




Exploration of Beauty Treatments in Sharia Beauty Clinics: The Indonesian Experience

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Abstract. This study aims to describe the concept of beauty treatment at a Sharia beauty clinic and describe the products and services of a Sharia beauty clinic. This is qualitative research. Data was collected by observation and interviews. Participants conducted observations and online—interviews with beauticians, clinic staff, beauty practitioners, and Muslim scholars. The data were analyzed using the Maqashid Sharia theory approach. The concept of beauty services offered by Sharia Skin Clinic focuses on (1) skin care for rejuvenation and overcoming skin problems without any attempt to change shape; (2) carried out by a certified beauty expert; (3) selection of safe and lawful materials; (4) specifically for female consumers of various religions and served by female beauticians as well; and (5) offering comfort during treatment. The results of this study indicate that from the perspective of Maqashid Sharia, facial treatment is included in the *Tahsinīyat* category if it is for the benefit of skin rejuvenation. If it is for healing and treatment, it is included in the *Dlaruriyat* category to achieve maintenance of the soul.

Keywords: First Keyword, Second Keyword, Third Keyword.

1 Introduction

Appearance is essential in a woman's life. To get an optimal appearance, Indonesian Women use the product *skincare*, *makeup*, and treatment at the beauty clinic. The beauty industry in Indonesia responds to this need by offering various care products that pamper women. Beauty clinics offer various types of services, from head-to-toe treatments. The most preferred service, both among Gen Z (age 13-25 years), Gen Y (age 25-40 years), and Gen X (age 41-66 years), is facial skin care. Facial skin treatment at the clinic is an activity that can relieve stress from the busy life that is being lived. Based on the results of a Zap Institute survey, it was found that 9,010 Indonesian women spread across various provinces, with an age range of 12-66 years, facials to make the face more glowing is the type of treatment chosen by many Indonesian women, namely 68% of them. Facials to get rid of acne are chosen mainly by Indonesian women (54.5%). Laser treatment for facial hair removal (37.6%). Laser for removing acne scars and spots reached (44.7%). At the same time, removing wrinkles on the face (18.3%) [1].

The hustle and bustle of daily activities often cause fatigue and boredom, so not a few Indonesian women do other activities to entertain themselves after such tiring or boring activities. Self care, shopping, mixing and matching clothes, or bathing after a

hard day are often carried out as a form of "me time" or self-reward. 36.2% of Indonesian women find treatment at a beauty clinic more enjoyable than shopping for clothes, shoes, or bags. If Indonesian women can do only one beauty-related activity, most prioritize treatment at a beauty clinic. Meanwhile, spending on skincare (19.6%) and shopping for clothes, shoes, or bags (18.3%) is in second and third place [2].

The hunt for beauty is not only an obsession for women in general but also for Muslim women. This development also occurred in the halal cosmetic industry in Indonesia. According to the State of Global Islamic Report, consumption of pharmaceutical and chemical products has increased from 2013-2017. In the cosmetics industry, Indonesia is the second largest consumer after India. In 2021, it is predicted that the trend of using halal cosmetics will continue to increase [3]. Various cosmetics and skin care brands are claimed to be halal. This also encourages Muslim women in Indonesia to use cosmetics. Muslim women are increasingly comfortable wearing cosmetics because they feel their products are halal from a health and religious perspective [4].

Regarding beauty treatment, the face is the main focus of attention. Facial skin care is a treatment procedure to address facial skin health problems. A well-groomed face will improve the appearance of the face, treat and relieve disorders that occur on the face, and prevent problems that can occur. Treatments can be done traditionally at salons or modernly by doctors at beauty clinics. Facial care is currently not limited to facials and masks but is developing rapidly with the help of modern technology.

Halal beauty is being hunted by Muslim consumers, referring to the development of Sharia beauty clinics and Muslim salons. Beauty clinics with the Halal, Muslimah, and Syari brands are starting to develop and become an alternative for women to do self-care. Referring to the products offered, this clinic focuses on facial treatments with modern equipment to brighten, rejuvenate, and remove dead skin that causes dull skin and injections for fresh and healthy skin. The same thing is found in Halal salon brands, Sharia salons, and Muslimah salons. However, halal is still in the perspective of Clinic or Salon managers; there is no standard to serve as a reference and an indicator for the assessment carried out by the MUI or the Ministry of Religion [5].

This study aims to explain facial beauty treatment products in beauty clinics with Sharia brands. This research provides a theoretical contribution to preparing the Islamic conception of modern beauty. She is practically used as a direction for business actors in Halal Beauty in implementing Islamic concepts in beauty service products and as information and educational materials for Muslim communities in the beauty field.

2 Method

This qualitative research focuses on facial beauty treatment products and services—data collection techniques with observation and interviews. Observations were carried out by participants and online. Online observation on the clinic's website to browse the products offered and the types of skin care being sold. The object of this research is the Hayyu Beauty Clinic in Surabaya and Malang. The research was conducted from April to August 2023. Interviews were conducted with beauticians, clinic staff, beauty practitioners, and Muslim scholars. The data analysis technique follows the Miles and Haberman model, starting from the stages of condensing data, presenting data, and

drawing conclusions [6]. The research results will be analyzed using the Maqashid Syariah theory approach.

3 Results and Discussion

3.1 Grand Concept of Beauty Clinic: *Hayyu* Sharia Skin Clinic Experience

This clinic was founded 2017 with the *Hayyu* Sharia Skin Clinic to help treat facial skin health for all Indonesian women. This clinic is branding itself as a facial care solution which focuses on facial skin health without changing its shape. The establishment of this clinic is based on the view that self-care is a way to give thanks for God's grace, including maintaining healthy facial skin in a beauty clinic. However, there are often doubts regarding its safety and comfort. This clinic answers women's concerns by presenting the products and services needed. This clinic doesn't overdo it, only focusing on treating the natural health of facial skin without facial shaping treatment or adding/reducing. It is committed to presenting trusted products and services that do not conflict with Islamic values and, of course, are safe and comfortable for Indonesian women.

This clinic has a mission:

1. To be a beauty clinic that gives gratitude and confidence to Indonesian women.
2. Make a positive contribution to society by promoting women's morals in matters of beauty.
3. Always produce reliable products and services and continually adapt to Islamic values.
4. Develop an entrepreneurial institution that is oriented towards the blessing of sustenance for all stakeholders.
5. Build a community in a work environment where morals and piety are the main foundation.

In addition, this clinic provides explicit services to women and is handled by medical staff and female staff. Doctors who are experts in the beauty field and are internationally certified are ready to help analyze and diagnose your facial skin problems. Combined with methods, materials, tools, and an experienced team, the treatment gives accurate results. The treatment and skincare ingredients used are safe, lawful, tested for ten years in beauty clinics, safe for long-term use, and do not create dependence. The priority is patient comfort. This is attempted through a calming clinic ambience and a one-room facility for one person, making treatment feel relaxed and comfortable. It is committed to providing care services and beauty products free of anxiety/worry for all Indonesian women.

The beauty clinic, during its business trip, underwent a brand change. They are starting from "Hayyu: Sharia Skin Clinic" at the beginning of its establishment, shifting to "Hayyu Skin Clinic" starting in 2021 by removing the "Sharia" label. Likewise, the target, at the beginning of the launch, targeting Muslim women, is now changing to broaden the target to women from all walks of life. This clinic is currently more open, not exclusive to Muslim consumers. This market share expansion is carried out by

changing the brand only. However, in terms of product and service, there is the same. Based on the results of the interviews, this shift is Hayyu's response to market demand because some non-Muslim consumers also receive treatment at this clinic. After all, comfort and privacy are guaranteed.

Based on this description, it is known that the establishment of Sharia clinics is different from clinics in general by offering the advantages of (1). maintaining the natural health of the skin, (2) There is no element of facial change, (3) guaranteed halal ingredients and cosmetics, (4) served by competent doctors and female staff, (5) Consumer privacy is maintained and, (6) based on Islamic values. After gaining the trust of Muslim women, this clinic expanded its market reach to female consumers in general, without being limited by religious identity. Meanwhile, from the aspect of services and products, the services provided remain within the Islamic corridor.

3.2 Beauty Treatment Products and Services

Based on observations of facial treatments at the Clinic, it is known that there are 42 types of facial treatments offered at prices ranging from 115,000 (7.69 \$) to 6,275,000 (419.67 \$). Of the 42 types, they can be grouped into six categories., namely:

Facial. Sharia Skin Clinic offers five types of facials: Acne Facial, Brightening Facial, Whitening Facial, Whitening Thermal Facial, and LED Botanical Acne Facial. Patients can choose the type of facial according to their facial needs because each type has different benefits and treatment procedures. For example, Brightening Facial helps clean blackheads, brightening and smoothing skin texture. The Brightening Facial procedure uses scrub exfoliator ingredients and brightening serum with the stages of care, including cleansing, scrubbing, blackhead extraction, HF, massage, hot stones, brightening serum, and masks.

Facial facials are a common and popular treatment. Facials are intended to cleanse facial skin in depth with the stages of treatment, which include cleaning, scrubbing, blackhead extraction, massage, steaming, and wearing masks. Peeling facial treatment is done by chemically exfoliating the outermost layer of skin to stimulate a new layer of skin. Besides removing dead skin cells, peeling treatments also have various benefits according to the type. *Sharia* Skin Clinic also offers facial laser treatments. This treatment uses high-wave light energy; this laser treatment can treat facial skin problems, such as pockmarks, acne, and hyperpigmentation.

Peeling. Six types of peels are offered: Acne Peel, Diamond Peel, Glycolic Acid Peel, Gold Peel, Organic Peel, and Starlight Peel. Each type of peeling has different benefits and stages of treatment. So that patients can choose the peeling that suits their facial needs—for example, Gold Peel, which helps brighten and rejuvenate the skin. The Gold Peel treatment procedure uses peeling liquid *Superficial Depth*, *Scrub Enzyme Peel*, and an anti-ageing gold mask. Gold Peel includes a very mild treatment that is safe for sensitive skin. The treatment stages include cleansing, scrubbing, peeling, blackhead extraction, and a gold mask with a duration of 60 minutes.

Lasers. Sharia Skin Clinic offers eight types of facial lasers, namely Acne Laser, Dual Rejuve Laser, Whitening Laser, CO2 Fractional Advance Laser, CO2 Fractional Advance Fast Healing, CO2 Fractional Rejuve Laser, CO2 Fractional Rejuve Fast Healing Laser, and Vascular Laser. Each type of laser has different benefits and procedures so that it can be adjusted according to the patient's facial needs. Patients with facial acne can choose an Acne Laser to reduce excess oil on the face and kill acne-causing bacteria. The stages of Acne Laser treatment include cleansing, laser using light energy with a wavelength of 430nm, and blackhead extraction.

Micro needle. Microneedle is a skincare method by inserting tiny, sterile needles into the skin. This type of treatment usually causes redness on the face after *treatment*. Four types of microneedles are offered, including Stem Cell Therapy, Ultimate Recovery Treatment, GF Radiance, and Biphasic Super glow DNA Salmon. Bio Stem Cell Therapy can be one of the preferred facial treatments to form new, healthy skin cells by incorporating a serum containing *adipose-derived Stem cell extract* and *growth factor* in high concentration into the skin using a tool and disposable microneedle. In addition, Stem Cell Therapy also improves skin pigmentation problems, repairs collagen, moisturizes the skin and makes skin look younger and brighter. The treatment steps include cleansing, blackhead extraction, anaesthetic ointment, bio stem cell action, and a mask for 90 minutes.

For microneedle treatment, the method is to insert serum that creates new skin cells into the skin using a small, sterile needle. Before the microneedle procedure, the face will be smeared with anaesthetic ointment to reduce pain. Microneedle treatment is beneficial for improving skin pigmentation, improving collagen (large pores, wrinkles, acne scars), moisturizing, smoothing, and brightening the skin. Injection treatment is done by injecting a specific liquid into the skin. This type of treatment is usually applied to the face with certain conditions, such as acne, keloid, and blackheads. Although using the injection method, the treatment will still be comfortable and fast, and the results will be visible quickly. Then, facial RF treatment is performed by stimulating collagen in the skin using a radio frequency mechanism. The treatment is beneficial for tightening, preventing sagging, and brightening facial skin.

Injection. There are six types of injections: Acne Injection, Keloid Injection, Whitening Expert, Aging Expert, and Perfect Combine. Each type has different benefits and procedures that can be adjusted according to the patient's facial needs. For example, the Whitening Expert is suitable for patients with skin pigmentation problems who want bright and moist facial skin, namely by using growth factors and peptides inserted into the skin via the injection method (intradermal) evenly throughout the face. Of course, the safety of the growth factors and peptides used can be ensured because they have been patented in several countries such as Indonesia, USA, Korea, Japan, China and Europe. The Whitening Expert treatment stages include cleansing, administering anaesthetic ointment, and the Whitening Expert procedure with a duration of 45 minutes. This Whitening Expert can be done at least two repetitions every two weeks for maximum results.

Radio Frequency (RF) Face. Radio Frequency (RF) Face is a collagen stimulation treatment using a radio frequency mechanism. There are two RF Face types: RF Face Lift and RF Face Refit. With three stages of treatment, which include cleansing, RF action, and blackhead extraction, RF Face can be used to tighten, prevent sagging, and brighten facial skin.

All skincare procedures at *Sharia Clinic* are not done excessively by changing the shape of the face, whether adding or reducing. This Clinic does not provide treatments that can change the shape of the face, such as the V-shape treatment, which includes *filler*, *thread lift*, and *skin tightening*. Treatment is carried out by consulting a doctor first so that indications of skin problems and their solutions can be known.

Meanwhile, the skincare produced has also been certified halal by the Indonesian Ulama Council (MUI) and permission from the Food and Drug Supervisory Agency (BPOM). Before using skincare products, it is also recommended to consult a doctor first so that the dosage and stages of use are by facial skin conditions and problems.

From the service aspect, the Islamic values implemented in this clinic are:

1. All employees providing services are women—male employees, only at the front of the office (security).
2. Female employees wear neat and polite Muslim clothing without excessive make-up.
3. Consumers are allowed to consult with a beauty doctor to discuss the type of treatment and cosmetics needed without any additional costs.
4. Before consumers receive treatment, the treatment process will be undertaken, possible contraindications may occur, and costs and time duration are first explained.
5. Consumers are invited to indicate if there are unpleasant conditions during the treatment.
6. Treatment begins with *basmallah* and ends with *hamdalah*.
7. After treatment is complete, consumers are advised further care.

The concept and beauty treatment products are viewed from an Islamic perspective, the inner values of *Maqashid Sharia*. *Maqashid al-sharia* are the goals to be achieved from a legal determination. The spirit of the concept of *Sharia* is to create good while avoiding bad or attracting benefits and rejecting harm. The general objective of the *Sharia* is to realize the benefit of human life by bringing benefits and avoiding harm [7].

According to Imam Syathibi, the benefit realized in *maqashid Sharia* has three levels of needs: *dharuriyat*, *hajiyyat*, and *tahini at* needs [8]

1. *Dharuriyat* (primary). *Dharuriyat* (primary) is the most essential need. These needs must be met so that humans can live properly. If this need is unmet, human life will be threatened in this world and the hereafter. *Maslahah* which became The purpose of Islamic law, is the essential benefit that is oriented towards maintaining the five elements, namely: taking care of religion (*Hifz Al-Din*), taking care of the soul (*hifz al-nafs*), keeping sense (*hifz al-aql*), taking care of offspring (*hifz al-nasal*) and take care of the property (*hifz al-maal*). Because with these five elements, humans can live a noble life [9].
2. *Hajiyyat* (secondary) *Hajjiyat* needs are secondary needs or needs after *dharuriyat* needs. If the needs of *hajiyyat* are not met, it will not threaten the safety of human life, but these humans will experience difficulties in carrying out an activity. This

need is an amplifier of Dharuriyat's needs. The aim is to facilitate life, eliminate difficulties, or better maintain the five essential elements of human life. If these needs are not realized, it will not threaten his safety, but will experience difficulties.

This hajiyat level is a complement that strengthens and protects the dharuriyat level.

3. Tahsiniyat (tertiary) The need for tahsiniyah is a need that does not threaten the five main things, namely *hifz din* (safeguarding religion), *hifz nafs* (safeguarding life), *hifz aql* (safeguarding the mind), *hifz nasl* (protecting offspring), and *hifz maal* (guarding property) and not causing trouble for humanity. This need arises after the dharuriyah needs and hajiyat needs are met. These needs are complementary.

Beauty treatment seen from the al-Syatibi concept is categorized as Hajjiyat (secondary) needs if it is for the benefit of skin rejuvenation. If it is for healing and treatment, it is included in the Dharuriyat category to achieve maintenance of the soul.

In the context of facial care, the value obtained is *hifz al-nafs*, which is to protect the soul. In Islamic literature, there are many definitions of al-Nafs, among which can mean soul, life, and others. All the potential contained in the nafs is potential and can be applied if humans always strive for this potential. Every potential that exists in the soul tends to shape human personality, even though internal and external factors influence this. This is included in the maintenance of the soul [10].

Beauty or face treatment is part of maintenance and self-healing, significantly strengthening physical health and mind. All activities can be carried out correctly when a person is in good health, both physically and psychologically, to increase productivity in living this life.

Doing facial care with cosmetics has become an essential need for humans, especially women, not only for aesthetic functions but also for healing and skin care. Currently, facial care in some circles is no longer secondary or tertiary but a primary need. Maqashid Sharia is a cornerstone of morals in providing consumer protection.

4 Conclusion

Referring to the data above, we can know that the concept of beauty services offered by Sharia Skin Clinic focuses on (1) skin care for rejuvenation and overcoming skin problems, without any attempt to change shape; (2) carried out by a certified beauty expert; (3) selection of safe and lawful materials; (4) specifically for female consumers of various religions and served by female beauticians as well; and (5) offering comfort during treatment. Viewed from the perspective of Maqashid Sharia, facial treatment is included in the Tahsiniyat category if it benefits skin rejuvenation. If it is for healing and treatment, it is included in the Dharuriyat category to achieve maintenance of the soul.

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