

The background of the slide features a high-contrast, black and white image of two people's silhouettes. One person is on the left, shown in profile facing right. The other person is on the right, shown in profile facing left. They appear to be in a conversation, with the person on the right having their hand near their face. The overall tone is professional and focused.

HONGKONG, NOVEMBER 14th 2018

INDONESIA MARKET OVERVIEW:

HALAL IN INDONESIA

BY KILALA TILAAAR

DIRECTOR OF CORPORATE CREATIVE AND INNOVATION MARTHA TILAAAR GROUP

OUR STORY

A black and white photograph of a wooden table with several books. The text "OUR STORY" is overlaid in white. The table is made of horizontal wooden planks. There are at least three books visible: one in the foreground, one in the middle ground, and one in the background. The lighting is dramatic, with strong shadows and highlights.

A black and white portrait of Martha Tilaar, a woman with dark hair styled in a bun, wearing glasses and a patterned batik blouse. She is looking slightly to the right of the camera with a gentle smile. The background is a blurred floral pattern.

MARTHA TILAAAR

Founder and Chairwoman
MARTHA TILAAAR GROUP

A close-up, artistic photograph of a woman's face, focusing on her eyes and hair. The image is in a muted, brownish-grey color palette. The text is overlaid in white, centered on the image. The background shows the texture of her skin and the dark, wavy hair of her eyelashes.

BIG
DREAM

BEAUTIFYING

— and —

EMPOWERING

Indonesia Women



A HUMBLE BEGINNING
4x6 METRE GARAGE
1 EMPLOYEE

B 1612 WZ

Martha
SOLOW

48TH



BEAUTIFYING INDONESIA



MARTHA TILAAAR
GROUP

ONE OF THE LARGEST COSMETICS COMPANY IN ASEAN

Empowered by 4000 employees in which 80% are Women



HALAL-HARAM

Concept

HALAL



LPPOM MUI

The Assessment Institute for Foods, Drugs And
Cosmetics, the Indonesian Council of Ulama

Practicing
Halal-Haram
rule is obligatory
for all muslim
for all aspects of life

HALAL- HARAM
is part of Islamic teaching

Halal – Haram rule is
clearly explained in
the Holy Book Al-Quran
and also Al-Hadits



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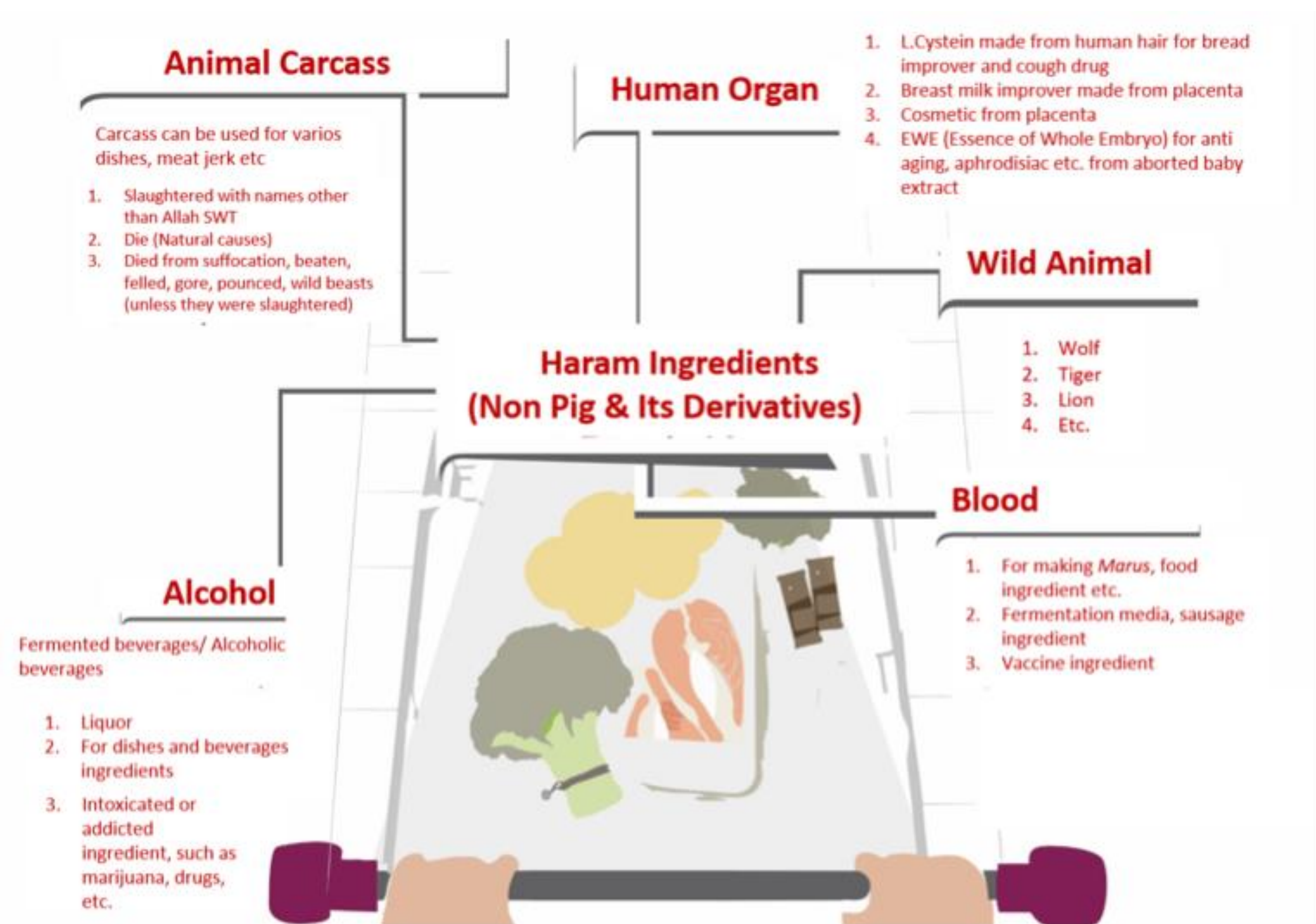
Critical Points Of Cosmetics or Personal Care Material

Source of ingredients

- animal, human, microbial, synthetic, plant.

Source of application tools

- Brushes for rouge, lipstick, face powder, etc; toothbrush.





LPPOM MUI

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Cosmetics, the Indonesian Council of Ulama

Halal Certification Procedure

1. HAS Preparation ☐ Company Set Up and Implement HAS
2. Online registration CEROL SS2300 ☐ visit our website :
www.halalmui.org
3. On Site Audit ☐ Visit to the factory
4. Auditor Meeting ☐ Report result audit by LPPOM MUI Auditor
5. Laboratorium Analysis ☐ if it is necessary
6. Fatwa Committee Meeting ☐ Halal legal opinion of the product
7. Issued Halal Certificate and HAS Implementation Status/HAS Certificate.

LPPOM MUI AUDIT RESULTS



Halal Certificate

a written fatwa issued by MUI to state the halalness of a product



HAS Implementation Status

- Proof of ability to maintain the consistency of Halal Product
- As Pre-Requisite

3 times “A” status respectively



HAS Certificate

THANK YOU

(TERIMA KASIH)