

schülke's Personal Care product portfolio is now certified to Halal standards



Products

schülke is committed to meeting the requirements of diverse customer groups across the globe. With this aim in mind, we are proud to announce that our broad portfolio of Personal Care products is now certified to Halal standards.

The Halal certificate indicates that products, processes and equipment are consistent with the Islamic faith.

In recent years, there has been increasing global demand for Halal products – and not only food, but also cosmetics and personal care items. The potential market is considerable: in 2010, the world's Muslim population was estimated at 1.6 billion, and is expected to rise in coming years ([Pew Research Center, 2015](#)). In addition, there is growing interest in Halal-certified goods beyond the Islamic community. British market intelligence agency [Mintel](#) has stated that many consumers view the Halal label as evidence of product safety and purity. There are also legal drivers: Indonesia, for example, is planning to introduce compulsory Halal labelling, and other countries, such as Malaysia and Thailand are likely to follow suit in the near future.

In response to this trend, schülke has made significant efforts to comply with Islamic standards. Halal certification is a strict, complex and carefully controlled process; a number of criteria are evaluated, from raw materials to manufacturing facilities. An audit by Halal Control, an accredited, independent inspection and certification body, has verified that schülke's entire portfolio of Personal Care products meets all requirements for Halal certification. Consequently, schülke can offer Halal-certified ingredients to industry players serving this specific target market.

As an expert in specialty chemicals, schülke is continuously improving, adding ever greater value for our customers. Obtaining Halal certification further strengthens our competitive advantage in this dynamic environment.

Go to www.schuelke.com