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Muslim Women's Use of Halal Cosmetics in Brunei Darussalam Based on the Principle of Al-Umur Bi Maqasidiha

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Abstract
The halal cosmetics industry has experienced rapid growth in recent years, driven by increasing awareness among Muslim consumers regarding the importance of using products that are not only permissible but also safe and hygienic. At the same time, the influence of modern beauty trends, particularly through social media platforms, has significantly shaped how cosmetics are used among Muslim women. While Islam allows beautification and encourages individuals to maintain a neat and presentable appearance, it also sets clear boundaries to avoid excessive beautification (tabarruj) and actions that may attract unnecessary attention. This study aims to examine the use of cosmetics among Muslim women through the principle of al-umur bi maqasidiha, which emphasizes that actions are judged based on intentions, and to analyse how such practices align with the objectives of maqasid syariah. The study uses a qualitative approach from online-based research, by reviewing relevant academic articles, Islamic texts, and previous studies. The findings indicate that the permissibility of cosmetic use depends on both intention and adherence to Islamic guidelines such as moderation, safety, and modesty. The influence of social media has contributed to excessive cosmetic practices and a shift in intention towards seeking social approval. Therefore, it is important to ensure that cosmetic use is guided by proper intention and aligned with the objectives of maqasid syariah in preserving dignity and moral values.

Keywords: Halal cosmetics, al-umur bi maqasidiha, maqasid syariah, tabarruj, Muslim women

1.0 Introduction

The Government of Brunei Darussalam can be seen to be supportive in the development of halal industry making it part of its commitment to Islamic principles and the national philosophy of Melayu Islam Beraja (MIB). This is shown through the enforcement of halal standards across different sectors including food, cosmetics, pharmaceuticals and other aspects in the industry. Apart from enforcing systems and standards, halal certification has also become an important requirement for businesses to ensure that products comply with the syariah. At the same time, this allows Muslim consumers, specifically women to feel more confident and trust cosmetic products that are safe, ethical and still in accordance with the Islamic principles for individual usage. (Halim et al., 2025). In the KAIB-12 and BIHAS-2 (2019), His Majesty Sultan Haji Hassanal Bolkiah emphasised that Islamic law serves as a guide in all aspects of life, where Muslims are required to ensure that their practices comply with Shariah principles, including the consumption of only halal product, in which he stated:

For us Muslims, we will always be bound by the laws of Syara' or Islamic laws, such as in the aspect of matters of eating and drinking which is restricted to halal or permitted things according to the definition of Syara'. It is the same in other matters where the laws of Syara' are the sole guidance.

This highlights the importance of applying Islamic teachings in everyday life, including personal care and cosmetic usage among Muslim women in Brunei The halal cosmetics industry has been growing rapidly and can be seen to be consistently developing over time and now, it is recognised by the whole world which then contributes to the expansion of the economy. Researchers are driven to make an improvement in the halal industry as it has become a huge demand among Muslims, moreover those who live in multicultural society (Khan *et al.*, 2021). Even though the term halal is mostly used for describing halal status in the aspect of food, it actually goes beyond just that. This includes a wide range of aspects such as cosmetics, tourism, pharmaceuticals and modest fashion. Due to the development of halal industry consumers see it as more than just a religious requirement, and the key driver to this development is that consumers see halal as a safer,

hygienic, trustworthy and high-quality product. This results in halal being a symbol of assurance, trust, worthiness and integrity and welfare which is an important consideration especially in the cosmetics industries (Naseri & Abdullah, 2022). The expansion of beauty trends especially through social media like TikTok and Instagram influences how Muslim women see beauty and the use of cosmetics. Beauty influencers often show flawless results after using cosmetics which can then create unrealistic beauty standards and results in consumers encouraged to follow these trends in order to seek validation and social acceptance. Not only that, but the influence may also even shift users' perspective into using cosmetics as more than just self-care and start to pay more attention to how it affects appearance and approval. g an unrealistic standard and encouraging individuals to follow these trends for social acceptance and validation (Vuković *et al.*, 2025). Influencing stylized practices may contradict with the islamic value of applying moderation in our lives and avoiding tabarruj. Islam acknowledges and encourages beautification as it is part of human nature. This reflects the appreciation of beauty within the Islamic teachings where looking neat and tidy is allowed as it does not go beyond boundaries that have been set (Kolmek, 2025).

Tabarruj refers to excessive beautification or attracting the attention from *non-mahrams*. In Islam, beautification is allowed and encouraged as long as the users do not transgress the limits. Guidelines for beautification is provided and need to be practiced staying in moderation and use what is needed without having the intention to seek unnecessary attention. Despite the permissibility of beautification, modern beauty standards have influenced negative usage that eventually lead to cosmetics being misused in the sense that it is applied to change the external appearance for enhancing the looks without really taking consideration the intention of wearing it Modern beauty standard influence misuse (Umar & Yusra, 2020). This issue emphasizes the importance of *maqasid al-syariah* which refers to the higher objectives of islamic law that protect five essential elements which are the protection of religion (*din*), life (*nafs*), intellect (*'aql*), lineage (*nasb*) and wealth (*mal*). These objectives provide a framework to ensure justice, prevent harm including economic and commercial activities. In this context, the principle of *al-umur bi maqasidiha* plays a crucial role in guiding individuals to ensure that their actions including the use of cosmetics are aligned with their intentions (Ichsan et al., 2025). This paper aims to examine the use of cosmetics among muslim women through *al-umur bi maqasidiha*, to promote a balanced approach that upholds both aspects of beauty and *maqasid syariah*.

2.0 Objectives

2.1 To examine the concept of Halal Cosmetics in Islamic view

This article seeks to explain meaning of halal cosmetics based on Islamic teachings. It focuses on the importance of using cosmetic products that are free from haram ingredients and also those that comply with halal production according to syariah principles. In addition, this article will discuss the role of halal cosmetics in cleanliness, safety and ethical values among Muslim women.

2.2 To analyse the application of the Principle of Al-Umur Bi Maqasidiha in the Use of Cosmetics Among Muslim Women

This objective will focus on analysing the application of Islamic legal maxim of *al-umur bi maqasidiha* when it is applied for using cosmetics among Muslim women. It examines the intention of using it to whether be for permissible purposes such as maintaining cleanliness and self-care rather than for showing off or to attract unnecessary attention.

2.3 To Identify the limits of beautification in Islam to avoid *Tabarruj*

This objective focuses on identifying the limits of beautification in Islam to prevent *tabarruj* that will excessively display beauty which goes against Islamic teachings. It discusses the Islamic guidelines on modesty, proper appearance, and ethical behaviour in cosmetic use, especially for Muslim women in modern society.

2.4 To examine the influence of modern beauty trends on the use of halal cosmetics among Muslim women

This objective aims to explore how modern beauty trends, especially through social media platforms such as Instagram and TikTok, influence the perception and use of cosmetics among Muslim women. It discusses how exposure to beauty influencers and idealised appearances may affect users' intentions, lifestyle choices, and attitudes towards cosmetic use. In addition, this section highlights whether these influences align with Islamic principles of moderation and modesty or contribute to excessive beautification that may lead to *tabarruj*.

3.0 Literature Review

3.1 Islamic Foundations of Halal Cosmetics in Consumer Practice

The concept of halal cosmetics has gained increasing attention in recent years as it is part of the development in halal industry. Halal cosmetics refers to personal care products use externally which are free from haram ingredients and produced in accordance with syariah principles and guidelines. This does not only refer to the halal status of the raw material, but it also covers the production line processes. Nowadays, Muslim consumers are becoming more aware of halal certified cosmetics and the effect of using it. This improvement is driven by the view that halal cosmetics are not just to comply with religious matters, but also because of its quality, safety and hygiene. Additionally, people can easily gain exposure to beauty contents and products promotion which can influence and shape consumer preferences while increasing

the use of cosmetics (Isa et al., 2023). The use of cosmetics from Islamic view can be classified into permissible. This is because Islam allow and encouraged Muslims to beautify and take care of themselves. However, the ruling of beautification is not fixed, but it is based on certain conditions. Cosmetics should not harm the user, with the intention of protecting themselves from fitnah and to not changing the natural look of the user (Hasan et al., 2024). The concept of *tabarruj* means excessive beautification and displaying beauty that will attract and gain attention from non-mahram, is prohibited in Islam. Therefore, it is emphasised that cosmetics must be used in moderation and aligned with the Islamic principles (Panjaitan, 2022). Furthermore, *maqasid syariah* also plays an important role in understanding the ethical use of cosmetics. *Maqasid syariah* refers to the higher objectives of Islamic law that aims to protect 5 essential aspects, the religion, life, intellect, lineage and wealth. The use of cosmetics should not be against these objectives, especially in preserving modesty and morals (Maulida & Ali, 2023). These values can be affected negatively when cosmetics are used in an excessive or inappropriate way where it can lead to showing off or attracting unnecessary attention.

3.2 The Role of Al-Umur Bi Maqasidiha in Determining the Permissibility of Cosmetic Use Among Muslim Women

The Islamic legal maxim, *al-umur bi maqasidiha*, meaning "actions are judged by intentions", is one of the five major fiqh maxims, agreed upon by Islamic scholars and widely applied in Islamic law (Napitupulu et al., 2025). The maxim is derived from the hadith of Prophet Muhammad (PBUH),

"*Indeed, actions are judged by intentions, and every person will obtain what they intended."* (Sahih al-Bukhari and Sahih Muslim)

Scholars emphasize that intention is a fundamental element in determining the validity and ruling of an action, whether it is permissible, prohibited, rewarded, or otherwise (Masduki et al., 2025). This principle also applies to cosmetic usage, where the use of cosmetics is permissible when intended for self-care, cleanliness, and, for married women, to please one's spouse. However, the ruling may differ if the intention is to attract attention, show off, or seek validation from others. The Islamic legal maxim, *al-umur bi maqasidiha* meaning "actions are judged by the intentions" acts as a guideline that determine the human actions and their rewards. This principle highlights that the ruling of an action is based on the intention behind it. This also applies on cosmetics usage as it is allowed for self-care and cleanliness and as for married woman, to attract the spouse. However, the ruling can be contradictory if the intention is to attract attention and show off or to gain validation from others (Zaviril, 2025). The change of rulings in cosmetic usage in order to show off and attract the attention of non-mahram individuals, is against Islamic values and may even lead to unethical behaviors. This shows that the principle does not only pay attention to the actions but also about the intentions and genuinity (Mian, 2022). In modern society, social media has significantly influenced cosmetic practices among Muslim women. Beauty influencers often promote flawless appearances and unrealistic beauty standards, encouraging excessive cosmetic use and shifting intentions from self-care towards gaining attention and approval from others (Widyanto & Agusti, 2020). As a result, Muslim women need to evaluate their intentions carefully to ensure that their cosmetic practices are still in line with Islamic teachings and the principle of *al-umur bi maqasidiha*.

i. **3.3 Islamic Guidelines on Beautification and the Prevention of Tabarruj in Muslim Women's Appearance**
ii. Islam allows beautification but sets clear guidelines to make sure that it is still moderate and does not lead to *tabarruj*. The concept of *tabarruj* refers to excessive beautification and showing beauty in a way that attracts unnecessary attention from individuals. Scholars emphasise that cosmetics should be used moderately and responsibly while maintaining modesty and dignity (Panjaitan, 2022).

In beautification, Islam limits it by avoiding excessive makeup, changes to natural looks and appearances that may lead to arrogance or attention. Cosmetic use should also not interfere with acts of worship such as wudhu' or contain harmful ingredients that may affect health. Islam promotes balance in appearance, where beauty should reflect cleanliness and self-respect rather than extravagance or vanity. Modern beauty trends promoted through social media have made it more challenging to keep the usage in its limits. Influencers and online beauty culture often encourage heavy makeup, perfectionism and unrealistic standards that may be against Islamic values of modesty and moderation. Such trends can influence Muslim women to prioritize more on their external appearance and weaken the understanding of proper Islamic beautification (Widyanto & Agusti, 2020). Therefore, understanding the limits of beautification is important to help Muslim women avoid *tabarruj* and preserve their dignity according to Islamic teachings.

3.4 Digital Media Influence on Halal Cosmetic Consumption and Beauty Perception Among Muslim Women

Social media plays a significant role in shaping consumer behaviour, especially among Muslim women in relation to cosmetic use. Platforms such as Instagram, TikTok, and YouTube have become major sources of beauty trends, product

promotion, and influencer marketing. These platforms often highlight idealised beauty standards, which may influence users to adopt certain cosmetic practices in order to achieve similar appearances. As a result, cosmetic consumption is no longer driven solely by personal needs, but also by social influence and digital trends (Vuković et al., 2025). In the context of halal cosmetics, social media can have both positive and negative impacts. On the positive side, it increases awareness of halal certified products and encourages Muslim consumers to choose cosmetics that comply with Islamic guidelines. However, too much exposure to beauty content may lead to unrealistic expectations, overuse of cosmetics, and a shift in intention from self-care to gaining social approval. This may indirectly affect the principle of moderation encouraged in Islam. Therefore, it is important for Muslim women to be more conscious of their cosmetic consumption in the digital age. By applying Islamic principles such as moderation and the concept of al-umur bi maqasidiha, they can ensure that their use of cosmetics remains aligned with Islamic teachings while still engaging with modern beauty trends in a balanced manner.

Figure 1. Research Framework Diagram

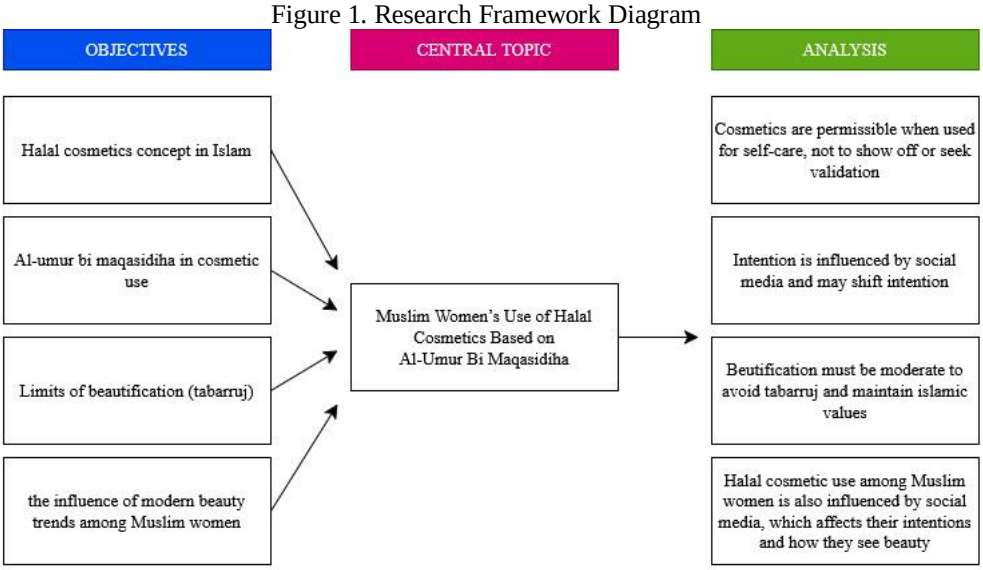

Figure 1 shows how the research objectives lead to the main topic and guide the analysis in article writing.

4.0 Materials and Methods

This study was conducted through a qualitative approach, using secondary research focusing on the application of *maqasid syariah* in halal cosmetics among Muslim women. The materials used include online academic articles, journals and books related to halal cosmetics, the ethical way in usage and *maqasid syariah*. Online databases such as Google Scholar, Scopus and Research Gate were used to access peer-reviewed journals and articles. This article examines Quranic texts, Hadith, and existing literature to identify principles relevant to the halal and ethical way in using cosmetics.

5.0 Results And Discussion

5.1 The Concept of Halal Cosmetics in Islamic View

The findings of this study show that halal cosmetics are not only about the ingredients of the product and its composition, but also about its ethical dimension of intention and usage. From here, cosmetic use in Islam is judged based on the intention behind it which is line with the principle of *al-umur bi maqasidiha*. Additionally, cosmetics are considered permissible when used for self-care, cleanliness, and maintaining a presentable appearance. It is also acceptable when used within a marital context that can enhance the relationship between spouses. However, when the intention changes towards showing off, seeking validation, or gaining social approval, the permissibility becomes questionable as it contradicts Islamic ethical values (Anuar Musaddad, 2024). This findings allign with the literature that highlights halal cosmetics not only as a product but also as part of a wider ethical consumption practice. As halal cosmetics are required to be free from prohibited ingredients, safe for use, and compliant with Shariah principles throughout the production and supply chain (Ariffin, 2026; Sugibayashi et al., 2019). This shows that halal status of cosmetics is not only determined by its raw material but also about its compliance with Islamic principles as we as ethical productions standards. In addition, Islamic teachings classify beautification as *mubah*, meaning it is permissible as long as it does not violate Islamic boundaries. Islam encourages cleanliness and self-care, which supports the use of cosmetics. However, this permissibility is not fix and must be guided by conditions such as avoiding harm, preventing excessive alteration of natural appearance, and maintaining modesty. At the same time, Islam prohibits *tabarruj*, which refers to excessive beautification that attracts unnecessary attention from non-mahram individuals. This indicates that cosmetic use must always be balanced between personal needs and religion (Urwati et al., 2026).

Halal cosmetic consumption is also influenced by modern social awareness. Consumers today associate halal products not only with religious compliance but also because of its safety, hygiene, and quality. Exposure to beauty content on social media can also increase awareness and demand for cosmetics products which further strengthened the view that social awareness heavily effect cosmetic consumption (Isa et al., 2023). Therefore, halal cosmetics in Islamic view are shaped by a combination of religious principles, ethical conditions, and modern consumer behaviors.

b. 5.2 Al-Umur Bi Maqasidiha and Social Media Influence on Intention

The principle of *al-umur bi maqasidiha* emphasizes that every action in Islam is determined by the intention behind it. In the context of cosmetic use, this means that the same action can have different rulings depending on its purpose. Cosmetic use is considered permissible when it is intended for self-care, cleanliness, or to please one's spouse. However, it will be against islamic teachings when the intention is to attract attention, show off, or seek validation from others (Zaviril, 2025). This shows that Islamic rulings are not only about the outward actions but also with internal sincerity and moral intention. When intention has shifted from more than just self-care and corrupted by arrogance or social pressure, it can lead to behaviour that contradicts Islamic values and encourages appearance that is not ethical. Therefore, cosmetic use is not entirely wrong, but its value depends on whether it alligns with Islamic ethics or not. In modern society, social media plays a significant role in shaping these intentions. Platforms such as Instagram and TikTok expose users to beauty influencers who promote flawless appearances and unrealistic beauty standards. This can often create unrealistic expectations and encourage individuals to create comparison between themselves and others (Widyanto & Agusti, 2020). As a result, cosmetic use may change from a personal self-care practice to a tool for gaining approval, likes, and validation. Digital access and visibility can become a culture that can influence how appearance becomes a big part of an individual to identity formation. Over time, this may reduce the genuinity of intention, as cosmetic use becomes driven more externally rather than internally motivated. Moreover, Muslim women are encouraged to always reflect on their intentions to ensure that their cosmetic practices are still aligned with Islamic teachings, which emphasize sincerity and modesty.

c. 5.3 Limits of Beautification, Tabarruj and Maqasid Syariah

Islam allows beautification but places clear limits to ensure that it does not lead to *tabarruj*. *Tabarruj* refers to excessive beautification and the display of beauty in a way that attracts unnecessary attention, particularly from non-mahram individuals. This can be seen when individuals practices looks that can change external appearance such as heavy makeup, overly stylized appearances and the desire to constantly have a perfect presentation image in public (Meidina, 2026; Abd Rahman et al., 2015). Islam also emphasizes moderation in all aspects of life, including beautification. Beautification is acceptable when it reflects cleanliness and modesty, but it becomes questionable when it is driven by excessive pride in their appearance or or attention-seeking behavior. These limits are provided in order to protect modesty and dignity while still allowing individuals to maintain personal care (Hasan et al., 2024).. Modern beauty trends, especially through social media platforms, have made it more difficult to maintain keep cosmetics use in its limits. Influencers often promote flawless and highly edited appearances, which contribute to unrealistic beauty standards (Herold-Zanker, 2026). These trends may pressure Muslim women to adopt excessive cosmetic practices in order to fit into societal expectations. Over time, the line between acceptable beautification and *tabarruj* may be gone leading to a shift in values from modesty to validity in appearance. Furthermore, continuous exposure to such trends may also influence user behaviour, making cosmetic use more about social acceptance rather than personal or religious purposes. This highlights the importance of awareness in maintaining Islamic limits in beautification practices. From the perspective of *maqasid syariah*, cosmetic use should support the preservation of religion, life, intellect, lineage, and wealth. In particular, it should help maintain dignity and moral behaviour. When used appropriately, cosmetics contribute to cleanliness, confidence, and self-care. However, when used excessively or with wrong intentions, they may harm these objectives by encouraging arrogance, excessivenes and loss of modesty (Isa et al., 2023). Therefore, *maqasid syariah* serves as a guiding framework to ensure that beautification remains balanced, ethical, and aligned with Islamic principles

d. 5.4 Social Media Influence on Halal Cosmetic Consumption and Beauty Perception Among Muslim Women

Social media has become one of the main factors influencing halal cosmetic consumption among Muslim women, as it shapes both purchasing behaviour and perceptions of beauty. In the context of Brunei Darussalam, Muslim consumer persections are also influenced by Platforms such as Instagram, TikTok, and YouTube expose users to continuous beauty content, including tutorials, product reviews, and influencer endorsements. These exposures often create strong visual standards of beauty that may affect how individuals evaluate their own appearance and the products they use. As a result,

halal cosmetic consumption is not only guided by religious awareness but is also influenced by digital trends and online beauty culture. In addition, social media does not only affect the selection of cosmetic products, but also influences the intention behind their use. The desire to achieve socially accepted beauty standards may lead to increased cosmetic usage and a shift in motivation from self-care towards social validation. This situation highlights the importance of ensuring that Muslim women remain conscious of their intentions when using cosmetics, so that their practices remain aligned with Islamic principles such as moderation, modesty, and al-umur bi maqasidiha. In the context of Brunei Darussalam, Muslim consumer attitudes towards cosmetic products are also influenced by global beauty trends, including products from non-Muslim countries. According to Rahim et al. (2025), Muslim consumers in Brunei are increasingly exposed to international cosmetic trends through digital platforms and personal shoppers, which shapes their preferences and purchasing decisions. This shows that halal cosmetic consumption is not only influenced by local religious awareness, but also by global market exposure that is widely accessible through social media and online shopping. Furthermore, the study highlights that even though Muslim consumers are generally aware of halal requirements, the attractiveness of trending cosmetic products may still influence their choices. This creates a balance between maintaining Islamic principles and following modern beauty trends. Therefore, continuous exposure to social media content can gradually shape perceptions of beauty and increase demand for cosmetic products, including those that may not always prioritize halal certification. This situation reinforces the importance of strengthening awareness so that Muslim women can make informed decisions that are consistent with Islamic values and the principle of moderation.

6.0 Recommendations

6.1 Recommendation on Halal Cosmetic Awareness

Greater academic attention can be given to understanding halal cosmetics as a form of ethical consumption that integrates Shariah compliance, consumer values, and religious commitment among Muslim women. Muslim women should increase their awareness and understanding of halal cosmetics by selecting products that have halal certification and comply with Shariah principles. Educational programmes and awareness campaigns can also be conducted to improve knowledge regarding the importance of halal cosmetic consumption from both religious and ethical perspectives.

6.2 Recommendation on the Application of Al-Umur Bi Maqasidiha

The principle of al-umur bi maqasidiha can be further explored as a theoretical framework for analysing consumer behaviour and decision-making in the context of halal products and personal care practices. Muslim women are encouraged to always check their intentions when using cosmetics to ensure that their practices are aligned with Islamic teachings. Paying attention towards sincerity, self-care, and cleanliness rather than seeking social approval or attracting unnecessary attention. Religious institutions and educators may also promote awareness of the principle of *al-umur bi maqasidiha* in daily practices.

6.3 Recommendation on Maintaining the Limits of Beautification

Further scholarly discussion is needed to examine how the concepts of beautification and *tabarruj* are interpreted within contemporary Muslim societies while maintaining adherence to Islamic teachings. Individuals should observe the Islamic guidelines on beautification by practising moderation and avoiding *tabarruj*. Cosmetic use should remain within the boundaries of modesty and should not lead to excessive alteration of appearance or behaviour that contradicts Islamic values. Continuous education on Islamic ethics can help strengthen understanding of proper beautification practices.

6.4 Recommendation on Social Media and Beauty Influences

The influence of social media on beauty perception and cosmetic practices remains an important area for further academic exploration, especially within the context of Islamic values and modesty Muslim women should adopt a critical approach when engaging with beauty content on social media. Rather than following every trend, users should evaluate whether such practices are consistent with Islamic principles and personal needs. Content creators and influencers are also encouraged to promote realistic beauty standards and responsible cosmetic use that support modesty and positive self-image.

7.0 Conclusion

In conclusion, the use of halal cosmetics among Muslim women in Brunei is not only related to the halal status of cosmetic products but also to the ethical principles of usage of it. Halal cosmetics are required to be free from prohibited ingredients, safe for consumers, and produced in accordance with Shariah principles. Their use reflects the importance of cleanliness, personal care, and ethical consumption, which are encouraged in Islam. This study also highlights the significance of the principle of al-umur bi maqasidiha in determining the permissibility of cosmetic use. The findings show that the ruling of cosmetic use depends greatly on the intention behind the action. Cosmetics are considered permissible when used for self-care, cleanliness, and to maintain a presentable appearance or to please one's spouse. However, when the intention shifts towards showing off, attracting unnecessary attention, or seeking validation from others, the practice may no longer be consistent with Islamic teachings.

Furthermore, Islam allows beautification within certain limits to prevent tabarruj. Muslim women are encouraged to maintain modesty and avoid excessive beautification that may attract unnecessary attention. The concept of maqasid syariah further supports this by ensuring that cosmetic practices contribute to the preservation of dignity, morality, and religious values rather than undermining them. The study also found that modern beauty trends and social media significantly influence how Muslim women perceive beauty and use cosmetics. While social media can increase awareness of halal cosmetic products, it can also encourage unrealistic beauty standards and affect users' intentions. Therefore, Muslim women should critically evaluate beauty trends and ensure that their cosmetic practices remain guided by Islamic values of moderation and sincerity. Overall, the use of halal cosmetics among Muslim women in Brunei should be guided not only by halal certification but also by the principle of *al-umur bi maqasidiha*. By ensuring that both actions and intentions are aligned with Islamic teachings, Muslim women can achieve a balanced approach to beautification that upholds modesty, ethical conduct, and the objectives of Shariah.

7.0 Generative Ai Statement

Generative AI were utilised to assist with language refinement, clarity improvement as well as structural refinement. Author independently developed all the research content, analysed including interpretations.

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