The world leader of Hair Bleaching Powders
For over 60 years Huwell Chemicals has been working with passion in the cosmetic industry.

Everything began with the distribution of raw materials and ingredients, and about 25 years ago we expanded our activity with the production of bleaching powders.
We pride ourselves in being the world leader of hair bleaching products. Our customers come from all over the world, and our powders and creams are well known in the international scenario of professional hair care.

Huwell Chemicals experience is second to none, and we always research with enthusiasm into innovative solutions that meet our clients’ needs and expectations.

80 countries served with bleaching products and raw materials.

200 and more formulations of professional hair bleaching product.

5 applications per second of our bleaching products in the world.
Our method of production is unique; it gives us a high productive capacity, and allow us to follow accurately the entire process in all its phases. The considerable expertise of Huwell Chemicals R&D team is one of the keys to the continuous creation of outstanding formulations.

However, what makes our products different are the infinite possibility of customisation, from the making until the final packaging, everything is developed on the client vision.
Huwell Chemicals is committed to invest in highly technological safety systems and in green energy.

Our impressive fire alarm sprinkler system is one of a kind; it runs throughout all the facilities ensuring an efficient action.

On the top of our second warehouse we placed a photovoltaic power station of new generation, that will ensure the building to be completely self-sufficient.
Classics

Huwell Chemicals' most famous formulations DECO 1200 and DECO 1300 won the heart of hair colourists around the world thanks to their essential features.

DECO 1200 and DECO 1300 were the first dust-free bleaching powders to appear on the market; easy to use and extremely reliable they are still considered the classic product to use for impeccable results.

DECO 1200

The very first dust-free bleaching powder, DECO 1200 is a user-friendly product. Easy to mix, with its silky texture, it grants smooth applications. It can lift up to 7 levels without any swelling or bleeding.

DECO 1300

DECO 1300 is a microgranular powder; the dimensions of its particle is optimised in order to avoid the release of dust during the handling, and to ensure a fluid mixing. It does not swell and can lift up to 7 levels.
Low Ammonia & Ammonia Free

More and more colourists and final customers choose ammonia free and low ammonia powders for a delicate lightening service. Huwell Chemicals can provide a wide selection of products that can satisfy even the most exigent requests.

DECO 1257
Belonging to the Classic serie DECO 1257 is one of the most popular ammonia free products. Thanks to its pH balanced formula it can lift like a regular bleaching powder.

DECO 1204
DECO 1204 is the perfect product for whom is looking for a gentle, yet performing, bleaching powder, between an extremely low content of ammonia and a 7 levels lift.

DECO 1351
DECO 1351 is another powder from the Classic family, and combines the microgranular feature with the complete absence of ammonia.

DECO Nove Light
DECO Nove Light is a brand new addition to Huwell Chemicals wide range. With this outstanding formulation it is now possible to bleach up to 8 levels with a low ammonia product.
DECO 1230
DECO 1230 is a stronger version of our Classic serie DECO 1200. DECO 1230 is fast and reliable. Its mixing property were boosted, to give her a creamy texture for velvety applications. It can lift up to 8 levels.

DECO Nove
DECO Nove will lighten every kind of hair up to 9 tones without stressing the fibres, allowing the user to achieve extraordinary results.

DECO Supernova
For supreme bleaching effects, Huwell Chemicals created DECO Supernova. This powerful formulation can lift up to 9+ levels, and it is perfect to achieve stellar shades of blonde.

High Lift
Extreme bleaching and platinum shades are more fashionable than ever, and strong, intense and fast bleaching powders are becoming essential for every salon.

Year after year Huwell Chemicals has been developing high lift products to give to the colourists the perfect tool to achieve sharp and crisp blonds.
DECO Balayage

DECO Balayage is the bleaching powder designed to enhance the creativity of the colourist. Thanks to its ingredients of natural origin, DECO Balayage sticks to the hair throughout the entire application, making the use of aluminium foil useless. This formulation is therefore the perfect product for all free-hand techniques.

DECO Balayage Plus

DECO Balayage Plus is the evolution of DECO Balayage, and it is the most suitable powder for balayage highlights, especially on dark and thick hair, as it can lift up to 7 levels. DECO Balayage Plus dries up on the hair, without swelling or bleeding, to create an infinite scope of blondes.

Huwell Chemicals never cease to look for innovations and to develop visionary bleaching products. And for that, we created an entire range of special powders, quintessential for the most advanced techniques and ideal to achieve distinctive blonde looks.

shatush  bronde, balayage splashlight
DECO Cleanser
DECO Cleanser is the new bleaching powder created specifically for decapage and colour correction. This delicate formulation removes the dye from stained hair without stressing it, and leaves it ready for the next colour service.

DECO Enzymatic
DECO Enzymatic is a softer bleaching powder with fewer persulfates that uses the powerful reaction of enzymes, specifically of Glucose Oxidase, to achieve 7 levels of lift.

DECO 1401*
One of our most performing powders with a cool and vibrant touch, that’s DECO 1401. This strong lightener not only grants 7 levels lift, but gives to the hair an icy blond brilliance. This formulation is ideal for the colourist that aim to achieve cold blonde shades in only one step.

Bleaching Oil
Ideal for very soft lift and roots retouch. Huwell Chemicals Bleaching Oil can lighten the hair up to 4 tones.

* It is uncertain whether the product is in conformity with the description given under reference number 291 of the consolidated version (12 August 2016) of Regulation (EU) No. 1223/2009. Client hence places the product on the market at its own risk. Huwell Chemicals cannot be held liable for any damages that may result from technical knowledge, etc., which is not in line with any of the substances listed in Regulation (EU) No. 1223/2009.
DECO Care

DECO Care is a new addition to the Protection family. Amidine Cysteine and Amidine Glycine are the fresh actives that Huwell Chemicals selected for this exclusive formulation. DECO Care is particularly indicated for black and thick hair. It can lift up to 8 levels, while Amidine Cysteine and Amidine Glycine treat the hair fibre without weighting it down.

DECO Protect

DECO Protect is a 3 in 1 product; it bleaches, protects and conditions the hair all in single application. Polyamino Sugar Condensate is the precious ingredient that makes DECO Protect so special. This bleaching powder can lift up to 7 levels.

DECO Supernova Protect

The perfect compromise between extreme bleaching and protection, DECO Supernova Protect can lift up to 9 tones while the action of Polyamino Sugar Condensate soothes the severity of the persulfates.

Protection

In the past years the market has been flooded with by ‘during and after’ bleaching treatments, that claimed to protect and repair the hair throughout the entire chemical service.

However these products showed many flaws, from the uncompetitive price, till the negative effect on the lift. Huwell Chemicals decided to solve these inconveniences creating a range of formulations that already include the treatment, allowing the colourist to bleach and condition in only one step.
DECO 550

The new addition to our bleaching paste range, DECO 550 is the ammonia free development of DECO 513. It can lift up to 6 levels.

Bleaching Paste

Bleaching pastes are the most innovative products in the bleach market. Easy to use, and 100% dust free, these products are gentler than any lightening powder.

In fact, the high content of oil allay the stress on the fibres and smoothly softens the hair, while lifting up to 7 tones.

DECO 513

DECO 513 is Huwell Chemicals most famous bleaching paste. This low ammonia formulation can lift up to 7 levels. Its consistency is cream and optimal for luscious application.

DECO 513 Protect

To improve even more the conditioning properties of DECO 513 Huwell Chemicals created DECO 513 Protect. The combination of the protective agent and the oil give to the hair an unparalleled shine and strength.

DECO 550
Packaging

Huwell Chemicals takes care to develop the project of its customers, from the very first idea, until the final packaging, whether it is a bleaching powder or a cream.

Our packaging range is wide and customisable, to fulfil all requests.

We took a stand against plastic waste, and we are committed to reduce the use of such material in the solutions we propose. In fact, we are investing in flexible packaging in order to lower amount plastic jars consumption by our clients, and replacing it with bags and refill pouches.

500 Tubes g
The 500 g polyethylene tube is the optimal solution for bleaching paste.

200 Tubes g
The 200 g tube for bleaching paste can come in two version: laminated or aluminium.

Zip Bag
The Zip Bag is the ideal bag for packing bigger quantities of bleaching powders, from 500 g up to 1000 g. It can be customised.

Pillow Bags
Heat Sealed Bags are another versatile solution from Huwell Chemicals. It can contain from 80 g to 500 g of bleaching powder, and can be customised.

Stand Up Bags
Our most famous solution for bleaching powder, the Stand Up Bag can be adapted to contain different quantities, from 100 g to 500 g. It can be customised with different artworks.