

Halal Cosmetics and Acne Vulgaris: Uncovering Consumer Behavior and Sustainable Solutions

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Abstract

Purpose – This study aims to analyze the factors that influence the behavior of Muslim consumers, especially students, in choosing halal cosmetics to treat acne vulgaris. This study also explores how halal awareness, information sources, education level, and family history influence purchasing decisions, as well as the contribution of halal cosmetics to the Sustainable Development Goals (SDGs).

Design/methodology/approach – This study uses a quantitative descriptive approach. Data were collected through a survey using a questionnaire distributed online to 70 students. Respondents were selected using a purposive sampling technique. Data analysis was carried out using the Microsoft Excel method.

Finding – The results showed that halal awareness is the main factor influencing the decision to purchase halal cosmetics (35%), followed by trusted sources of information, such as health workers (30%). The factor of family history with oily skin increases the tendency to choose halal products (60%). In addition, students with higher education levels (semesters 3-4) are more selective in choosing halal cosmetics (70%) compared to students in the early semesters (50%). The most frequently used product for acne vulgaris treatment is facial cleanser (83.87%).

Keywords: Halal cosmetics, acne vulgaris, halal awareness, consumer behavior, SDGs.

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1. INTRODUCTION

In recent decades, the halal cosmetics industry has experienced significant development, becoming one of the important sectors in the global halal industry worth more than \$2 trillion (Mahri et al., 2024; Yulianto et al., 2022). This development is inseparable from the increasing consumer demand for products that are safe, ethical, and in accordance with sharia principles (Ismail et al., 2019). Halal cosmetics not only meet the needs of Muslim consumers but also attract the attention of the global market, especially among consumers who are aware of sustainability and ethics (Juliana et al., 2022). On the other hand, dermatological problems such as acne vulgaris remain a major challenge, especially for adolescents and young adults, who are one of the main consumer groups of halal cosmetics (Ismail et al., 2022).

Acne vulgaris is a common skin condition caused by various factors, such as hormonal changes, genetic predisposition, lifestyle, and environment (Murlisatyarini, 2019). Based on Global Burden of Disease data, more than 80% of the world's population experiences acne at some point in their lives, especially at the age of 12–25 years. In Southeast Asia, the prevalence reaches 40–80% of cases, with an increasing trend in Indonesia. Acne often causes psychological impacts such as lack of self-confidence and even depression, especially among adolescents and young adults (Sirajudin & Sibero, 2019).

Increased androgen hormones, which are common during puberty and before menstruation in women, are often the main trigger for excess sebum production. This excess sebum clogs the skin's pores, causing inflammation, and ultimately causing acne. Genetic factors also play a role; individuals with a family history of oily skin tend to be more prone to acne. In addition, environmental factors, such as exposure to pollution and stress, further worsen skin conditions (Ismail, et al., 2022).

In an effort to overcome acne vulgaris, many individuals use various types of skin care products. Products such as facial cleansers, serums, sunscreens, and foundations are the main choices. However, many of these products contain harsh chemicals or non-halal ingredients that can trigger irritation or are not in accordance with the religious values of Muslim consumers (Ismail et al., 2022). Therefore, the emergence of halal cosmetics is a relevant and promising alternative.

Halal cosmetics are designed with ingredients that are free from alcohol, non-halal animal fats, and harmful chemicals. In addition, these products often contain natural ingredients such as aloe vera, tea tree oil, and salicylic acid which have been proven effective in treating acne without causing adverse side effects. With a combination of functional benefits and compliance with sharia values, halal cosmetics are an attractive solution for modern consumers (Monoarfa et al., 2023).

The halal cosmetics industry is now one of the main pillars of the global halal market. This growth is driven by several factors, such as the increasing Muslim population, urbanization, and greater awareness of safe and sustainable products (Jalil et al., 2021). In Indonesia, as the country with the largest Muslim population in the world, halal cosmetics have great potential to become a dominant segment in the domestic and global markets.

This trend is supported by data showing that Muslim consumers, especially the younger generation, are increasingly selective in choosing products that suit their skin needs while also being in line with religious values (Ahmed & Khalid, 2023). In addition, support from regulators in the form of strict halal certification provides additional confidence to consumers (Marhi et al., 2024b).

In the context of consumer behavior, various factors influence the decision to choose halal cosmetics (Maichum et al., 2016), especially for acne treatment. Several studies have shown that

factors such as family history, education level, and information sources have a significant influence on consumer choices. Students, especially in the pharmaceutical and health fields, are an interesting group to study because their level of awareness tends to be higher regarding the importance of safe and sharia-compliant skincare products (Putra et al., 2023).

Research on halal cosmetics and consumer behavior in the context of acne vulgaris treatment has shown significant progress. However, there are several research gaps that have not been fully explored and are an important basis for the development of this study.

Most studies on acne vulgaris focus on medical or pharmacological approaches, while studies that specifically discuss the effectiveness of halal cosmetics in treating acne vulgaris are still limited. In fact, halal cosmetics have unique characteristics, such as natural ingredients and compliance with sharia principles, which can be a safe and sustainable alternative for acne treatment.

Most consumer behavior studies focus on general factors, such as price, brand, and product quality (Mohamed et al. 2017; Roy et al., 2022). However, studies that examine the influence of religiosity, family history, and information sources on the choice of halal cosmetics for acne vulgaris treatment are still limited. In fact, these factors are very relevant in the context of Muslim consumers.

Previous studies often cover a more general population, without focusing on specific segments such as students (Sudarsono & Nugrohowati, 2020). The student group, especially those with a health education background, has the potential to provide deeper insights into consumer behavior towards halal cosmetics due to their higher level of awareness (Septiarini et al., 2022).

Although halal cosmetics have great potential to support SDGs, such as health, and sustainable production, research that explicitly links halal cosmetics to their contribution to SDGs is still very limited. It is important to explore the impact of halal cosmetics not only on consumers but also on environmental and economic sustainability.

The halal cosmetic industry continues to grow with the introduction of new technologies, such as AI-based products or innovative natural ingredients for skin care (Ngah, et al., 2021). However, research on how these innovations are received by consumers, especially in the management of acne vulgaris, is still lacking.

Indonesia, as a country with the largest Muslim population, has great potential to become a center of the halal cosmetic industry (Juliana et al., 2022a). However, empirical studies on the behavior of halal cosmetic consumers in Indonesia, especially in dealing with dermatological problems such as acne vulgaris, are still limited compared to other countries.

This study attempts to fill these gaps by analyzing the behavior of college students in choosing halal cosmetics for acne vulgaris. Identifying factors that influence consumer behavior, such as family history, education level, and information sources. Linking the research findings to the contribution of halal cosmetics to the Sustainable Development Goals (SDGs). And Providing practical recommendations for industry, regulators, and consumers to increase the adoption of safe, effective, and sustainable halal cosmetics.

Although halal cosmetics have gained popularity, there are still challenges that need to be overcome, such as lack of consumer awareness in some market segments and limited distribution (Handriana et al., 2020). This study seeks to contribute by analyzing consumer behavior, especially female students, in choosing halal cosmetics to treat acne vulgaris. This is because studies that integrate halal cosmetics in the context of acne vulgaris management are still rare, especially those that discuss factors such as family history, education level, and sources of information.

This study is also expected to provide insight for halal cosmetic manufacturers to better understand the needs of their consumers, while encouraging regulators and educational institutions to strengthen support for the growth of the halal industry. In addition, the results of this study can be a reference for further research in exploring the relationship between halal product innovation and consumer preferences.

2. LITERATURE REVIEW

2.1 Acne Vulgaris: Causes and Effects

Acne vulgaris or acne is a common disease that usually heals on its own, caused by multiple factors, and shows inflammation of the oil gland follicles located on the face or upper body (Sukandar et al., 2013).

In general, acne is a skin condition that occurs due to excess oil production on the skin, oil that usually lubricates the skin is trapped in the oil ducts resulting in what we know as pimples, blackheads (Ismail et al., 2022). Acne most often attacks teenagers where acne appears when entering puberty, but it can occur at any age. Possible causes are changes in the hormonal system that stimulate increased production of the sebaceous glands or oil-producing glands in the skin, other hormonal changes that can also trigger acne growth during menstruation, pregnancy, use of birth control pills or stress.

Areas of skin that are prone to acne are areas that contain a large number of oil glands. Acne usually affects people between the ages of adolescence and 20 years. Adults and children can also have acne (Aceng et al., 2012).

According to research conducted by the global burden of disease in 2010, Acne Vulgaris is the third most common skin disease found worldwide after fungal diseases of the skin and other cuts.

Data on the prevalence of acne vulgaris in the Cosmetic Dermatology Division of the Department of Dermatology and Venereology, Dr. Cipto Mangunkusumo Hospital, Jakarta, for 3 years (2008, 2009 and 2010), there were 6,612 cases of Acne Vulgaris that came to visit, on average per year there were 941 cases of mild Acne vulgaris, 1,022 cases of moderate and 304 cases of severe acne vulgaris (Murlisatyarini, 2019).

Halal cosmetics are beauty products that are produced in accordance with Islamic sharia principles (Juliana et al., 2022a). This definition includes the elimination of non-halal ingredients such as alcohol used in high concentrations or as a main ingredient, animal fats that are not slaughtered according to sharia, and hazardous chemicals that have the potential to harm consumers' health (Shahid et al., 2022).

As a substitute for risky synthetic ingredients, halal cosmetics often use natural ingredients such as:

- Aloe vera, which is known to have soothing and moisturizing properties for the skin.
- Tea tree oil, which functions as an antibacterial and anti-inflammatory.
- Salicylic acid, a popular ingredient in acne management for its ability to exfoliate dead skin cells and reduce inflammation.

The use of these ingredients makes halal cosmetics not only in accordance with Islamic values, but also offers effective benefits for skin care, especially for sensitive skin (Raza et al., 2023).

1. Main Characteristics of Halal Cosmetics

a. Security

Halal cosmetics are formulated with consumer safety in mind (Suryadi et al., 2020). Halal product formulations are often free from harsh chemicals such as parabens and phthalates, which can cause skin irritation or allergies. Research by Huriah et al. (2022) highlights consumers who choose halal cosmetics feel more confident because these products are designed to reduce the risk of side effects on the skin (Raza et al., 2023).

b. Sharia Compliance

Halal products ensure that every stage of production, from material selection to distribution, complies with Islamic law (Mahri et al., 2024b; Suparno, 2020). Halal certification is provided by official institutions such as the Indonesian Ulema Council (MUI) or the Malaysian Islamic Development Agency (JAKIM). This certification creates trust among Muslim consumers, especially those who have high awareness of halal (Subri et al., 2022; Raza et al., 2023).

c. Sustainability

Halal cosmetics are also known for their environmentally friendly production approach. Many halal cosmetic manufacturers implement cruelty-free practices and use ethically sourced ingredients. In addition, the use of recyclable packaging is part of the commitment to support global sustainability goals. Ngah et al. (2022) showed that sustainably produced halal cosmetic products have a greater appeal to younger consumers, especially the environmentally conscious generation (Raza et al., 2023).

2. Development of Halal Cosmetics in the Global Market

Halal cosmetics have been growing rapidly, especially in countries with large Muslim populations such as Indonesia, Malaysia, and Middle Eastern countries. The halal cosmetics market in Indonesia, for example, is driven by government initiatives to increase halal certification in various products. Research by Irfany et al. (2023) shows that demand for halal cosmetics is also increasing among non-Muslim consumers who are interested in products based on natural and sustainable ingredients (Raza et al., 2023).

In addition, halal cosmetics are increasingly gaining ground in the global market, including Europe and America, as consumer awareness of the importance of ethics and sustainability in cosmetic production increases.

2.2 Factors Influencing the Selection of Halal Cosmetics

a. Halal Awareness

Halal awareness is a major factor influencing Muslim consumers' decisions in choosing cosmetics (Hussin et al., 2013). Halal products that are in accordance with religious values provide a sense of security and confidence, thus forming loyalty to halal-certified brands (Mahri et al., 2024b; Alitakrim et al., 2022). Research by Bhutto et al. (2023) shows that Muslim consumers with a high level of halal awareness prefer halal-certified products even though they are more expensive than non-halal products.

b. Resources

Trusted sources of information, such as health workers, have a significant influence on consumer decision-making. Consumers tend to trust professional advice more than recommendations from social media or family. A study by Huriyah et al. (2022) found that consumers who received education from professionals were more likely to choose halal products that were safe and suited to their needs.

c. Genetic Factors

Genetic predisposition, such as inherited oily skin, influences consumers' need for non-comedogenic and halal products. Consumers with a family history are more likely to choose halal products designed for sensitive or oily skin, as found in a study by Osman et al. (2022).

d. Level of education

Consumers with higher educational backgrounds, especially in the health sector, showed a better understanding of the benefits of halal cosmetics. Research shows that students studying pharmacy or health are more selective in choosing skincare products, as they understand the risks associated with certain chemicals.

2.3 Contribution of Halal Cosmetics to Sustainable Development Goals (SDGs)

a. SDG 3: Health and Well-being

Halal cosmetics support skin health by providing products that are free from harmful chemicals, which can reduce the risk of allergies and other side effects. Research by Irfany et al. (2023) shows that the use of halal cosmetics can improve consumer welfare by providing a sense of security and comfort during use.

b. SDG 5: Gender Equality

Halal cosmetics play an important role in empowering women to take care of themselves ethically. This increases their self-confidence in various aspects of life, both professionally and personally. Halal products not only meet aesthetic needs but also offer choices that are in accordance with moral values, as identified in studies by Suhartanto et al., (2021) and Juliana et al., (2024).

c. SDG 12: Sustainable Consumption and Production

The halal cosmetics industry often adopts environmentally friendly production practices, such as the use of ethically sourced natural ingredients. In addition, recyclable packaging is increasingly used by halal cosmetics manufacturers to reduce environmental impact, in line with research by Ngah et al. (2022).

In addition, several previous studies have examined halal cosmetics in various contexts including; Juliana et al. (2022a) identified halal awareness as a major factor influencing cosmetic purchasing decisions among Muslim consumers. Mujiatun et al. (2021) highlighted the importance of halal certification in increasing consumer trust in beauty products. Rahmawati et al. (2022) showed that young consumers prefer products that suit their lifestyle, including environmentally friendly halal products.

3. METHODOLOGY

This research uses quantitative descriptive methods. The population in this study were all female students of the Faculty of Health Sciences, D3 Pharmacy Study Program, Bina Bangsa University. The sample taken in this study were female students of the Faculty of Health Sciences, D3 Pharmacy Study Program, Bina Bangsa University. The reason for using the entire population as a sample is because it represents the entire population because if the population is less than 100, then all of them are used as research samples, therefore the researcher took 70 samples taken from all female students of the Faculty of Health Sciences, D3 Pharmacy Study Program, Bina Bangsa University. Questionnaires are usually distributed through online media (Google Forms, WhatsApp, Telegram) to reach a wider range of respondents, especially students and active users of halal products.

4. RESULTS AND DISCUSSION

This study aims to explore the factors that influence the choice of halal cosmetics among college students to overcome acne vulgaris. Based on data collected from 70 respondents, the results of this study provide an in-depth picture of consumer habits and preferences for halal cosmetic products. The following is a descriptive analysis that includes tables and figures that illustrate the results of the study.

a. Respondent Demographics

The first table presents the demographic distribution of respondents who were part of this study.

Table 1: Demographic Distribution of Respondents

Category	Number of Respondents	Percentage (%)
Gender		
- Man	20	28.57
- Woman	50	71.43
Level of education		
- Semester 1-2	25	35.71
- Semester 3-4	45	64.29
Family History (Oily Skin)	30	42.86

Source: Data processing results

Most respondents were female (71.43%), which is in line with the tendency of women to pay more attention to skin care, especially for acne vulgaris. The majority of respondents were from semesters 3-4 (64.29%), indicating that they have a better understanding in choosing products based on the knowledge they have gained during their education. Around 42.86% of respondents reported having a family history of oily skin, which is a major risk factor for acne vulgaris.

b. Cosmetic Products Used for Acne Vulgaris

Based on the survey results, the types of cosmetic products most widely used by respondents to treat acne vulgaris are presented in the following table:

Table 2: Cosmetic Products Used for Acne Vulgaris

Cosmetic Products	Number of Usages	Percentage (%)
Facial Cleanser	58	83.87
Serum	30	42.86
Face Mask	15	21.43
Toner	25	35.71
Sunscreen	22	31.43

Source: Data processing results

Facial cleanser was the most widely used product (83.87%) among respondents, reflecting a high awareness of the importance of maintaining skin cleanliness as the first step in preventing and treating acne vulgaris. Serum, toner, and sunscreen were also used, although with lower frequency. This shows that in addition to facial cleanser, consumers also pay attention to follow-up care such as UV protection (sunscreen) and intensive care (serum).

c. Factors Influencing the Selection of Halal Cosmetics

The following are factors that influence respondents' decisions in choosing halal cosmetics. This data can be seen in the following bar chart:

Factors Influencing the Selection of Halal Cosmetics

- Halal Awareness: 35%
- Information Source (Health Workers): 30%
- Price: 20%
- Natural Ingredients: 15%

Halal awareness is the most influential factor in the decision to choose halal cosmetics, with 35% of respondents stating that they choose products based on halal standards held firmly in their religion. The source of information from health workers is also a significant influence (30%), indicating that consumers trust advice given by medical professionals more than other sources such as social media. Although price and natural ingredients are important, they have a smaller influence compared to halal awareness and medical information.

d. The Influence of Family History and Education on the Selection of Halal Cosmetics

Table 3. The Influence of Family History and Education Level on the Selection of Halal Cosmetics

Factor	Halal Cosmetic Selection (%)
Family History (Oily Skin)	60%
Semester 3-4 Students	70%
Semester 1-2 Students	50%

Source: Data processing results

Students who have a family history of oily skin are more likely to choose halal cosmetic products to treat acne vulgaris (60%). In addition, students in semesters 3-4, who tend to have more knowledge about products and their effects, showed a higher percentage of choosing halal products (70%) compared to students in semesters 1-2 (50%).

In recent years, the halal cosmetics industry has experienced significant development. This trend is influenced by the increasing consumer demand for products that are not only safe and effective, but also in accordance with religious and ethical principles. Halal cosmetics offer a solution for Muslim consumers who want skin care products, especially to address problems such as acne vulgaris, that also meet sharia standards. This study provides an in-depth understanding of the factors that influence consumer behavior, especially among college students, in choosing halal cosmetic products.

One of the main findings in this study is the importance of halal awareness in choosing cosmetic products. Halal cosmetics not only provide benefits for skin health but also meet strict religious standards, such as being free from alcohol and other non-halal ingredients. This is in line with the findings of Bhutto et al. (2023) which showed that halal awareness influences consumers' decisions to choose halal-certified products, even though the price of the product is higher. This study supports previous findings by Haque et al. (2018) which showed that consumers who are more halal-conscious will prefer halal products even though the products are not always the cheapest.

In addition, the study also found that family history plays an important role in choosing halal cosmetics, especially among consumers who tend to have oily or acne-prone skin. The study also revealed that education level influences consumers' understanding of sharia-compliant skincare. Students who are more educated, especially in the health sector, are more likely to choose halal products that are effective in treating acne problems.

The source of information also plays a significant role in influencing product purchasing decisions. Consumers are more likely to rely on health workers and dermatologists as more trusted sources compared to social media or recommendations from friends. This reflects the importance of more intensive education about halal cosmetics to help consumers make more informed choices. Research by Khalid et al. (2018) shows that information from more credible sources such as medical personnel is more influential in consumer decisions than advertising or promotions through social media.

One of the important aspects of halal cosmetics is its contribution to the achievement of the Sustainable Development Goals (SDGs), especially in terms of health and sustainable production. Halal cosmetics contribute to SDG 3 which aims to ensure healthy lives and well-being for all. Safe halal cosmetic products, with natural ingredients, provide a better solution for consumers who are concerned about harmful chemicals that can damage the skin, especially for individuals who struggle with skin problems such as acne vulgaris.

Halal cosmetics also support SDG 12 which advocates for responsible consumption and production. Many halal cosmetic manufacturers use ethically sourced ingredients and minimize environmental impact in their production processes (Juliana et al., 2024). Eco-friendly production processes and the use of recyclable packaging are examples of how halal cosmetics contribute to sustainability, in addition to reducing the carbon footprint in the production process.

Although the halal cosmetics industry is growing rapidly, there are several challenges that must be faced. One of them is the lack of consumer knowledge about the importance of halal certification in cosmetics (Juliana & Nasution, 2022b). As found in research by Juliana et al.,

(2022c) there are still many consumers who are less aware of halal products available in the market, even though the demand for halal products continues to increase. This study shows that there is a clear need to raise awareness of the benefits and advantages of halal cosmetics, as well as provide clear information on how to choose the right halal products.

In addition, higher production costs are a major challenge for halal cosmetic manufacturers. Halal cosmetics often use natural ingredients and more sustainable production processes, which can increase production costs. However, with increasing awareness and demand for halal products, there is hope that these costs will become more affordable, allowing wider access to halal products in the global market.

The halal cosmetics industry has great potential to continue to grow, especially with technological innovation. With technological advancements, such as AI-based skin analysis and product personalization, halal cosmetics manufacturers can develop products that are more suited to individual skin needs. Further research into the long-term effectiveness of halal cosmetics in skin care can provide further evidence that can strengthen the position of halal cosmetics in the market, as well as provide better guidance for consumers in choosing the right products to treat acne vulgaris.

In addition, the younger generation, especially Generation Z, is increasingly aware of the importance of sustainability and environmental impact in their consumption. Research by Irfany et al. (2023) shows that young consumers are more likely to choose environmentally friendly halal products, indicating that halal cosmetics that combine natural ingredients and sustainability will be increasingly in demand.

CONCLUSION

This study theoretically has the following implications: first, this study strengthens the theory of consumer behavior by showing that factors such as family history, education level, and information sources significantly influence behavior in choosing halal cosmetics. These findings contribute to the development of a consumer behavior model that is relevant to the halal industry, especially in the context of skin care.

Second, the research results emphasize the importance of sharia values in Muslim consumer decision-making. This can enrich the literature on the integration of religious values in consumer psychology theory, which has so far focused more on secular approaches.

Third, this study contributes to the academic literature on the halal industry by highlighting the role of halal cosmetics as an important segment in meeting the needs of Muslim consumers globally. This study also identifies areas for future research, such as the relationship between technological innovation and consumer trust in halal products.

As for the practical implications, this study includes: first, for the Halal Cosmetic Industry. the importance of Education-Based Marketing Strategy. The halal cosmetic industry can develop marketing campaigns that emphasize the educational aspect, especially through collaboration with health workers to provide reliable information on the benefits and safety of halal products. In addition, there needs to be the development of Targeted Products. Manufacturers can focus on developing products such as facial cleansers and serums that are suitable for acne-prone skin, with formulations that are free from harmful ingredients and halal certified.

Second, for Educational Institutions. There needs to be an improvement in the curriculum. Educational institutions can include materials on halal cosmetics and skin health into the pharmacy or health curriculum, to increase students' understanding of the importance of halal products in skin care. In addition, there needs to be a counseling program for students. Universities can hold

counseling on halal cosmetics to help students make the right product choices based on their skin needs and sharia values.

Third, for Muslim consumers, there needs to be an increase in consumer awareness. Information about the benefits of halal cosmetics can be disseminated through social media, communities, and health institutions, to increase Muslim consumer awareness of the importance of products that comply with sharia values. Furthermore, there needs to be accessibility to halal products. This study underlines the importance of expanding the distribution of halal cosmetic products to make them more accessible to the wider community, especially the younger generation who are the main target.

Fourth, for regulators and policy makers, there needs to be halal standardization and certification. Regulators need to strengthen the halal certification system to ensure that cosmetic products meet sharia standards and are safe for consumers. Then added with support for innovation. Policy makers can provide incentives for halal cosmetic manufacturers who integrate modern technology to meet consumer needs more effectively.

Thus, this study shows that halal cosmetics not only provide practical solutions to skin problems such as acne vulgaris but also support the growth of the halal industry sustainably. These theoretical and practical implications can be a guide for various parties involved in the development and utilization of halal cosmetics in the future. Thus, this study not only enriches academic literature but also provides practical benefits for the development of the halal cosmetics industry in the future.

This study provides important insights into consumer behavior in choosing halal cosmetics for acne vulgaris management. Factors such as halal awareness, family history, and sources of information have a significant influence on product purchasing decisions. In addition, halal cosmetics also contribute to the achievement of SDGs, especially in terms of health and sustainability. Although there are challenges that need to be overcome, the halal cosmetics industry has great potential to continue to grow, especially with technological innovations that allow halal products to be increasingly tailored to consumer needs.

In addition, halal cosmetics have great potential to become the main solution in acne vulgaris management, by offering functional benefits, sharia compliance, and contribution to sustainability. This study is expected to fill the gap in the literature, especially in understanding consumer behavior and the relevance of halal cosmetics to modern skin care needs.

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