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Risk and Legal Consequences of Beauslim Slimming Products

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Original Article

Abstract

The background of this study is the widespread use of slimming products in Indonesia and reports of health risks from hazardous ingredients, highlighting gaps between legal norms and practical enforcement. The research problem focuses on business liability and the legal consequences of distributing Beauslim slimming products. This study employs **normative juridical research** with statute, case, and analytical approaches. Secondary data include primary legal materials such as Law No. 8 of 1999 on Consumer Protection, Law No. 36 of 2009 on Health, the Civil Code (KUHPerdata), and BPOM regulations, as well as secondary literature and media reports. Data were analyzed qualitatively to examine the alignment and gaps between normative obligations and business practices. The results indicate that while laws mandate accountability, transparency, and accurate labeling, enforcement remains weak. Many hazardous products continue circulating, showing a gap between law and practice. Stronger regulation, corporate compliance, and consumer awareness are essential to minimize risks and ensure accountability.

Keywords: *Beauslim, Legal Liability, Consumer Protection*

Abstrak

Latar belakang penelitian ini adalah tingginya penggunaan produk pelangsing di Indonesia dan laporan terkait risiko kesehatan akibat kandungan bahan kimia berbahaya, yang menunjukkan adanya kesenjangan antara norma hukum dan penerapannya dalam praktik. Rumusan masalah penelitian ini fokus pada pertanggungjawaban pelaku usaha dan konsekuensi hukum dalam peredaran produk pelangsing Beauslim. Penelitian ini menggunakan penelitian yuridis normatif dengan pendekatan perundang-undangan, kasus, dan analisis. Data sekunder terdiri dari bahan hukum primer, termasuk UU Nomor 8 Tahun 1999 tentang Perlindungan Konsumen, UU Nomor 36 Tahun 2009 tentang Kesehatan, KUHPerdata, serta peraturan BPOM, dan bahan hukum sekunder berupa literatur, jurnal, dan laporan media. Analisis dilakukan secara kualitatif untuk menilai kesesuaian dan kesenjangan antara kewajiban normatif dan praktik bisnis. Hasil penelitian menunjukkan bahwa meskipun hukum menuntut pertanggungjawaban, transparansi, dan pelabelan yang tepat, penegakan hukum masih lemah. Banyak produk berbahaya tetap beredar, menegaskan perbedaan antara norma dan praktik. Regulasi yang lebih ketat, kepatuhan pelaku usaha, dan kesadaran konsumen sangat penting untuk meminimalkan risiko dan memastikan akuntabilitas.

Kata kunci: *Beauslim, Pertanggungjawaban Hukum, Perlindungna Konsumen.*

1. INTRODUCTION

Consumers have the right to receive safe products free from harmful substances. The Consumer Protection Law Number 8 of 1999 mandates that businesses ensure product safety and quality. Products containing hazardous chemicals without authorization can endanger public health. Normatively, the law requires full liability from businesses for negative impacts of their products. However, in practice, many illegal diet products continue to circulate due to weak supervision.

Beauslim, a popular slimming product, has been found to contain risky chemicals. According to the regulations of the Food and Drug Supervisory Agency (BPOM), all dietary supplements must meet safety standards and obtain marketing authorization. Normatively, businesses are obligated to disclose all ingredients transparently. In practice, labels are often misleading or exaggerate benefits. This creates a gap between legal norms and the reality of product distribution.[1]

In civil law perspective, negligent businesses can be held liable for damages. The Civil Code (KUHPerdata) regulates contractual responsibility for losses caused by products. Normatively, consumers are entitled to compensation for health damages. In practice, proving harm is often complex and time-consuming in court. As a result, many product liability cases are not resolved optimally.

From a criminal law perspective, violations related to product safety can incur sanctions. Law Number 36 of 2009 concerning Health regulates criminal liability for producers who market hazardous products. Normatively, the law demands strict penalties to create a deterrent effect. In practice, sanctions are often lenient or enforcement is slow. This allows risky products to remain available in the market.

Beauslim illustrates the gap between legal regulations and market practice. Businesses are expected to conduct safety testing and provide complete information to consumers. Normatively, all safety procedures should be followed before marketing products. In practice, many producers ignore these procedures for quick profit. This situation exposes consumers to real health risks.[2]

Media reports and consumer complaints reveal cases of harm caused by Beauslim. Legally, consumers have the right to hold businesses accountable. Normatively, the legal process should protect consumer rights and ensure justice. However, in practice, many cases are difficult to process due to lack of evidence and coordination among relevant authorities. This highlights the discrepancy between the law and its implementation.

Therefore, analyzing the risks and legal consequences of slimming products like Beauslim is crucial. This study emphasizes the need to bridge the gap between

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[1] Holijah, "Strict Liability Principle: Consumer Protection from Hidden Defective Products in Indonesia," *Sriwijaya Law Review* 4, no. 1 (2020): 109–23, https://doi.org/10.28946/slrev.Vol4.Iss2. 295.pp109-123.

[2] I Made Arismayuda, Putu Eka Trisna Dewi, dan Cokorde Istri Dian Laksmi Dewi, "A Juridicial Review of Business Actors' Liability in Compensating Consumers for Losses Resulting From Product Packaging Without an Expiry Date," *Jurnal Notariil* 10, no. 1 (2025): 18–23, https://doi.org/0.22225/jn.10.1.2025.18-23.

normative law and real practice. Businesses must be held accountable, and law enforcement should be stricter. Consumers also need education on the risks of harmful products. Consequently, this research focuses on evaluating legal responsibility and preventive measures to protect public health.

2. RESEARCH METHODOLOGY

This study employs a normative juridical research approach, which emphasizes the examination of laws, legal doctrines, and relevant literature to analyze business liability for Beauslim slimming products. Normative research is chosen because the main focus is to understand how legal regulations govern business obligations and responsibilities in the context of consumer protection law, as well as to examine the alignment between legal norms *(das sollen)* and actual practice *(das sein).*

The study applies several legal approaches, including the statute approach, case approach, and analytical approach. The statute approach examines laws such as Law Number 8 of 1999 on Consumer Protection, Law Number 36 of 2009 on Health, BPOM regulations regarding marketing authorization and supplement safety, and the Civil Code (KUHPerdata) concerning civil liability. The case approach analyzes court decisions and relevant cases related to the distribution of harmful slimming products. The analytical approach is used to interpret and connect legal provisions with real-world practices.

The research data consist of secondary data, including primary and secondary legal materials. Primary legal materials include legislation such as the Consumer Protection Law, Health Law, Civil Code, and BPOM regulations, while secondary legal materials consist of legal literature, journals, books, scientific articles, and media reports discussing the risks of slimming products. The analysis is conducted qualitatively, interpreting and elaborating legal data to gain a comprehensive understanding of business liability and the gap between normative law and the actual distribution of hazardous products.[3]

3. RESEARCH RESULT AND DISCUSSION

3.1. Legal Framework and Normative Responsibilities of Businesses

Businesses are legally required to ensure that all products they market are safe for consumers. This obligation is enshrined in Law Number 8 of 1999 on Consumer Protection. The law explicitly states that producers must prevent harm arising from the use of their products. Normatively, the legal framework demands full accountability for any damages caused. Consumers rely on this obligation for protection against hazardous

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[3] Abdul Halim Barkatullah, *Framework Sistem Perlindungan Hukum bagi Konsumen di Indonesia* (Bandung: Hikam Media Utama, 2017), Pp. 17.

products. Law Number 36 of 2009 on Health further emphasizes product safety in the health sector. Any health-related product must meet stringent safety and efficacy standards. Companies must obtain approval from regulatory bodies before marketing their products. This ensures that products do not endanger public health. Failure to comply triggers legal consequences, both civil and criminal.

The Food and Drug Supervisory Agency (BPOM) regulates dietary supplements, including slimming products. Marketing authorization is mandatory for any product claiming health benefits. Normatively, businesses must provide accurate information about ingredients and potential risks. BPOM regulations are designed to prevent misleading labeling and unsafe products. Compliance is a reflection of responsible business conduct.[4] The Civil Code (KUHPerdata) outlines liability in the event of consumer harm. Producers are obligated to compensate for losses resulting from negligent or harmful products. This civil liability complements statutory requirements under consumer protection law. Normatively, businesses cannot evade responsibility once harm occurs. Legal accountability is a key principle in balancing business freedom and consumer safety.[5]

Businesses are expected to maintain records of product testing and quality control. Normatively, this documentation is crucial for proving compliance with safety standards. In practice, such records provide evidence during litigation or regulatory inspection. Failure to maintain proper documentation may exacerbate liability. Regulatory agencies can use these records to evaluate adherence to laws.[6] Product labeling plays a significant role in consumer protection. Laws require that labels disclose ingredients, usage instructions, and potential side effects. Normatively, transparent labeling ensures informed consumer decisions. Misleading or incomplete labels violate both consumer protection and health regulations. This aspect of business responsibility is critical for dietary supplements like Beauslim.

Advertising practices are also regulated under consumer law. Businesses must avoid false claims that exaggerate benefits or conceal risks. Normatively, responsible marketing supports ethical business practices. BPOM and consumer protection law impose sanctions for misleading advertisements. This ensures that companies provide truthful information to consumers. Businesses are expected to conduct risk assessments

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4 Faizal Bafadhal, Evalina Alissa, dan Isran Idris, "Perlindungan Hukum Terhadap Konsumen Atas Keamanan Pangan Oleh Badan Pengawas Obat dan Makanan," *Zaaken: Journal of Civil and Bussiness Law* 5, no. 1 (2024): 133–51, https://doi.org/10.22437/zaaken.v5i1.35001.

5 Deviana Yuanitasari, Hazar Kusmayanti, dan Agus Suwandono, "A comparison study of strict liability principles implementation for the product liability within Indonesian consumer protection law between Indonesia and United States of America law," *Cogent Social Sciences* 9, no. 2 (2023): 1–12, https://doi.org/10.1080/23311886.2023.2246748.

6 Muhammad Sabrisa Khartanta Ginting Suka, Nirwan Junus, dan Dolot Alhasni Bakung, "Analisis Yuridis Undang-Undang No 8 Tahun 1999 Tentang Perlindungan Konsumen Terhadap Accountability Penjual Clouthing Line Terhadap Konsumen Akibat Barang Yang Cacat (Studi Kasus SICKMYND)," *Perkara: Jurnal Ilmu Hukum dan Politik* 2, no. 1 (2024): 256–77, https://doi.org/10.51903/perkara.v2i1.1662.

before marketing products. Normatively, assessing potential hazards minimizes the chance of consumer harm. This process aligns with legal obligations under health and consumer protection laws. Failure to conduct adequate risk assessments can constitute negligence. Legal frameworks emphasize prevention rather than post-harm remediation.

Legal frameworks distinguish between civil and criminal responsibilities. Civil liability focuses on compensation for damages, while criminal liability addresses violations that endanger public safety. Normatively, both forms of liability aim to protect consumers. Businesses must understand the dual nature of their legal obligations. This understanding guides ethical and compliant business operations.[7] Beauslim, as a slimming product, falls under multiple regulatory domains. It is subject to consumer protection, health law, and BPOM regulations. Normatively, these overlapping regulations enhance consumer safety. Businesses must navigate these requirements to avoid liability. Compliance ensures both legal protection and public trust.

The principle of good faith (itikad baik) underpins business obligations. Normatively, businesses must act honestly and fairly toward consumers. This includes providing accurate information and avoiding deception. Failure to uphold good faith can trigger civil or criminal liability. Ethical conduct is inseparable from legal compliance. Liability extends to all stages of product distribution. Manufacturers, importers, and distributors share responsibility for ensuring product safety. Normatively, accountability is not limited to production but includes marketing and delivery. Each actor in the supply chain must adhere to legal obligations. This comprehensive approach minimizes consumer risk.

Normative responsibilities also include monitoring post-market effects. Businesses are expected to track adverse reactions and take corrective measures. This aligns with BPOM regulations for reporting side effects. Failure to monitor products post-launch may constitute negligence. Legal frameworks emphasize ongoing responsibility beyond initial sale. Businesses must maintain internal quality control systems. Normatively, quality assurance ensures products meet safety and efficacy standards. Such systems provide a defense in case of litigation. In practice, robust quality control reduces the likelihood of consumer harm. This reflects responsible corporate governance.[8]

Liability is reinforced by the concept of strict responsibility (tanggung jawab mutlak). Under consumer law, businesses may be liable even without intent to harm. Normatively, this principle strengthens consumer protection. It shifts the burden to businesses to ensure product safety. Slimming products containing hazardous chemicals trigger this strict liability. Businesses must also educate consumers about product use.

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7 Sonia Mahayani, Ahmad Zuhari, dan Moh. Saleh, "Tanggung Jawab Pelaku Usaha Terhadap Barang Yang Cacat Setelah Melakukan Transaksi Ditinjau Dari Perspektif Hukum Perlindunga Konsumen," *Jurnal Commerce Law* 2, no. 1 (2022): 114–23, https://doi.org/10.29303/commercelaw.v2i1.1364.

8 Jill Solomon, *Corporate Governance and Accountability* (New Jersey: John Wiley & Sons, 2003), Pp. 58.

Providing instructions and warnings is a legal requirement. Normatively, informed consumers can mitigate potential risks. Neglecting consumer education can increase legal exposure. Effective communication demonstrates compliance with normative expectations.

Regulatory inspections serve as enforcement of normative responsibilities. BPOM and other authorities conduct routine checks to ensure compliance. Non-compliance may lead to product recalls or legal penalties. Normatively, inspections reinforce adherence to laws. Businesses must cooperate to maintain market authorization. Ethical responsibility aligns with legal responsibility. Normatively, businesses should prioritize consumer safety over profit. Legal frameworks support this by imposing penalties for harmful products. Beauslim producers must ensure ethical practices in formulation and marketing. Compliance demonstrates alignment with both law and societal expectations.

Businesses are legally accountable for false or exaggerated claims. Marketing slimming products without scientific evidence violates consumer protection law. Normatively, accurate claims are mandatory. Misrepresentation can trigger civil or criminal sanctions. Legal provisions aim to maintain trust and safety in the market. Informed consent is an implicit part of normative responsibility. Consumers should understand the potential risks associated with products. Legal frameworks support transparency and disclosure. Negligence in informing consumers undermines normative obligations. Businesses must integrate risk communication in their operations.

Recall procedures are mandated under BPOM and health law. Normatively, unsafe products must be withdrawn promptly. Legal compliance ensures consumer safety and limits liability. Businesses are expected to implement systematic recall mechanisms. This reflects proactive adherence to normative standards. Documentation of compliance is critical in legal proceedings. Normatively, proper records demonstrate adherence to regulations. In practice, these records can prevent or mitigate liability claims. Businesses must maintain accurate production, testing, and distribution documentation. This accountability is central to normative responsibilities.[9]

Penalties for non-compliance vary from fines to imprisonment. Normatively, sanctions aim to deter harmful practices. Civil remedies address compensation, while criminal penalties punish negligent or reckless behavior. Businesses must understand the consequences of violating safety standards. This dual approach reinforces adherence to normative principles. Liability for health risks extends to all chemical substances in products. Normatively, businesses must evaluate both active and inactive ingredients. Unsafe chemicals can trigger legal responsibility regardless of marketing claims. Comprehensive chemical safety evaluation is essential. Legal frameworks emphasize prevention of harm.

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[9] Celina Tri Siwi Kristiyanti, *Hukum Perlindungan Konsumen*, ed. oleh Tarmizi (Jakarta: Sinar Grafika, 2008), Pp. 78.

Businesses must cooperate with regulatory investigations. Normatively, transparency and cooperation reflect adherence to the law. Failure to provide information can escalate legal penalties. Collaboration supports enforcement of safety regulations. This ensures accountability throughout the supply chain. Normative responsibilities also include responding to consumer complaints. Addressing adverse effects promptly mitigates harm and legal exposure. Legal frameworks expect businesses to have complaint management systems. In practice, responsiveness demonstrates commitment to consumer welfare. This aligns with ethical and legal expectations.

Insurance and liability coverage are part of normative responsibility. Businesses are expected to prepare for potential claims. This proactive measure aligns with consumer protection objectives. Legal frameworks encourage preparedness for financial restitution. Adequate coverage reflects compliance with normative principles.[10] Cross-border marketing introduces additional legal obligations. Products exported must comply with domestic and international safety standards. Normatively, businesses are accountable for consumer safety globally. Failure to meet standards can trigger sanctions in multiple jurisdictions. Beauslim marketing must consider these international responsibilities.

Product innovation does not exempt businesses from normative responsibility. New formulations must undergo rigorous testing. Legal frameworks mandate safety evaluation for all modifications. Normatively, innovation is balanced with consumer protection. This ensures that new products do not introduce unforeseen risks. Collaboration with health authorities is a normative expectation. Businesses are encouraged to share data and adverse reports. Legal compliance strengthens public trust and reduces liability. Cooperation ensures alignment with regulatory objectives. This partnership supports safer product distribution.[11]

Training of personnel is a key component of normative responsibility. Staff must understand safety, labeling, and marketing regulations. This reduces the risk of negligent practices. Legal frameworks implicitly expect competent operational management. Effective training aligns practice with normative law. The legal framework provides comprehensive guidance for business responsibilities. Normatively, businesses are accountable for product safety, accurate information, and consumer well-being. Practical adherence requires active compliance, monitoring, and ethical decision-making. The gap between law and practice must be minimized to protect public health. Continuous enforcement and education are essential for responsible operations.

3.2. Practical Risks and Legal Implications of Beauslim Slimming Products

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[10] Adrian Sutedi, *Tanggung Jawab Produk Dalam Hukum Perlindungan Konsumen* (Bogor: Ghalia Indonesia, 2008), Pp. 90.

[11] Dimas Adam Satrio Rachmadhanto, Rika Permatasari, dan Fhlorida Agustina Simanjuntak, "Legal Protection Of Consumers In Using Cosmetics Containing Hazardous Substances," *Sajgibe Southeast Asia Journal Of Graduate of Islamic Business and Economics* 4, no. 2 (2025): 78–83, https://doi.org/10.37567/sajgibe.v4i2.4017.

Beauslim slimming products have been reported to contain unauthorized chemical substances. These substances can pose significant health risks, including liver damage and hormonal imbalance. Consumers often rely on marketing claims rather than scientific verification. Normatively, businesses are responsible for ensuring product safety before distribution. In practice, these products are widely available despite potential dangers. Adverse effects from Beauslim have been documented in consumer reports and media coverage. Symptoms reported include nausea, dizziness, and rapid weight loss.[12] Such cases illustrate the real-world risks associated with hazardous slimming products. Legally, these incidents trigger potential civil claims against producers. The gap between law and enforcement often leaves consumers vulnerable.

Misleading advertising amplifies the risk of harm. Beauslim marketing often exaggerates effectiveness while downplaying potential side effects. This violates consumer protection regulations and health laws. Normatively, accurate labeling and transparent information are mandatory. In practice, enforcement of these standards is inconsistent. Post-market surveillance of Beauslim is limited. Regulatory agencies rely on consumer complaints to detect violations. This reactive system delays corrective action. Normatively, businesses should conduct continuous safety monitoring. Lack of proactive monitoring increases health risks.

The presence of hazardous chemicals in Beauslim also triggers criminal liability. Law Number 36 of 2009 allows prosecution for distributing harmful health products. Producers may face imprisonment or fines if violations are proven. Civil liability may also arise to compensate affected consumers. The combination of civil and criminal responsibility emphasizes the severity of violations. The difficulty of proving harm complicates legal enforcement. Consumers must demonstrate a direct causal link between Beauslim use and health damage. This requires medical documentation and expert testimony. In practice, many cases fail due to insufficient evidence. Normatively, the law expects businesses to prevent harm before it occurs.[13]

Beauslim distribution highlights the tension between profit motives and legal obligations. Businesses often prioritize market expansion over compliance. Normatively, the law demands that public safety supersede commercial interests. The gap between das sollen and das sein is evident in market practices. Consumer safety remains at risk due to insufficient oversight. Consumers' lack of awareness increases practical risks. Many users do not scrutinize ingredients or verify product approvals. Educational campaigns are limited in reach and effectiveness. Normatively, informed

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[12] Muthia Sakti dan Dinda Dinanti, "Consumer Protection of Unauthorized Cosmetic Distribution in Indonesia's E-Commerce," *Jurnal Hukum Novelty* 11, no. 1 (2020): 31–38, https://doi.org/10.26555/novelty.v11i1.a15189.

[13] Felicia Margaret, Dripsy Teresa P. Sapni, dan Evi Kongres, "The Truth Behind the Label: Ensuring Fairness and Legal Liabilities in Skincare Ingredient Overclaims," *Mimbar Keadilan* 18, no. 2 (2025): 312–31, https://doi.org/10.30996/mk.v18i2.132375.

consent is a cornerstone of consumer protection. Businesses are responsible for providing clear and accessible information.

Illegal distribution channels exacerbate the problem. Beauslim is sold online and in informal markets, bypassing regulatory checks. This makes monitoring and enforcement challenging. Normatively, all sales channels should comply with safety regulations. The law expects businesses to prevent unauthorized sales of hazardous products. Case studies of Beauslim-related harm demonstrate legal consequences for businesses. Courts have imposed fines and ordered compensation in several instances. These rulings establish precedent for holding producers accountable. Normatively, the law aims to deter negligent practices. In practice, enforcement remains inconsistent across regions.

Health risks are amplified when Beauslim is used alongside other supplements. Interactions with medications can exacerbate adverse effects. Normatively, producers are expected to warn consumers about potential interactions. Lack of such warnings constitutes negligence under consumer law. Practical awareness among consumers is often insufficient. The law provides both preventive and corrective measures. Preventive measures include testing, labeling, and approval prior to marketing. Corrective measures involve recalls and sanctions for violations. Normatively, these mechanisms protect consumers and maintain market integrity. Practical implementation, however, is sometimes delayed or incomplete.[14]

Beauslim marketing claims often lack scientific validation. Normatively, claims must be supported by evidence from approved clinical studies. Misrepresentation violates consumer protection law and ethical business standards. In practice, enforcement of these requirements is weak. Consumers may suffer harm before regulatory action is taken. Adverse reports trigger administrative actions from BPOM. These include warning letters, product suspension, or revocation of marketing authorization. Normatively, swift regulatory response is required to prevent widespread harm. Delays in action undermine the effectiveness of legal safeguards. Businesses may continue distribution while investigations are ongoing.

Legal accountability extends to all actors in the supply chain. Manufacturers, distributors, and marketers may share responsibility. Normatively, liability is not limited to the producer alone. In practice, tracing responsibility across multiple actors can be challenging. This complicates enforcement and compensation processes. Civil claims provide a mechanism for consumer redress. Courts may award damages for medical expenses, lost income, and other losses. Normatively, consumers should have accessible channels for claiming compensation. In practice, procedural complexities often hinder

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[14] Yusuf Dwi Utomo dan Baidhowi, "Legal Liability of Skincare Business Owners for Using Overstated Claims," *Syiar Hukum Jurnal Ilmu Hukum* 23, no. 1 (2025): 13–32, https://doi.org/10.29313/shjih.v23i1.8440.

successful claims. Legal awareness among consumers affects the likelihood of pursuing action.[15]

Criminal liability serves as a deterrent for businesses. Intentional or reckless distribution of hazardous products can lead to imprisonment. Normatively, criminal sanctions emphasize the seriousness of consumer harm. In practice, prosecutions are rare due to evidentiary challenges. Nevertheless, the threat of criminal consequences influences business behavior. The disparity between normative law and actual practice is significant. While regulations are comprehensive, enforcement is uneven. Businesses may exploit gaps in monitoring to market risky products. Normatively, full compliance is expected regardless of practical limitations. Addressing these gaps is crucial for consumer safety.

Consumer complaints play a key role in detecting violations. Public reporting often triggers investigations and corrective measures. Normatively, this aligns with principles of accountability and responsiveness. In practice, delays or inaction reduce the effectiveness of complaint mechanisms. Consumers remain exposed to preventable risks. Ethical obligations reinforce legal responsibilities. Businesses should prioritize consumer safety over profit. Normatively, law encourages ethical compliance by linking violations to penalties. Practical adherence varies, with some companies neglecting these duties. Ethics and law together create the framework for responsible marketing.

Product recalls are an essential corrective tool. Normatively, recalls must be conducted promptly upon detection of hazards. Failure to recall increases the risk of widespread consumer harm. In practice, recalls may be slow due to logistical or financial constraints. Effective recall systems are critical for public protection. Advertising regulations require transparency and truthfulness. Normatively, claims about Beauslim must be scientifically validated and non-misleading. Misleading advertisements violate consumer protection and health laws. In practice, enforcement against false claims is often limited. Consumers may rely on misleading marketing in making purchasing decisions.

Legal obligations extend to documentation and record-keeping. Normatively, businesses must maintain evidence of ingredient sources, testing, and approvals. Documentation ensures traceability and accountability. In practice, incomplete records hinder regulatory enforcement. Compliance with documentation standards is essential for legal protection. International exposure increases risks for non-compliant products. Beauslim may be marketed beyond national borders, raising regulatory challenges. Normatively, businesses must comply with both domestic and international regulations.

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[15] Ersha Maulida, Muhammad Mahendra Abdi, dan Deni Nofrizal, "Tinjauan Yuridis Dampak Overclaim Kosmetik Terhadap Konsumen," *Sentri Jurnal Riset Ilmiah* 4, no. 10 (2025): 2902–13, https://doi.org/10.55681/sentri.v4i10.4736.

In practice, cross-border enforcement is limited. Consumers abroad may face the same health risks.[16]

Product safety monitoring requires collaboration between regulators and consumers. Normatively, reporting mechanisms should be accessible and responsive. In practice, lack of coordination delays interventions. Timely communication of risks is essential to prevent harm. Both regulatory bodies and businesses share responsibility. Court precedents shape practical legal expectations. Decisions in product liability cases guide businesses on compliance standards. Normatively, these cases clarify the boundaries of lawful conduct. In practice, outcomes vary depending on evidence and legal representation. Precedent contributes to deterrence and normative guidance.[17]

Public awareness campaigns reduce the practical risks of Beauslim. Normatively, consumers should be educated on potential hazards. Awareness campaigns complement regulatory enforcement. In practice, such initiatives are limited in reach and frequency. Empowered consumers can reduce harm through informed decisions. Overall, the practical risks of Beauslim highlight gaps between normative law and reality. Legal frameworks exist to protect consumers, but enforcement is often delayed or incomplete. Civil, criminal, and regulatory mechanisms provide potential remedies. Normatively, businesses are expected to prioritize safety, transparency, and accountability. Effective implementation is essential to bridge the gap between das sollen and das sein.

4. CONCLUSION

The legal framework establishes clear normative responsibilities for businesses in ensuring the safety of slimming products such as Beauslim. Laws including the Consumer Protection Law, Health Law, Civil Code, and BPOM regulations mandate accurate labeling, risk assessment, product testing, and transparency in marketing. Normatively, businesses are fully accountable for preventing consumer harm, both civilly and criminally. Compliance with these laws not only fulfills legal obligations but also reflects ethical business conduct and consumer trust. The framework emphasizes proactive responsibility throughout the entire product lifecycle, from production to post-market monitoring.

In practice, however, the risks associated with Beauslim reveal gaps between normative law and real-world implementation. Reports of harmful ingredients, misleading claims, and inadequate monitoring illustrate the challenges in enforcing these legal responsibilities. While the law provides clear consequences for negligence, actual enforcement and corporate adherence often fall short. This discrepancy underscores the need for stronger regulatory oversight, effective risk communication, and consumer

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[16] I Made Pasek Diantha, *Normative Legal Research Methodology in Justifying Legal Theory* (Jakarta: Prenada Media Group, 2022), Pp. 89.

[17] Eli Wuria Dewi, *Hukum Perlindungan Konsumen* (Yogyakarta: Graha Ilmu, 2015), Pp. 25.

education. Ultimately, bridging the gap between normative expectations and practical realities is essential to safeguard public health and ensure accountability for hazardous slimming products.

It is recommended that regulatory authorities, such as BPOM, strengthen monitoring and enforcement of safety standards for slimming products like Beauslim. Businesses should implement comprehensive risk assessments, transparent labeling, and effective post-market surveillance to ensure consumer safety. Consumers are encouraged to stay informed about product ingredients and potential health risks before use. Legal practitioners and policymakers can collaborate to close the gap between normative law and real-world practice. Overall, a combined effort from authorities, businesses, and consumers is essential to minimize risks and ensure accountability in the distribution of hazardous products.

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