

**AWARENESS OF HALAL AND HARAM IN COSMETIC  
PRODUCTS IN NEGARA BRUNEI DARUSSALAM**

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بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

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Halalan Thayyiban Research Centre  
Universiti Islam Sultan Sharif Ali  
Negara Brunei Darussalam

Ramadan 1442/ April 2021

## **SUPERVISION**

### **AWARENESS OF HALAL AND HARAM IN COSMETIC PRODUCTS IN NEGARA BRUNEI DARUSSALAM**

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I hereby declare that the work in this academic exercise is my own except for quotations and summaries which have been duly acknowledged.

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## ABSTRACT

### AWARENESS OF HALAL AND HARAM IN COSMETIC PRODUCTS IN NEGARA BRUNEI DARUSSALAM

In realizing the importance of awareness of *Halāl* and *Harām* in cosmetic products, thus the primary objective of this study is to explore the level of awareness regarding the rulings of *Halāl* and *Harām* in cosmetic, to analyse the awareness on the issues of *Halāl* cosmetic product ingredients, and to investigate strategies to increase the level of awareness of *Halāl* and *Harām* in cosmetic products' issues. The quantitative data was collected from 103 of the respondents from citizens in Brunei-Muara District using self-administered questionnaire. Statistical Package for Social Science (SPSS) version 25 was used as a measurement method to analyse the data collected in this study. The findings of this research revealed that the awareness on the rulings of *Halāl* and *Harām* in cosmetic is very high. It showed that majority of the respondents understand on the rulings of *Halāl* and *Harām* in choosing cosmetic products. Similarly, the awareness among the respondents towards the issues in *Halāl* cosmetic product ingredients are also high. From the findings, it revealed that respondents are highly aware on religious belief on choosing *Halāl* cosmetic products. to preserve the objectives of *Sharī'ah*. However, there are still minority of respondents who are still unaware on certain matter, that require attention to increase their awareness to such problems. Therefore, the findings shows that strategies that can increase awareness of *Halāl* and *Harām* in cosmetic products' issues are by providing more programs on *Halāl* products, holding exhibitions on *Halāl* products and services as well as increasing more local Muslim entrepreneurs to produce *Halāl* cosmetics.



## ABSTRAK

### KESEDARAN MENGENAI *Ḥalāl* DAN *Ḥarām* DALAM PRODUK KOSMETIC DI NEGARA BRUNEI DARUSSALAM

Dalam menyedari betapa pentingnya kesedaran mengenai *Ḥalāl* dan *Ḥarām* dalam isu-isu yang timbul pada produk kosmetik *Ḥalāl*, maka objektif utama kajian ini adalah untuk mengetahui tingkat kesedaran mengenai hukum *Ḥalāl* dan *Ḥarām* dalam kosmetik, untuk menganalisis kesedaran mengenai isu-isu yang timbul dalam ramuan produk kosmetik *Ḥalāl*, dan untuk menyelidiki strategi untuk meningkatkan tahap kesedaran mengenai produk kosmetik *Ḥalāl*. Data kuantitatif dikumpulkan dari 103 responden yang terdiri daripada warganegara di Daerah Brunei-Muara menggunakan soal selidik yang dikendalikan sendiri. Statistical Package for Social Science (SPSS) versi 25 digunakan sebagai kaedah pengukuran untuk menganalisis data yang dikumpulkan dalam kajian ini. Hasil kajian ini menunjukkan bahawa kesedaran mengenai Undang-Undang *Ḥalāl* dan *Ḥarām* dalam kosmetik sangat tinggi. Ini menunjukkan bahawa majoriti responden memahami tentang hukum *Sharī'ah* dalam memilih produk kosmetik *Ḥalāl*. Kemudian, kesedaran di kalangan responden terhadap isu-isu dalam ramuan produk kosmetik *Ḥalāl* juga tinggi. Dapatan kajian menunjukkan bahawa responden sangat memahami kepercayaan agama dalam memilih produk kosmetik *Ḥalāl*, iaitu untuk memelihara objektif *Sharī'ah*. Walau bagaimanapun, terdapat sebilangan kecil daripada responden yang masih tidak menyedari tentang perkara tertentu, yang perlu diambil perhatian untuk meningkatkan kesedaran mereka terhadap masalah tersebut. Oleh itu, dapatan kajian menunjukkan bahawa faktor-faktor yang dapat meningkatkan kesedaran mengenai Undang-Undang *Ḥalāl* dan *Ḥarām* dalam kosmetik adalah dengan menyediakan lebih banyak program mengenai produk *Ḥalāl* serta mengadakan pameran mengenai produk dan perkhidmatan *Ḥalāl* disamping meningkatkan lebih banyak pengusaha muslim tempatan untuk menghasilkan kosmetik *Ḥalāl*.

اسنادا من الحِسُّ باهتمام الحلال والحرام في مواد التزيين، فالغرض الأساسي في هذا البحث هو معرفة مُستوى حسّاس المجتمع عن الحلال والحرام في مواد التزيين. وكذلك لتحليل عن حسّاسهم بالمكوّنات في مواد التزيين الحلالية، وأيضا التحليل عن طريقة لرفع درجة حسّاسهم بها. يجتمع الباحث البيانات الكميّة من ١٠٣ بُرْتُوِيًّا من منطقة بروني موارا بواسطة الأسئلة الاستقصائية. يستخدم الباحث الحزمة الإحصائية للعلوم الإجتماعية، أي *Statistical Package for Social Science (SPSS)*، إصدار ٢٥، في تحليل البيانات والمعلومات المحصولة في هذا البحث. فالمعلومات المحصولة من هذا الاستقصاء تدل على عالية مُستوى حسّاس البُرْتُوِيّين عن الحلال والحرام في مواد التزيين. فهذا دليل على فهم مُعظّم البُرْتُوِيّين عن الأحكام الحلال والحرام خاصة في تَخْيِير مواد التزيين. وكذلك في حسّاسهم بالمكوّنات في مواد التزيين الحلالية. فَنُدُّ المعلومات المحصولة من هذا البحث على الإهتمام بالأحكام الشرعية لدى البُرْتُوِيّين في تَخْيِير مواد التزيين الحلالية للحفاظ المقاصد الشرعية. ولكن هناك فرق قليل من البُرْتُوِيّين الذين لا يعرفون عن ذلك الأمر، فَهَمَّ يحتاجون إلى هذا البحث لزيادة حسّاسهم على الحلال والحرام في مواد التزيين. لذلك وفقاً للنتائج، فإن العوامل التي يمكن أن تزيد الوعي عن الأحكام الحلال والحرام في مواد التزيين هي تقديم المزيد من البرامج حول منتجات الحلال، وإجراء معارض منتجات وخدمات الحلال بالإضافة إلى وجود المزيد من الأعمال المسلمين المحليين لتصنيع انتاج مواد التزيين الحلالية.

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## ABBREVIATION

Apr	April
Aug	August
BKMH	Bahagian Kawalan Makanan Halal/Halal Food Control Division
CFR	Code of Federal Regulations
Dec	December
DOI	Digital Object Identifier
DSM	Department of Standard Malaysia
EC	European Commission
ECR	Efficient Consumer Response
Ed.	Edition
Eds.	Editors
Etc	<i>et cetera</i> ; to indicate a similar item are included
<i>f</i>	<i>frequency</i>
FDA	Food and Drug Administration
Feb	February
GMP	Good Manufacturing Practice
HCP	Hexachlorophene
<i>Ibid</i>	<i>Ibidum</i> (in the same place); means the source cited is the same with the preceding cite
ICBER	International Conference on Business and Economic Research
ICC	International Convention Centre
ICIS	International Conference on International Studies
ISBN	International Standard Book Number
i.e.	<i>exempli gratia</i>
JAKIM	Jabatan Kemajuan Islam Malaysia
Jan	January
Jun	June
Jul	July
KLCC	Kuala Lumpur Convention Centre
LPPOM-MUI	Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia
Mac	March
MUI	Majelis Ulama Indonesia
MUIB	Majlis Ugama Islam Brunei/Brunei Islamic Religious Council
MUIS	Majlis Ulama Islam Singapore
MOH	Ministry of Health
MORA	Ministry of Religious Affairs
MS	Malaysian Standard
n	number
n.d.	no date/no year of publication
no.	number
Nov	November
NPRA	National Pharmaceutical Regulatory Agency
Oct	October

<i>Op. cit.</i>	<i>Opus citatum</i> (in the work cited); means in the work that have been cited previously
p.	page
PBD 26: 2016	Brunei Darussalam Guidelines for Manufacturing and Handling of Halal Cosmetic Products
pp.	pages
SD	Standard Deviation
SD alcohol	Special Denatured alcohol
Sdn. Bhd.	Sendirian Berhad
Sep	September
SPSS	Statistical Package for Social Science
trans	translator
Vol.	Volume
www	world wide web
%	Percentage
&	and

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## TRANSLITERATION

Arabic /	Roman /	Transliteration /
حلال	Halal	<i>Ḥalāl</i>
شريعة	Shariah	<i>Sharī'ah</i>
القرآن	Al-Quran	<i>al-Qur'ān</i>
حديث	Hadith	<i>Ḥadīth</i>
الله	Allah	<i>Allāh</i>
عرف	urf	<i>'urf</i>
قياس	qiyas	<i>qiyās</i>
إجماع	ijma	<i>ijmā'</i>
دنياوى	Dunyawi	<i>Dunyāwī</i>
ديني	Dini	<i>dīnī</i>
استصحاب الحال	Istishab al-hal	<i>istiṣhāb al-ḥāl</i>
استحسان	Istihsan	<i>istiḥsān</i>
قول الصحابي	Qawl al-sahabi	<i>qawl al-ṣaḥābī</i>
مصلحة مرسله	Maslahah mursalah	<i>maṣlahah mursalah</i>
سد الذرائع	Sadd al-dharai	<i>sad al-dharāi'</i>
تحصيل	Tahsil	<i>Taḥṣil</i>
منفعة	Manfaah	<i>manfa'ah</i>
إبقاء	Ibqa	<i>ibqa'</i>
رعاية المقاصد	Ri'ayah al-maqasid	<i>ri'āyah al-maqāṣid</i>
مدرة	Madarrah	<i>maḍarrāh</i>
عقل	Aql	<i>'aql</i>
نفس	Nafs	<i>nafs</i>
نسل	Nasl	<i>nasl</i>
مال	Mal	<i>māl</i>



حرام	Haram	<i>Ḥarām</i>
المقاصد شريعة	Al-maqasid shariah	<i>al-maqāṣid Sharī'ah</i>
شبهة	syubhah	<i>shubhah</i>
نجس	najis	<i>najs</i>
طيبا	Toyyiban	<i>Ṭayyiban</i>
حلالا طيبا	Halalan Toyyiban	<i>Ḥalālan Ṭayyiban</i>
حمى	Hima	<i>Ḥima</i>
طيب	Toyyib	<i>Ṭayyib</i>
سورة	Surah	<i>surah</i>
المائدة	Al-Ma'idah	<i>Al-Mā'idah</i>
البقرة	Al-Baqarah	<i>Al-Baqarah</i>
صحيح	Sahih	<i>ṣaḥīḥ</i>
البخاري	Al-Bukhari	<i>Al-Bukhārī</i>
يوسف القرضاوي	Yusuf Al-Qaradawi	<i>Yūsuf Al-Qaradāwī</i>
النحل	An-Nahl	<i>An-Naḥl</i>
الأعراف	Al-A'raf	<i>Al-A'rāf</i>
أصول الفقه	Usul al-fiqh	<i>Uṣūl al-fiqh</i>
سنن ابن ماجه	Sunan ibn Majah	<i>Sunan ibn Mājah</i>
أحكام	Ahkam	<i>Aḥkām</i>
حكم شرعي	Hukum Syar'i	<i>ḥukm shar'ī</i>
تكليفي	Taklifi	<i>Taklīfī</i>
ودعي	Wad'i	<i>Wad'ī</i>
أمر	'amr	<i>'Amr</i>
واجب	Wajib	<i>wājib</i>
ندب	Nadb	<i>Nadb</i>
مندوب	Mandub	<i>Mandūb</i>
مباح	Mubah	<i>Mubāḥ</i>

كراهة	Karahah	<i>karāhah</i>
مكروه	Makruh	<i>Makrūh</i>
تحريم	Tahrim	<i>Tahrīm</i>
إباحة	Ibahah	<i>Ibaḥah</i>
مكروه كراهة التحريم	Makruh Karahah at-Tahrim	<i>Makrūh karāhah al-tahrīm</i>
مكروه كراهة التنزيه	Maruh Karahah at-Tanzih	<i>Makrūh karāhah al-tanzīh</i>
إمام الغزالي	Imam al-Ghazali	<i>Imam al-Ghazālī</i>
الكليات الخمسة	Al-kuliyyat Al-Khamsah	<i>Alkuliyyāt al-khamsah</i>
حفظ الدين	Hifz ad-deen	<i>Ḥifẓ ad-dīn</i>
حفظ النفس	Hifz ad-nafs	<i>Ḥifẓ an-Nafs</i>
حفظ العقل	Hifz al-‘aql	<i>Ḥifẓ al-‘aql</i>
حفظ النسل	Hifz an’nasl	<i>Ḥifẓ an-Nasl</i>
حفظ المال	Hifz al-maal	<i>Ḥifẓ al-Māl</i>

# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

The demand for *Halāl* products is highly increasing due to an ever-expanding number of Muslim population which is expected to be growing about 26.4 percent (2.2 billion) of the world population (8.3 billion) by the year of 2030.<sup>1</sup> Therefore, it is highly expected for countries with large Muslim populations to have a high demand for *Halāl* cosmetics as the socioeconomic conditions has improved significantly.<sup>2</sup> Houlis, in his study said that consumers among younger generations have increased demand towards *Halāl* products.<sup>3</sup> Hence, it becomes a trend in choosing *Halāl* cosmetics among Muslim consumers as they prefer to choose *Halāl* cosmetics.<sup>4</sup> This is because contamination from non-*Halāl* sources in nowadays product can be found both in food and non-food products, including cosmetics. The sources of contamination in the cosmetic products ingredients are usually from alcohol or non-*Halāl* animal origin.

### 1.2 Background of the study

Brunei Darussalam refers to the standard of Brunei Darussalam (PBD 26: 2016) as the guidelines for manufacturing and handling of *Halāl* cosmetic products. In the PBD

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<sup>1</sup> Mastora Mustafar, Risyawati Mohamed Islami, Siti Norezam Othman, Rohani Abdullah. (2018). A Study on Halāl Cosmetic Awareness among Malaysian Cosmetics Manufacturers. *International Journal of Supply Chain Management*, 7(5): pp 492-496. Retrieved from <http://ojs.excelingtech.co.uk/index.php/IJSCM/article/view/2606/pdf>

<sup>2</sup> Syamala Ariyanchira. (2017, September 6). Halāl and Stylish: The Emerging Markets of Halāl Cosmetics. Retrieved from: <https://acubiz.com.my/emerging-markets-Halal-cosmetics/> [date of access: 23/4/2020]

<sup>3</sup> Annamarie Houlis. (2017, May 11). Why the Halāl cosmetic industry has staying power. Retrieved from: <https://fashionista.com/2017/05/Halal-cosmetics-makeup-brands> [date of access: 3/3/2020]

<sup>4</sup> Dr Morzaidi Mohd Daud, Hazni Abdul Aziz, Noor Hana Baharudin, & Siti Fazila Shamsudin. (2012). Identifying the Determinant Attributes of Halāl Cosmetics Product that Influence its positioning strategy in Malaysia Market. *Journal of Applied Science Sciences Research*, 8(1), pp301–313. Retrieved from [https://www.researchgate.net/publication/286957083\\_Identifying\\_the\\_determinant\\_attributes\\_of\\_halal\\_cosmetics\\_product\\_that\\_influence\\_its\\_positioning\\_strategy\\_in\\_Malaysia\\_market](https://www.researchgate.net/publication/286957083_Identifying_the_determinant_attributes_of_halal_cosmetics_product_that_influence_its_positioning_strategy_in_Malaysia_market)

26:2016 manual, Brunei Darussalam has standardized the meaning of *Halāl* to be posited alongside with *Hukum Syara'* or Laws of Islam in accordance to Mazhab Syafi'e (jurisprudence) or any other mazhabs that are approved by His Majesty the Sultan of Brunei Darussalam. Therefore, Cosmetic products in terms of PBD 26:2016 is defined as any substance or preparation intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/ or correcting body odours and /or protecting them or keeping them in good condition.<sup>5</sup>

Cosmetics are used for the purpose of beautifying oneself without affecting the body to make it look attractive and it covers a wide range of products including cleaning body parts, enhancing features and changing skin tones and colours such as make up, perfume, tooth paste, shampoo and deodorant.<sup>6</sup> Another study said that cosmetics come in many range of products such as soap, powder, lotions, shampoo, facemask, toothpaste and perfumes.<sup>7</sup> It is the responsibility of every Muslim to choose *Halāl* products, including cosmetic products.<sup>8</sup> Allāh has mentioned in *al-Qur'ān*, regarding of choosing *Halāl* product as an obligation of every Muslim,

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُواتِ الشَّيْطَانِ إِنَّهُ لَكُمْ

عَدُوٌّ مُبِينٌ

“O people! Eat of the lawful and pure things in the earth and follow not in the footsteps of Satan, for surely he is your open enemy.”<sup>9</sup>

<sup>5</sup> Islamic Religious Council Brunei Darussalam. (2016). Brunei Darussalam Guidelines for Manufacturing and Handling of Halal Cosmetic Products (PBD 26: 2016). 1<sup>st</sup> Ed. P6.

<sup>6</sup> Sameer Kumar, Cindy Massie, & Michelle D. Dumonceaux. (2006). Comparative innovative business strategies of major players in cosmetic industry. *Industrial Management and Data Systems*. 106(3): pp 285-306. DOI: 10.1108/02635570610653461

<sup>7</sup> Ruth Winter. (2005). *A Consumer's Dictionary of Cosmetic Ingredients*. 6<sup>th</sup> ed. New York: Three Rivers Press. pp15-25

<sup>8</sup> Jabatan Kemajuan Islam Malaysia: Cawangan Sabah. (2014). *Mencari Yang Halāl Adalah Suatu Kewajipan*. Retrieved from [http://jakimsabah.islam.gov.my/index.php?option=com\\_content&view=article&id=84:mencari-yang-Halāl-adalah-suatu-kewajipan&catid=32:artikel&Itemid=180&lang=ms](http://jakimsabah.islam.gov.my/index.php?option=com_content&view=article&id=84:mencari-yang-Halāl-adalah-suatu-kewajipan&catid=32:artikel&Itemid=180&lang=ms) [date of access: 24/1/2020]

<sup>9</sup> *Surah Al-Baqarah*. (2:168). Dr. Muhammd Taqi-udud-Din al-Hilali and Dr. Muhammad Muhsin Khan. (n.d). *Translation of the meanings of The Noble Quran in the English Language*. Madinah, K.S.A: King Fahd Glorious Qur'an Printing Complex.

The above verse of *al-Qur'ān* clearly mentioned that Allāh has made lawful for human being to eat of anything lawful and good, and to avoid from eating haram food as it is considered as following the footsteps of the evil.

Another verse of *al-Qur'ān* which also mentioned on the obligation of a Muslim to consume only of the lawful things is in *surah al-Baqarah* verse 172,

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ

O you who believe (in the Oneness of Allāh – Islamic Monotheism)!  
Eat of the lawful things that We have provided you with, and be grateful to *Allāh*, if it is indeed He whom you worship.<sup>10</sup>

Therefore, choosing *Halāl* cosmetic products is an obligation for every Muslim consumer. The government of Brunei Darussalam is very concerned with the issues related to *Halāl* products. The *Halāl* Food Control Division or *Bahagian Kawalan Makanan Halāl* (BKMH) is one of the units under the Departments of *Sharī'ah* Affairs of the Ministry of Religious Affairs (MORA) entrusted to control and handle all of the *Halāl* food products in the country including restaurants, food and beverage industry, food stalls and premises and other similar establishments, intended for both locally made, imported and also exported sales that want to use the official *Halāl* logo of the Religious Council or *Majlis Ugama Islam Brunei* (MUIB). Therefore, BKMH was set up in response to His Majesty Sultan's *titah* in 1998, stressing the importance of *Halāl* to be taken seriously, and instructing the relevant bodies in the government to be involved in this matter.<sup>11</sup>

His Majesty during the National-Level Nuzul Al-Qurān Ceremony 1437H in 2016, in his *titah*, highlighted that amid the need to expediate the approval process for *Halāl* Certification and permit, it must be done meticulously and orderly to ensure that certification is in full compliance with the *Sharī'ah* law (Islamic law). His majesty reminded that the teachings of *Al-Qur'ān* include matters concerning food considered

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<sup>10</sup> *Surah Al-Baqarah*. (2:172)

<sup>11</sup> Hajah Siti Norfadzilah Binti Haji Kifli. (2019). *Halal Certification in Brunei*. Brunei Darussalam: Institute of Asian Studies, University Brunei Darussalam. P16

*Halāl* and *Harām* which are also clarified by the *Hadīth* of Prophet Muhammad SAW and Islamic scholars.<sup>12</sup> As a result, Brunei Darussalam has made an amendment to the *Halāl* Certificate and *Halāl* Label Order (Amended), 2017 by broadening the scope of *Halāl* certification to include non-oral medicinal products, cosmetic products, as well as those for usage and services.<sup>13</sup> In the Amendment Order, it stated that *Halāl* certification is required for business dealing with consumption products such as restaurants, food factories or home-based food business. However, for businesses dealing with the sale or production/ manufacture of non-food products, for example cosmetics, consumer goods, or non-oral pharmaceutical products, application for the *Halāl* certification is not compulsory.<sup>14</sup>

Cosmetic products in Brunei Darussalam are regulated by the Medicines (Cosmetic Products) Regulations, 2007 (the Regulations), which is in line with the ASEAN Cosmetic Directive (ACD). Therefore, cosmetic products can only be marketed after it has been notified to the Ministry of Health through the upfront declaration of compliance by the importer or manufacturer before placing the cosmetic products in the local market. This is in line with the guidelines for Notification of Cosmetic Products in Brunei Darussalam.<sup>15</sup>

Brunei Darussalam is an Islamic country who practiced *Sharī'ah* law. Muslim consumers in Brunei Darussalam are committed to *Halāl* product in the market, due to the issues of *Halāl* product raised by the mass media of neighboring countries such as issues of pig sausage, pork noodles and many more. This indicates that citizens in Brunei Darussalam have begun to care about issues related to *Halāl* products such as enforcement issues by BKM. Monitoring and enforcement of BKM is a mechanism to control and curb non-compliance with *Halāl* standards, abuse, embezzlement and forgery of *Halāl* logos in the market. Generally speaking, enforcement of officers has the authority to establish law enforcement activities and standards that must be

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<sup>12</sup> Brudirect.com. (2016, June 23). His Majesty: Halal Certification Must be in Full Compliance with the Syar'ie. Retrieved May 11, 2020 from <https://www.brudirect.com/news.php?id=7531>

<sup>13</sup> Danial Norjidi. (2019, November 12). Vast possibilities in Halal Industry. *Borneo Bulletin*. Retrieved May 11, 2020 from <https://borneobulletin.com.bn/vast-possibilities-halal-industry/>

<sup>14</sup> Azaraimy HH. (n.d). Halal certification compulsory for all F7B business in Brunei. *ANN News Network*. Retrieved May 11, 2020 from <https://annx.asianews.network/content/halal-certification-compulsory-all-fb-business-brunei-50642>

<sup>15</sup> Guidelines for Notification of Cosmetic Products in Brunei Darussalam. (2015). Department of Pharmaceutical Services, Ministry of Health, Brunei Darussalam. 3<sup>rd</sup> Ed.

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