

Aromatic Telon Oil by UGM Graduates 'Habbie' Breaks MURI Record

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Aromatic telon oil Habbie developed and produced by two UGM alumnae has broken a MURI (Museum Rekor Dunia Indonesia/Indonesian World Records Museum) record for having the most aromatic variants. This record has been registered at the MURI in Semarang, Central Java, since 4 March 2022.

“Habbie received the World Record for being a telon oil product with the most aromatic variants,” said Chair of MURI Semarang Ari Andriani.

Habbie is a Yogyakarta-based baby care product founded in 2019. Novita Anggraeni (Faculty of Geography) and Nur Rokhma Azzizah (Faculty of Forestry) combine Indonesia’s traditional telon oil (made of fennel oil, cajuput oil, and coconut oil) with aromatic scents from all over the world.

“Telon oil is a form of local wisdom that has existed for a long time in Indonesia. Unfortunately, many millennial mothers don’t like the smell of traditional telon oil in general,” said Anggraeni.



With its pleasant fragrance, Habbie is a safe perfume substitute for babies, parents, and anyone. Azzizah hopes that her team will continue to inspire the community by developing and producing the best products for children and mothers in Indonesia.

Author: Gloria

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