

## ISLAMIC CLEANSING CLAY (LS) FOR HALAL INDUSTRY

### TECHNOLOGY DESCRIPTION

This process is used to produce cleansing clay meant to meet the Islamic cleansing requirements (samak) for personal use and for machineries used in halal manufacturing.

### TECHNOLOGY FEATURES

The end product consists of natural clay (54%), silt (45%) and sand (1%) and the particle size is less than  $2.0\mu\text{m}$  as compared to the commercial clay (less than  $20.0\mu\text{m}$ ). This technology demonstrates anti-microbial properties where it reduces 99.9% microbes in dog saliva and 98.6% microbes in swine meat. It can be used for cleansing and extreme najis in halal industries such as cosmetics, pharmaceutical, logistic, food, hospitality, premise and abattoir for halal compliance. The process of using the clay is simple, economical and free from chemicals. It is safe for the use in machineries and does not affect the product and users.

### ADVANTAGES

- Natural source
- Safe
- Economical
- Demonstrates anti-microbial properties

### INDUSTRY OVERVIEW

**Prospect: Individual/Domestic User/Halal Industry Players/Laboratory Users**

Muslims are expected to account for 30% of the world's population by 2025. In Malaysia, 60% of the 29 million populations are Muslims. Global Halal products market is estimated at US\$2.3 trillion excluding Islamic banking, F&B (67%), pharmaceutical (22%), personal care & cosmetics (10%). Currently, there are not many cleansing clay competitors in the Malaysian market, except for Green Islamic Cleaning Services by MIFF which is one of the leading service providers in cleansing according to Islamic cleaning requirements. Thus, Islamic cleansing clay has a good market potential due to the huge halal product availability locally and globally. Potential target markets are individual user and halal industry players. Potential sales channel of the Islamic cleansing clay is direct sales to the halal industry players, and departmental stores for individual users as well direct selling.



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