



## DOST-ITDI concludes 2021 Tech Offering: Halal Personal Care

Earlier today, December 14, 2021, ITDI concluded this year's technology offering themed as "LET'S TALK JAMIL: Halal Personal Care (Exploring the Muslim World of Beauty)."

Showcased in the offering were Halal-compliant personal care products such as moisturizing lipstick, lip balm, whitening toothpaste, moisturizing and whitening soap, and shampoo with hair-growing properties which were formulated by the Standards and Testing Division's (STD-ITDI) research team led by its former chief, Dr. Rosalinda C. Torres.

The products were formulated in accordance with the Malaysian Standard 2634:2019 Halal Cosmetics General requirements and following the Good Manufacturing Practices (GMP) to ensure quality and safe use.

Present in the event to introduce and promote the Halal products were DOST-ITDI officials led by Secretary Fortunato T. De La Peña who delivered his inspirational message emphasizing on the competitive advantage of the beauty products as well as the huge market it has, locally and globally.



He was joined by Dr. Rowena Cristina L. Guevara, Undersecretary for Research and Development, who gave a message that cited the rationale why the department is developing and promoting Halal products and said that "because we see a growing demand for these products..., and that our goal is to grab a good percentage of the market."

DOST Regional Director and DOST Halal Program Leader, Dr. Anthony C. Sales, represented Region XI. He shared responses to the topics queries and concerns.

For ITDI, Director Annabelle V. Briones led the team and gave her welcome remarks. She was joined by Deputy Directors Dr.Christine Mari Montessa and Dr. Zorayda V. Ang who gave the closing message and activity overview, respectively.

Also present as speakers were Ms. Nelia Elisa C. Florendo, Chief of the Technological Services Division and Ms. Ma. Rachel V. Parcon, Supervising Science Research Specialist of STD.

Likewise, representatives from the industry participated and shared facts and insights. Dr. Dave D. Centeno, a Market Study Specialist, presented the result of the market testing study and Ms. Monica Ronda, an adapter of ITDI Halal personal care technology shared experiences to guide and encourage other prospective adopters.



Finishing the talks and presentations was an open forum that provided answers to relevant questions and concerns.

The activity was concluded in anticipation of ITDI Halal products finding their place in markets here and abroad. Because ITDI believes that living beautiful and healthy is achievable using ITDI Halal-compliant products. (DDGotis\ ITDI S&T Media Service)

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