

## Seminar and Beauty Class: “Care about Beauty, Care about Health” Health and Beauty Education for Muslim Women

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### Abstract

*Health and beauty are essential aspects of a Muslimah's life, which Islamic values should maintain as a form of gratitude and responsibility for the body entrusted by Allah. However, a lack of education regarding proper, healthy, and halal self-care practices remains an issue. This community service program aims to enhance Muslim women's understanding of healthy and Islamic-compliant skincare through a seminar and beauty class themed "Care about Beauty, Care about Health". The activities consisted of an educational seminar on skincare awareness and a hands-on beauty class using halal-certified products. The implementation methods included lectures, demonstrations, interactive Q&A sessions, and evaluation via questionnaires. The program involved both academics and halal beauty practitioners from Wardah. The results showed a significant increase in participants' knowledge of skincare techniques and awareness in selecting safe, halal beauty products. Program outputs included an educational self-care module, an article publication, and visual documentation, serving as a reference and evaluation material for future programs. This initiative is expected to have a lasting impact on raising awareness among Muslim women about the importance of maintaining a balanced approach to personal care, one that combines physical wellness with spiritual integrity.*

**Keywords:** *halal beauty, Muslimah, self-care*

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## Introduction

Health and beauty are fundamental aspects of a Muslim woman's life. Islam emphasizes the importance of cleanliness and self-care as part of spiritual practice and as a sign of gratitude to Allah SWT. This is reflected in the hadith: “*Indeed, Allah is beautiful and loves beauty*” (HR. Muslim). Therefore, personal grooming in Islam is not merely about physical appearance but also about maintaining a balanced inner and outer beauty by religious principles.

In today's modern era, awareness among women regarding the importance of personal care has increased significantly (Choi & Dover, 2006; Mehrotra, 2024; Mukhopadhyay, 2023). However, many Muslim women still lack knowledge about healthy self-care practices that align with Islamic teachings. The widespread availability of cosmetic products with unclear halal status and harmful chemical content adds to this challenge (Elgharbawy, 2022; Tajuddin et al., 2022). Research by Rianda (2020) highlights that many beauty products contain hazardous substances that can cause long-term skin damage. As such, there is an urgent need to provide Muslim women with proper education about safe, healthy, and halal skincare routines.

This community service program was initiated in response to these issues, aiming to educate Muslim women, especially university students, on Islamic self-care practices. The program was conducted through a seminar and a hands-on beauty class under the theme “*Care about Beauty, Care about Health*”. It sought to equip participants with both theoretical knowledge and practical skills in facial care using halal-certified products, while fostering awareness of Islamic values in daily health and beauty practices. The program also aimed to empower participants to make informed choices about cosmetic products, ensuring they align with both health standards and Islamic principles.

By combining academic perspectives and professional expertise from the beauty industry, this initiative is expected to enhance Muslim women's confidence in maintaining their well-being through methods that are both safe and spiritually meaningful. Ultimately, the goal is to create a supportive community where Muslim women can share experiences and knowledge, reinforcing the importance of halal choices in their beauty routines. This program not only addresses the knowledge gap but also fosters a sense of community among participants, encouraging them to advocate for halal beauty practices in their circles.

## Methods

This community service activity was designed using a participatory and experiential learning approach that encourages active participation through both theoretical and practical sessions. The activity was conducted in one full day and involved 50 female participants, primarily university students from various study programs.

The implementation was structured into four main stages:

### 1. Educational Seminar

The first session featured a seminar on the importance of self-care in Islam, fundamentals of skin health, and guidance on choosing halal and safe cosmetic products. The session was led by academic experts, namely Fitri Anisa Kusumastuti, M.Pd., and Novela Wulandari, M.Pd., from Universitas Tangerang Raya. The content highlighted the integration of Islamic values with modern beauty practices, emphasizing the importance of being aware of the harmful ingredients often found in cosmetics.

### 2. Practical Beauty Class

The second session was a hands-on beauty class led by professionals from Wardah, a popular halal cosmetic brand in Indonesia. Participants practiced basic facial skincare techniques using halal-certified products. Trainers guided the participants step by step, ensuring each technique was correctly applied according to individual skin types. This session aimed to empower participants with practical skills they could use in their daily routines.

### 3. Interactive Discussion and Q&A

An interactive discussion session allowed participants to ask questions and share their experiences related to skincare, product usage, and Islamic perspectives on beauty. The open discussion helped clarify misconceptions and provided personalized advice based on the participants' concerns.

### 4. Evaluation and Feedback

To assess the program's impact, participants completed questionnaires before and after the activity. These instruments measured changes in knowledge, attitudes, and intentions regarding healthy and halal self-care practices. The evaluation results served as a basis for assessing the program's effectiveness and identifying areas for improvement in future implementations.

The entire program was conducted within a structured timeline, beginning with participant registration, followed by the seminar, beauty class, Q&A session, and concluding with evaluation and closing remarks (Figure 1). All participants received a digital educational module summarizing the materials presented to support continuous learning after the event.



Fig. 1. Seminar and beauty class poster

## Results and Discussions

### Results

The “Care about Beauty, Care about Health” community service program was held as a one-day event at Universitas Tangerang Raya campus. A total of 50 female students, primarily from the Faculty of Teacher Training and Education, participated in the program. The participants were chosen based on their interest in Islamic self-care and health topics.

The implementation consisted of the following structured activities:

### 1. Seminar on Islamic Self-Care and Halal Beauty Awareness

The program began with an educational seminar designed to raise awareness about self-care from an Islamic perspective (Figure 2). The content highlighted:

- a. The importance of cleanliness and self-care in Islam.
- b. Risks associated with conventional cosmetic products containing harmful or non-halal ingredients.
- c. The concept of halal certification in the beauty industry.

Participants learned about common harmful substances found in unregulated cosmetics (e.g., parabens, alcohols, and animal-derived ingredients) and how to identify halal-certified labels on products.



Fig. 2. Beauty talk

### 2. Halal Beauty Class – Hands-on Skincare Practice

After the seminar, participants attended a hands-on beauty class led by professionals from the Wardah team (Figure 3). The skincare workshop covered:

- a. Skin type analysis using diagnostic tools.
- b. Step-by-step facial care: cleansing, exfoliation, toning, moisturizing, and sun protection.
- c. Introduction to halal product lines and recommended routines for different skin conditions (e.g., acne-prone, sensitive skin).

Each participant was provided with sample products and basic skincare tools. Trainers provided personal consultations and corrected participants' techniques in real-time.



Fig. 3. Beauty class

### 3. Participant Interaction and Peer Sharing

Participants were encouraged to share personal experiences about their skincare routines, product preferences, and obstacles they encountered in maintaining consistent personal care. This peer-sharing session fostered mutual support and built a community-focused learning environment.

### 4. Evaluation: Pre- and Post-Test Questionnaire

A structured evaluation tool was given before and after the program. The aim was to assess knowledge gains, attitude shifts, and confidence in self-care practices. Results are summarized in the Table 1 below.

Table 1. Result of pre- and post-test questionnaire

Indicator	Pre (%)	Post (%)	Improvement
Knowledge of halal cosmetic standards	46%	91%	+45%
Awareness of harmful ingredients in skincare products	38%	85%	+47%
Confidence in performing daily skincare routines	42%	88%	+46%
Skill in identifying skincare products for individual skin types	35%	82%	+47%
Willingness to share knowledge with peers	30%	80%	+50%

As shown in the table, there was a consistent improvement across all indicators after the program implementation. Participants’ knowledge of halal cosmetic standards increased from 46% to 91%, indicating a greater understanding of the importance of choosing products aligned with Islamic guidelines. Awareness of harmful ingredients in skincare products rose from 38% to 85%, reflecting a more critical attitude in selecting safe beauty products.

Furthermore, participants’ confidence in performing daily skincare routines improved significantly from 42% to 88%, showing the practical impact of the beauty class sessions. The skill in identifying suitable skincare products for individual skin types also increased from 35% to 82%, demonstrating enhanced practical competence. The most notable increase was seen in the willingness to share knowledge with peers, which rose from 30% to 80%. This suggests that the program not only strengthened individual understanding but also encouraged participants to become agents of knowledge within their communities.

Overall, the evaluation results indicate that the program effectively enhanced participants’ cognitive (knowledge), affective (awareness and attitude), and psychomotor (skills) aspects. Hence, this community service activity successfully achieved its educational goals by promoting balanced care for beauty and health based on halal and healthy lifestyle values.

## 5. Supplementary Deliverables

- a. Each participant received an educational skincare module summarizing key content.
- b. The session was documented through photos and video recordings.
- c. Participants were encouraged to join a follow-up WhatsApp group for sharing progress and tips, creating a sustainable peer support system.

## Discussions

The program results demonstrate how combining religious teachings with practical health education empowers Muslim women to make informed decisions about their self-care. The 45–50% boost in all measured indicators indicates a positive shift in both knowledge and behavioral intentions.

This supports the theoretical framework that behavior change is most effective when educational content is rooted in cultural and spiritual values. By emphasizing Islamic principles

of cleanliness and modesty, the program aligned health goals with participants' personal beliefs, making the learning more relevant and impactful (Nuqa et al., 2023; Sa’adah et al., 2023). The hands-on beauty class played a crucial role in bridging the gap between theory and practice (Lee, 2023; Zhao & Oh, 2023). While many participants were familiar with skincare steps such as cleansing and moisturizing, most had never applied these routines systematically or tailored them to their specific skin types (Doh & Hwang, 2020; Walia et al., 2023). The practical session helped them internalize techniques and reduce intimidation around skincare. From a community empowerment perspective, the peer-sharing session and follow-up digital group sparked a ripple effect. Participants demonstrated a desire to share what they had learned with family members, dorm mates, and campus groups, indicating early signs of social change and knowledge dissemination.

Additionally, involving halal-certified product experts (Wardah trainers) added credibility and professionalism, which boosted participant trust. This collaboration model connecting universities, students, and halal industry professionals can be seen as an effective way to expand such initiatives.

Challenges and limitations encountered include:

1. Limited time for personalized consultation.
2. Variability in participants’ baseline knowledge.
3. Constraints on resources for product samples.

Despite these issues, the learning objectives were met, and the participants expressed high levels of satisfaction and willingness to attend similar events in the future.

## Conclusion

The “*Care about Beauty, Care about Health*” community empowerment program successfully improved participants' knowledge, awareness, and skills related to halal and healthy self-care practices. Combining Islamic values with scientific skincare education has proven to be an effective method for encouraging behavioral change among Muslim women.

Participants showed significant progress in understanding halal cosmetic standards, recognizing harmful ingredients, and feeling more confident in their daily skincare routines. The use of practical activities and peer interactions promoted both personal learning and



collective empowerment, helping participants become change-makers within their social circles.

Furthermore, the collaboration between academic facilitators and industry professionals from a trusted halal brand (Wardah) boosted the credibility and practical value of the program. This model shows the importance of interdisciplinary cooperation in achieving impactful and sustainable community service outcomes.

## **Recommendation**

Based on the results and participant feedback, the following recommendations are made:

### **1. Replication and Expansion**

This program should be replicated in other universities, schools, and Muslim communities, especially in rural or underserved areas. Adjustments should be made to suit local cultural contexts and age groups.

### **2. Development of Digital Modules**

To promote sustainability and broader access, a digital version of the skincare education module should be created and shared via mobile apps or online platforms. This will enable self-paced learning and continuous support.

### **3. Establishment of Peer Educator Networks**

Selected participants can be trained as peer educators to keep sharing halal self-care knowledge within their communities, expanding the program’s reach and lasting impact.

### **4. Continuous Monitoring and Evaluation**

Follow-up evaluations should be conducted to monitor changes in behavior over time. This data can inform the refinement of future community empowerment programs.

### **5. Industry Collaboration**

Ongoing collaboration with certified halal cosmetic producers is crucial to provide current knowledge, product samples, and professional training support for future implementations.

In conclusion, empowering Muslim women with religiously aligned and scientifically sound self-care education not only enhances personal well-being but also fosters a healthier, more confident, and informed society.

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