 4. Compliance with Ethical Standards:** Halal certification ensures that cosmetic products are manufactured, sourced, and labeled in accordance with ethical standards and guidelines. This includes avoiding the use of ingredients that are considered haram (forbidden) in Islam, such as alcohol or animal-derived substances that are not halal-sourced. Compliance with ethical standards enhances the industry's reputation and strengthens its commitment to responsible and inclusive practices.
- 5. Competitive Advantage:** In a highly competitive market, halal certification can serve as a unique selling point for cosmetic companies. It differentiates their products

⁸Mohd Imran Khan, and Abid Haleem. "Understanding "halal" and "Halal certification & accreditation system"-a brief review.

"Saudi Journal of Business and Management Studies 1, no. 1 (2016): 32 – 42.

⁹Abdullah Al – Swidi, Wie Cheng,

Mohamad Ghazali Hassan, Asma Al – Hosam, and Abdul Wahid Mohd Kassim. The mainstream cosmetics industry in Malaysia and the emergence, growth, and prospects of halal cosmetics. College of Law, Government and International Studies, Universiti Utara Malaysia., 2010.

from competitors and gives them a competitive edge, particularly when targeting the Muslim consumer segment. Having a recognized halal certification can help companies stand out and attract discerning consumers who prioritize halal-compliant choices.

- 6. Global Recognition:** Halal certification is recognized and regulated by various certification bodies and organizations globally. This provides cosmetic companies with a standardized framework to ensure compliance with halal requirements. It also facilitates international trade and expands market opportunities beyond domestic borders.

Overall, obtaining halal certification brings value to the cosmetic industry by increasing market access, building consumer trust, complying with ethical standards, and gaining a competitive advantage in an increasingly diverse and conscious consumer market.

Kinds of Halal Certificate

There are three kinds of Halal Certification which include;

- **Site Certificate Registration:** This type of certification shows that a plant, production facility, food business, abattoir, or any other institution that deals with products has been inspected and given the green light to make, serve, or sell halal products. Not all product is created equal, though. These facilities produce or handle halal-certified goods. It is not recommended to utilize a site certificate as a halal product certificate. The site certificate needs to be dated, ideally with a start date and an expiration date (preferably one year or less, renewal).¹⁰
- **Halal Certification for a Certain Product for a Certain Amount of Time:** This kind of certificate confirms that the item(s) listed adhere to the halal standards established by the certifying body. This type of certificate may be given out for a specific amount of time (preferably, no more than one year, subject to renewal) or for a specific distributor or importer to receive a certain amount of the product. The certificate may be referred to as a batch certificate or a shipment certificate if it is valid for a certain quantity. Each shipment's batch certificate is valid for the duration that particular batch or lot of the product is on the market, which is often until the product's expiration date or "Use By" date.¹¹
- **Annual Certification:** Depending on passing the yearly inspection for halal compliance and paying the certification cost, it can be automatically renewed. To

¹⁰Kambiz Heidarzadeh Hanzaee, and Mohammad Reza Ramezani. "Intention to halal productsIn the world markets." *Interdisciplinary Journal of research in Business* 1, no. 5 (2011): 1-7.

¹¹Kambiz Heidarzadeh Hanzaee, and Mohammad Reza Ramezani.

"Intention to halal products in theWorld markets." *Interdisciplinary Journal of research in Business* 1, no. 5 (2011): 1-7.

verify the facility's status, a system of irregular unannounced plant visits is frequently implemented.¹²

Authorization of Issuing Halal Certificates

A halal certificate may be issued by any Muslim, Islamic organization, or agency; however, the acceptance of the certificate depends on the country of import or the Muslim population it serves. For instance, the issuing body of the halal certificate must be listed on each country's recognized list in order to issue one for the products sold to Malaysia and Indonesia. Only five of the more than 40 organizations that give halal certificates in the United States have received the Majelis Ulama Indonesia (MUI) seal of approval. The number of approved organizations was cut in half, from sixteen to three, by JabatanKemajuan Islam Malaysia (JAKIM). Half of the people who were certified but are now delisted by JAKIM were not even granting halal certificates, according to sources within the organization. Other delisted persons failed to meet JAKIM requirements.

Manufacturers must be well-versed in not just the halal principles and legislation of different countries, but also the organizations that may meet their specific requirements. They need to choose a certification body that can accommodate their global requirements and be accepted by the Muslim community in their region.

Just two countries, Indonesia and Malaysia, have a system in place to officially license halal-certifying firms. For specific reasons, other countries may also approve groups. These nations include Saudi Arabia, Singapore, Kuwait, the UAE, Egypt, and Bahrain.¹³

Products That Can Be Certified

Any product used by Muslims that is applied to the body externally or taken internally can be certified due to the difficulty of production processes and the use of all animal byproducts. The use of pharmaceuticals and medicines for medical purposes does not require certification; however, informed customers look for items that are halal-certified or at least adhere to the halal standards.

Among the products that could be approved are:

- (a) Poultry and meat products, whether fresh, frozen, or processed.
- (b) Meat and poultry products.
- (c) Items derived from dairy plants.
- (d) Preparation meals and foods.
- (e) Anything else that comes in a packing.
- (f) Items related to cosmetics and personal hygiene.
- (g) Pharmaceuticals, nutritional and dietary supplements, and packaging supplies are all examples of products that fall into this category.¹⁴

¹²Mian Nadeem Riaz, and Muhammad M. Chaudry, eds. *Handbook of halal food production*. CRC Press, 2018: 249.

¹³ Mian Nadeem Riaz, "Fundamentals of halal foods and certification." Prepared foods 179, no. 1 (2010): 71-76.

Prohibitions and Restrictions of Certain Products

A product is prohibited if it comes into touch with, completely or partially contains, or comes into contact with any of the following:

- Animals that have not been slain in a Halal way.
- Dogs, pigs, donkeys, or other carnivores.
- Animal that has died by strangling, a head injury (such as a clubbing), a headlong fall, carrion, being gored, or being attacked by another animal.
- Animals with canine teeth that stick out, such as lions, cats, and monkeys.
- Animals that can swim, like crocodiles and frogs.
- Undesirable insects like cockroaches, flies, and worms.
- Birds that use their talons to pray, such as eagles and owls.
- Hazardous substances, intoxicating or dangerous plants, or alcohol.
- Blood.¹⁵

Conclusion

Halal certification plays a crucial role in ensuring that products and services comply with Islamic laws and principles, providing assurance to Muslim consumers that the items they consume are permissible and in line with their religious beliefs. The certification process involves rigorous standards, auditing, and inspections that cover the entire production chain, from sourcing raw materials to distribution. The significance of halal certification extends beyond Muslim-majority countries, as the global Muslim population is substantial, and non-Muslims also seek halal products due to their perceived ethical and safety benefits. By obtaining halal certification, businesses can tap into the growing halal market, enhance their credibility and trust among Muslim consumers, and facilitate international trade. Halal certification not only promotes adherence to Islamic values but also encourages ethical and sustainable practices within the food, cosmetics and services industries. As awareness of halal certification continues to grow, it is likely to have a positive impact on consumer choices, product standards, and industry practices. Ultimately, halal certification serves as a bridge between religious beliefs and commercial interests, fostering an environment of transparency and inclusivity in the global marketplace. As a result, it plays a vital role in meeting the needs of diverse consumer segments, contributing to economic growth, and promoting mutual respect among people of different cultures and faiths.

¹⁴Mian Nadeem Riaz. "Fundamentals of halal foods and certification." Prepared foods 179, no. 1 (2010): 71-76.

¹⁵ "Halal Certification in Pakistan", Accessed July 5, 2023, <https://www.sbconsulting.com.pk/halal-certification-in-pakistan/>.