

# HAIR BLEACHING POWDERS

## features & benefits

**HUWELL CHEMICALS** is a world leader in the manufacture of hair bleaching powders, producing more than 2000 tons per year. Our worldwide success is based on 3 milestones: quality, flexibility and technical innovation. **Quality** consistency is assured by severe control on raw materials and manufacturing processes. We can provide both small and large scale productions because of high **flexibility** of our state of the art production plant. This enables us to customize formulas to any quantity and quality required by our customers. **Technical innovation** is based on our intense activity in R&D which develops new products and ideas for everyone's needs.

Some of our most successful developments are the Dust Free Microgranular Bleach, the Ammonia & Dust Free Microgranular Bleach and more recently the Bleach & Color Dust Free Powder.

The **Dust Free Microgranular Bleach** is the ultimate system to achieve the best results in hair lightening without any risk for the users. The exclusive formula optimizes the particle size of each component to prevent dust release while making the product environmentally safe and user friendly. You can pick up the powder, drop it and mix it without inhaling it.

The **Ammonia & Dust Free Microgranular Bleach** adds the advantage of the total absence of ammonia odor.

The **Bleach & Color Dust Free Powder** is the new 2 in 1 “extreme” bleach powder for people who want to give a touch of original personality to their hair, as the most recent fashion trends show.

**400 SERIES**  
**"Bleach & Color Powders"**

## **DECO 400**

The Bleach & Color system is the ultimate development in hair bleaching. You may color the hair in 1 step with outstanding red and gold streaks during bleaching. Deco B&C is available in 9 shades:

- ↪ Golden blonde      DECO 400-7.3 F
- ↪ Rusty blonde      DECO 400-7.43 F
- ↪ Light copper      DECO 400-8.43 F
- ↪ Copper orange      DECO 400-7.4 F
- ↪ Copper red      DECO 400-6.4 F
- ↪ Deep orange red DECO 400-6.64 F
- ↪ Mahogany red      DECO 400-6.5 F
- ↪ Fire red      DECO 400-6.6 F
- ↪ Purple red      DECO 400-6.65 F

### **HOW TO USE B&C POWDERS:**

Bleach & Color powders can be used with 6, 9 or 12% (20, 30 or 40 volumes) Hydrogen Peroxyde (developer) in accordance with the following ratio:

1. Mix 1 part of the powder and 2 parts of the developer.
2. Apply uniformly on hair
3. Leave on hair for 15 - 30 minutes.
4. Rinse with lukewarm water until it runs clear.
5. Wash and dry hair as usual.

The intensity of the shade can be modulated by varying the processing time, from 15 minutes (more natural tone) to 30 minutes (stronger color). Never exceed 30 minutes.

For a second application , to refresh color which has faded, or to make the hair shade look more brilliant:

- ↪ mix with demineralized water if you do not want to bleach the hair again ;
- ↪ mix with hydrogen peroxide to obtain a further bleaching.

**300 SERIES**  
**"Microgranular Powders"**



## **DECO 300**

This is the state of the art in bleaching powder. It has all of the benefits of our Dust Free powders: a dust free working environment and a safe use. The optimization of particle size has been further increased to enhance mixing properties and completely reduce any fly away of dust.

### FEATURES AND BENEFITS:

- ↻ Intense bleaching action at buffered pH.
- ↻ It does not swell during application.
- ↻ It does not dry, it retains moisture throughout the entire processing time.
- ↻ Quick action.
- ↻ It does not irritate the scalp.
- ↻ Good conditioning properties.
- ↻ No dust during sachets or bags filling.
- ↻ It will not fly away during pick up and mixing.
- ↻ Easier to mix.
- ↻ Concentrated formula: less space needed.

## **DECO 301 - "Streaks"**

Same features as Deco 300 but with a more intense and quick action. Up to 7 levels lift. Especially suitable for Asian hair.

## **DECO 351 - Ammonia Free**

More gentle formula without ammonia, that maintains a good bleaching action. This is the ideal product for on-scalp applications and for fine hair.

**200 SERIES**  
**"Dust - Free Powders"**



## **DECO 200**

This is one of the most recent and trendy hair bleaching products, developed for a comfortable and dust free working environment. The components of this innovative formulation have optimized particle size to prevent dust release during handling and application of the bleach. It is a user-friendly product that will help to keep a tidy and clean space while safe to use.

### ADVANTAGES OF DUST FREE FORMULATIONS:

- No dust release.
- No fluff or fly away.
- No need for inhalation protection.
- Uniform mixture and uniform weight.
- Easy mixing.
- Concentrated formulas: less space needed for storage.
- No dust during sachets or bags filling.
- It will not fly away during pick up and mixing.

### CHARACTERISTICS:

- Intensely active powder bleach. Actual 6 levels lift.
- Bleach mixture does not swell during application.
- Bleach mixture does not dry or flake, it stays completely moist for the entire processing time.
- Fast bleaching action.
- No scalp irritation.
- Good conditioning properties.
- Cost effective.

## **DECO 201 - "Active"**

Same features as Deco 200 but with a more intense and quick action . Up to 7 levels lift. Especially suitable for Asian hair.

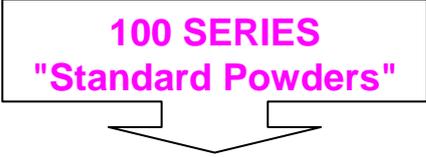
## **DECO 250 -"Ammonia Free"**

More gentle formula without ammonia that maintains a strong bleaching action . Ideal product for on-scalp applications and fine hair.

## **DECO 204 - "Low ammonia"**

More gradual bleaching action with low release of ammonia .

**100 SERIES**  
**"Standard Powders"**



## **DECO 100**

This is the traditional hair bleaching powder, a market leader. It possess an intensive bleaching action (up to 6 levels bleaching) and versatile applications. More over:

- ↪ It does not swell during application.
- ↪ It does not dry, it keeps moisture throughout entire processing time.
- ↪ Quick action.
- ↪ It does not irritate the scalp.
- ↪ Good conditioning properties.

## **DECO 120 -"Streaks"**

Particularly intense formulation for strong bleaching action for off scalp applications.

## **DECO 150 -"Ammonia Free"**

More gentle formula with good bleaching action. Ideal product for on scalp applications and fine hair.

### **HAIR BLEACHES WITH SPECIAL INGREDIENTS**

Special ingredients such as proteins, vegetal extracts, conditioning polymers or other active ingredients can be added to bleach powders upon customer request to enhance the performance and the quality.

### **COLOURED/FRAGRANCED HAIR BLEACHES**

Stable fragrances and attractive colours are available to increase cosmetic appeal of hair bleaches

Bleach powders are available in bulk, plastic bags or sachets, in different and customized formulations.

**Secrecy agreements can be signed upon request for exclusive formulations.**

## **HOW TO USE BLEACH POWDERS:**

All kinds of bleach powders (standard, dust-free and microgranular) can be used with 6, 9 or 12% (20, 30 or 40 volumes) Hydrogen Peroxide (developer) according with the following ratio:

- ↪ Mix 1 part of powder and 2 parts of developer.
- ↪ Leave on hair until the desired lift level is obtained.

The lift level depends on the strength of Hydrogen Peroxyde.

<b><i>DESIRED BLEACH LEVEL</i></b>	<b><i>HYDROGEN PEROXIDE STRENGTH</i></b>	<b><i>PROCESSING TIME</i></b>
<b>3 LEVELS</b>	<b>20 VOLUMES (6%)</b>	<b>20 MINUTES</b>
<b>4 LEVELS</b>	<b>30 VOLUMES (9%)</b>	<b>25 MINUTES</b>
<b>6 LEVELS</b>	<b>40 VOLUMES (12%)</b>	<b>35 MINUTES</b>

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