

HAKUHODO CO., LTD.

Consistent High Quality at Scale from Japan

For over 50 years, HakuHodo has combined exceptional craftsmanship with advanced production expertise to create premium makeup brushes trusted around the world.

Approximately 500,000 brushes produced every month.

Uncompromising quality in every brush.

Crafted by Artisans. Trusted by Professionals. Loved Worldwide.



HAKUHODO

The Hakuhodo Standard

At Hakuhodo, quality begins with a deep understanding of materials, craftsmanship, and performance.

Through careful material selection, proprietary hair blending, and purpose-built brush structures, we create brushes that deliver exceptional softness, precision, and control.

Throughout every stage of production, rigorous quality standards and attention to detail ensure consistency in every brush we make.

① Carefully Selected Materials

Carefully chosen materials optimized for the intended performance of each brush.



② Proprietary Hair Blending

Expertly developed hair blends designed to achieve specific application characteristics.



③ Purpose-Built Brush Structures

Engineered brush structures deliver the performance and feel required for each application.



④ Rigorous Quality Control

Every brush is inspected to ensure exceptional quality and consistency.



Development Capabilities

We provide OEM manufacturing and custom brush development services tailored to specific brand, application, and performance requirements.

By understanding the properties of the material being applied, the desired finish, and the intended method of application, we develop optimal brushes through careful material selection, proprietary hair blending, and purpose-built brush structures.

From concept to production, we create products that meet unique specifications, intended uses, and performance objectives.



Areas of Expertise

- Makeup Brushes
- Fine Art Brushes
- Nail Brushes
- Model & Figure Painting Brushes
- Industrial Brushes
- Custom Brush Solutions



HAKUHODO

Company Profile

Company Name Hakuhodo Co., Ltd

Founded August 9, 1974

President So Takamoto

Paid-in Capital JPY 50,000,000

Head Office

7-10-9 Jyonohori, Kumano-cho, Aki-gun,

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