



SMOOTHFILLER

TECHNICAL GUIDE



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**A NEW
APPROACH TO
SMOOTHING**

WHAT IF YOU COULD SAY GOODBYE TO FRIZZ...

Many women struggle with frizzy, unmanageable hair that is difficult to style or control.

They often spend a lot of time blow-drying their hair straight after each wash, only to worry about humidity undoing their efforts and causing frizz to return.

Introducing Wella Professionals Smoothfiller:
A new demi-permanent approach to smoothing.



SMOOTH. FILL. RESTRUCTURE.

SMOOTHFILLER

DEMI-PERMANENT SMOOTHING TREATMENT

Smooth, refilled and restructured hair in a pleasant and worry-free salon experience.



BENEFITS FOR END CONSUMERS

- Smoother hair, reduced frizz
- Easier & faster styling
- Lasts up to 3 months –
Smoothing effect fades without visible regrowth
- No post-service restrictions for client;
hair can be washed right after

BENEFITS FOR SALONS & END CONSUMERS

- Fast, only 20 minutes development time
- Worry-free salon experience
- Smoothfiller & Color Touch —
same day color fresh up is possible



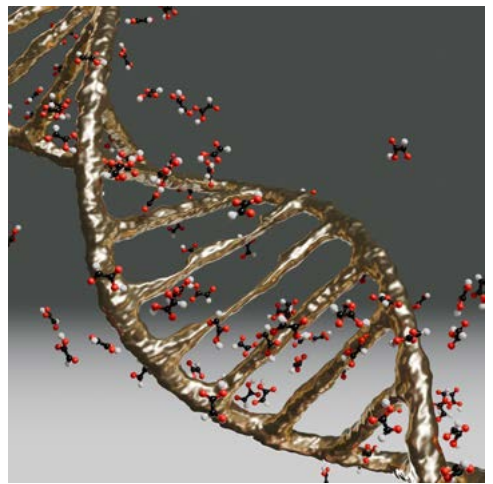
**SMOOTHER HAIR
REDUCED FRIZZ
EASIER & FASTER STYLING
FADING WITHOUT REGROWTH**

HOW IT WORKS

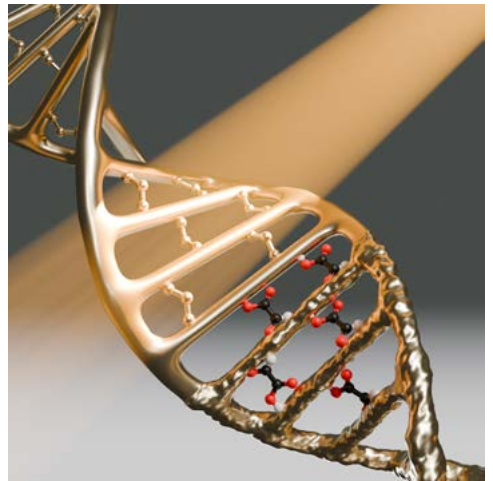
Frizzy hair is difficult to style and more vulnerable to humidity and its effects, thus the hair is more unmanageable. This is because the hair is irregular with some gaps within.



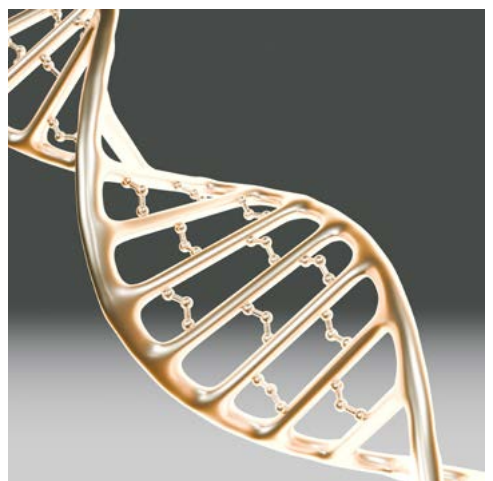
Smoothfiller's **Smart Delivery System** ensures the active ingredient **penetrates deep inside** the hair cortex, and cuticle **working from within** rather than artificial coating of the hair's surface.



Through thermal activation, the active ingredient / organic acid **fills the hair protein structure** by creating new stable, lasting bonds that **restructure the hair from the inside**.



The result is hair with incredible **smoothness**, **effortless** styling with less frizz, and natural movement every day for up to 5 months. Smooth hair you fall in love with!



IDENTIFY YOUR SMOOTHFILLER CLIENT



WHO IS YOUR SMOOTHFILLER CLIENT?

These clients have **naturally frizzy** hair that is difficult to manage, whether its straight, wavy or curly.

Their hair is typically prone to humidity-induced frizz and unruliness.

WHAT DO THESE CLIENTS WANT?

They want to improve their hair quality:
They look for smoother hair, less frizz,
faster styling and easier maintenance.

“I like my texture but
want to reduce the frizz!”

“I have to blow dry my hair every
wash and it takes a long time! I wish
it was faster and easier to style it.”

SERVICE STEPS

① PREPARATION



② APPLICATION & DEVELOPMENT



③ THERMAL ACTIVATION



① PREPARATION

Prepare hair for product absorption by washing and pre-drying it.

Shampoo the hair, twice if needed.

Do not use conditioner.

We recommend Ultimate Smooth shampoo; it cleanses hair efficiently while still allowing easy detangling.



Pre-dry until hair is **80% dry**.

The hair should feel damp and take shape when you scrunch it.



② APPLICATION & DEVELOPMENT

We recommend approximately 100g of product on mid-length, mid-density hair.

Measure the Smoothfiller product in a bowl and apply on hair section by section with a brush.

Stay 0.5 cm away from the scalp. Saturate carefully and comb through.

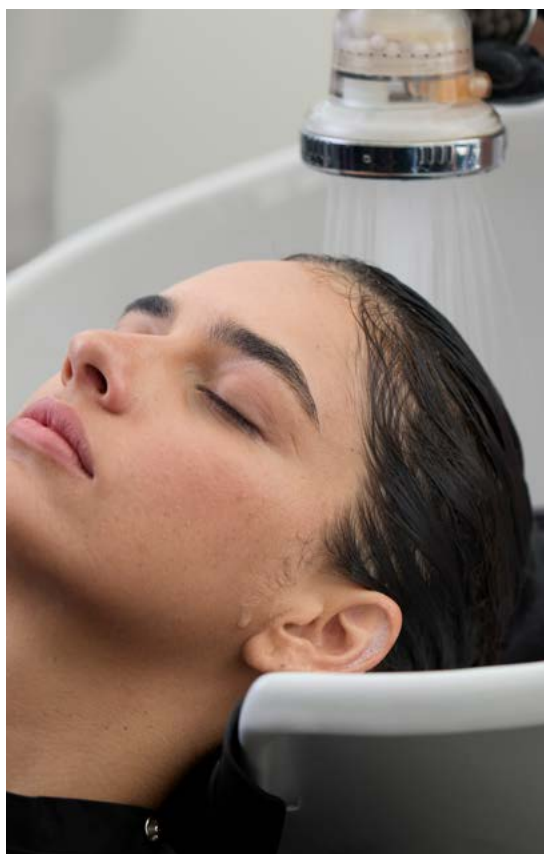
Develop for **20 min.**

Do not cover the hair, do not use heat.



Emulsify and rinse.

Rinse until no foam is seen, do not overrinse.



③ THERMAL ACTIVATION

Thermal activation is an important step as this is when the active ingredient forms the new bonds in hair, providing the Smoothfiller benefit

Blow dry hair smooth until it's **100% dry**.

Do not use styling products.



Straighten the hair in small sections, repeat 6 – 12 passes per section.

The evenness of the heat and consistency is important.

A straightening iron with adjustable heat is necessary. Longer plates help to make the service more efficiently.



THERMAL ACTIVATION

There are two important variants regarding the thermal activation step: heat and passes.

HEAT

Choose heat based on hair structure.

HAIR TYPE	FINE	MEDIUM	COARSE / RESISTANT
Virgin or resistant hair	180°c	180 – 210°c	230°c
Colored and sensitized	180°c	180 – 210°c	210 – 230°c
Extremely sensitized hair	Not recommended	Not recommended	180 – 210°c

PASSES

The number of strokes is determined by the desired transformation.

DESIRED RESULT	SOFT RESULT / FRIZZ REDUCTION	MAXIMUM SMOOTHNESS
Passes	6 – 8x	10 – 12x

The evenness of the heat and consistency is important for optimal results.



FINISHING THE HAIR

After Thermal activation step, the Smoothfiller service is ready.

The hair may appear static after the Smoothfiller service. Use Ultimate Smooth Miracle Oil Serum or hairspray to control static hair.

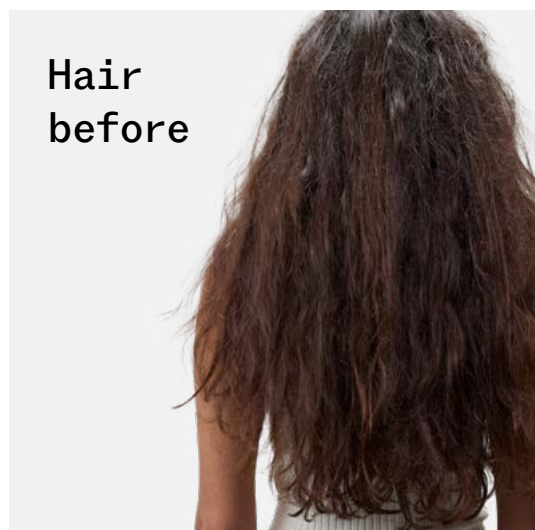
Smoothfiller may shift the color into lighter or warmer direction.

No post-service restrictions for the client: hair can be washed even the next day.



THE FINAL RESULT

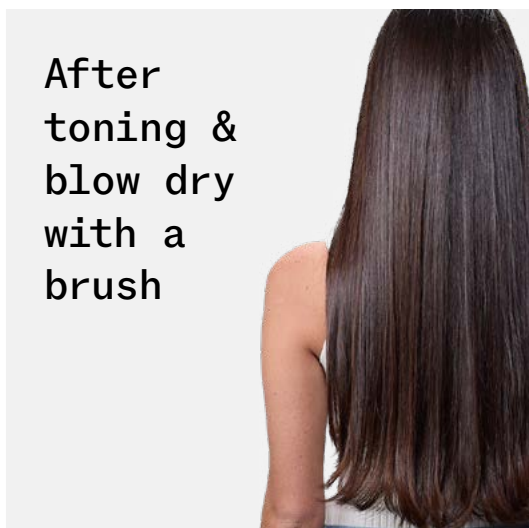
It is important to note, that right after the Smoothfiller service hair is straight, but the actual result is seen after the first wash.



SMOOTHER HAIR FRIZZ CONTROL & MANAGEABILITY EASIER, FASTER BLOW DRY

If your client prefers more natural, wavy smooth result, you may color it with Color Touch or simply wash, condition and blow dry it.

You will also notice how hair is easier and faster to blow dry!



SMOOTHFILLER ON CURLY / WAVY HAIR

- Reduce frizz
- Improves hair manageability
- Reduce volume slightly
- Elongate curls slightly

Smoothfiller will not straighten hair.

Hair
before



Immediately
after
Smoothfiller



2 weeks
after



Hair
before



Immediately
after
Smoothfiller



2 weeks
after



SMOOTHFILLER & COLOR SERVICES

Smoothfiller might have an impact on the color result. It is always better to do a coloring step with a separate appointment, but same-day color services with Smoothfiller are possible.

Hair can be colored with **Color Touch** immediately after the Smoothfiller service. Color result after Smoothfiller may be less intense than usual.

Before coloring, gently shampoo the hair to control its pH; wet the hair, lather shampoo and let it sit for 10 min before rinsing.

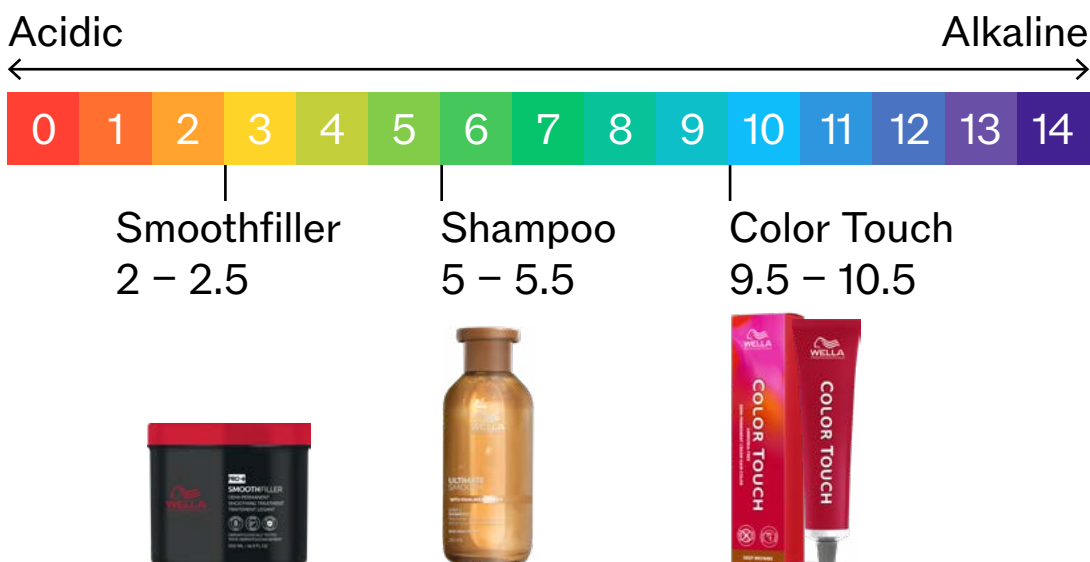


PH CONTROL BEFORE COLOR SERVICE

If hair is colored immediately after Smoothfiller service, a pH control step is necessary.

Since Smoothfiller is acidic, the hair pH needs to be rebalanced for the alkaline color to be effective. The shampoo step between Smoothfiller and Color Touch helps to balance the hair's pH to a more neutral level, ensuring the hair is prepared for color absorption.

PH SCALE



HOW TO PERFORM THE PH CONTROL STEP

After finishing the Smoothfiller service, shampoo the hair and leave the lather on for 10 minutes.

Rinse and continue with Color Touch.

SMOOTHFILLER & SAME-DAY COLOR SERVICES

SMOOTHFILLER & COLOR TOUCH

Hair can be colored with Color Touch right after Smoothfiller.

Color result after Smoothfiller may be less intense than usual.



SMOOTHFILLER



Shampoo



Blow Dry 80%



SmoothFiller Application & development



Rinse



Blow Dry 100%



Thermal activation

PH CONTROL



Shampoo 10 min

10

COLOR REFRESH



Color Touch

FINISH






Post Treat

SMOOTHFILLER & SAME-DAY COLOR SERVICES

HIGHLIGHTS & SMOOTHFILLER & TONING

Highlights are recommended to be done before the Smoothfiller service.



HIGHLIGHTS		Highlights	
SMOOTHFILLER		Emulsify & Shampoo	
		Blow Dry	
		SmoothFiller Application & development	
		Rinse	
		Blow Dry 100%	
		Thermal activation	
PH CONTROL		Shampoo 10 min	<div>10</div>
COLOR REFRESH		Color Touch	
FINISH		Post Treat	

Note: in case of using Blondorplex, do not use No2 before Smoothfiller.

SMOOTHFILLER & PERMANENT COLOR SERVICES

SMOOTHFILLER & KOLESTON PERFECT & ILLUMINA COLOR

It is recommended to wait for 2 weeks (5 washes) after Smoothfiller service before permanent color services.



SMOOTHFILLER



Shampoo



Blow Dry



SmoothFiller Application & development



Rinse



Blow Dry 100%



Thermal activation & Finish

WAIT MIN 5 WASHES

COLOR



Color as normal

Permanent color after smoothfiller might reduce the lastigness of Smoothfiller as they both work in cortex level.

ROOT TOUCH UP UP TO 1 CM

ONLY 1CM ROOTS?

In this case you may color the roots before Smoothfiller service; Smoothfiller service does not reach the hair roots.

Color Xpress: great partner for quick root touch up



SMOOTHFILLER REAPPLICATION

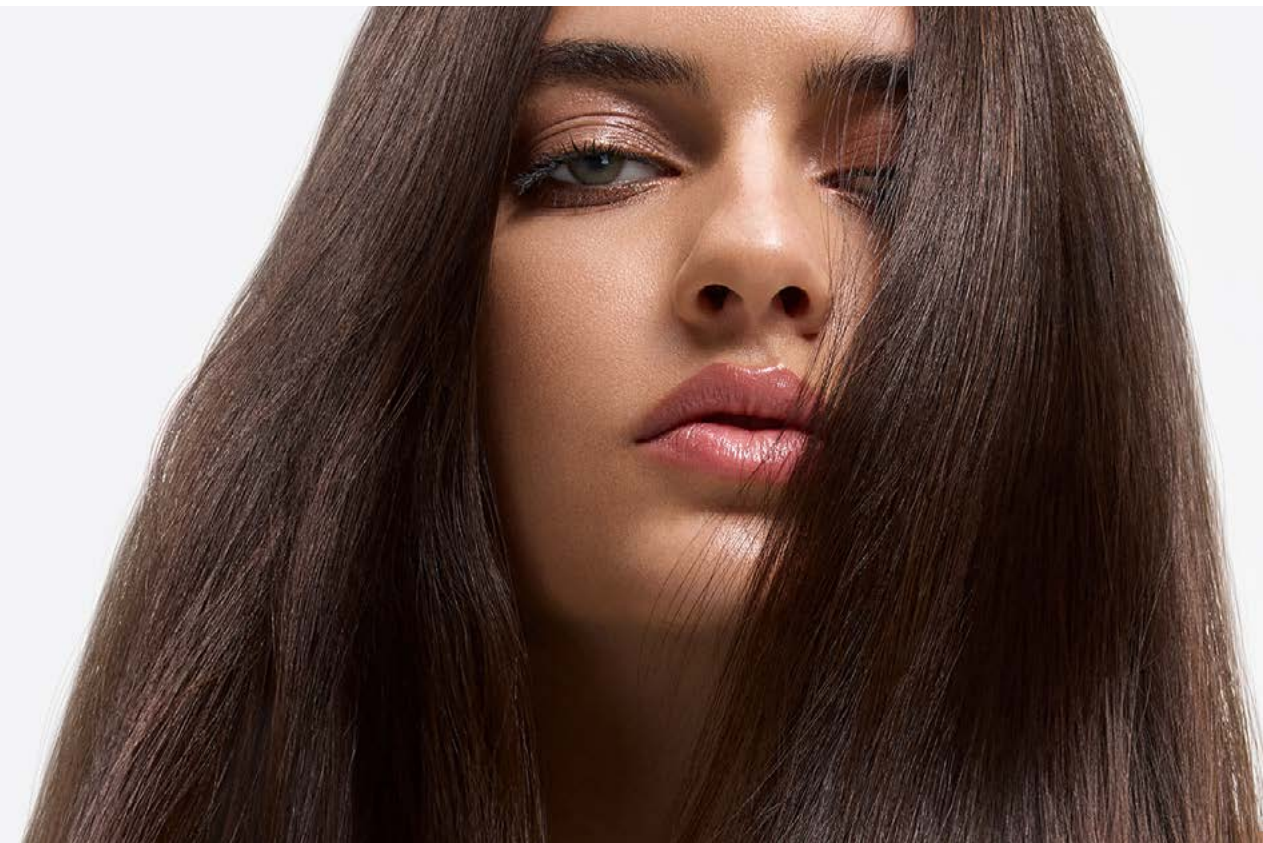
When doing the regrowth application, make sure to have a thorough hair diagnosis each time to determinate the right amount of heat and passes.

You may apply the treatment on whole hair but be aware that more resistant root area might need more passes than the lengths and ends.

ROOT APPLICATION AND TENSION

When reapplying the treatment and straightening the root area, maintain consistent tension. Hold the section firmly with your fingers while straightening the root area to ensure optimal control and even thermal application.

Repeat 6 – 12 passes on root area depending of the desired result, for the lengths and ends you may need less passes depending of their condition.



AFTERCARE

Ultimate Smooth care lineup is the ideal care partner after Smoothfiller service.

It helps to keep hair nourished, protected and smooth.



GOOD TO KNOW FOR CLIENT

Smoothfiller is fragrance free.

Some clients sense a negative odor on their hair for few washes after the service. This is a characteristic of the active ingredient and it's reaction with the hair.

It is not harmful nor permanent.

Tip: Use Ultimate Smooth for a pleasant instant fragrance.

Unlike many other keratin treatments, Smoothfiller does not require sulfate-free shampoo after the service.

We recommend to use Ultimate Smooth shampoo, it is gentle and helps to keep the hair smooth.

Other Wella Professionals shampoos are also suitable after Smoothfiller – a sulfate free shampoo is not required.

There are no post-restrictions for client after the Smoothfiller service.

The hair can be washed, re-styled or put on a ponytail immediately after Smoothfiller service.



FREQUENTLY ASKED QUESTIONS SMOOTHFILLER AND COLORING

Can I do highlights after the Smoothfiller service?

Highlights are recommended to be done **before** the Smoothfiller service. If they were done after, the lightening might reduce the effect of Smoothfiller.

Can I color the hair before Smoothfiller service?

Coloring is recommended to be done **after** the Smoothfiller service, because Smoothfiller will likely shift the colored hair color tone into lighter and/or warmer.

Can I use Shinefinity or Blondor Cream Toners?

These are not recommended after Smoothfiller service. The color intake with Shinefinity and Blondorplex Toner is not efficient after Smoothfiller service, so the tone won't be as rich / not true to tone as expected.

Can I use Smoothfiller on clients with grey / white hair?

Using Smoothfiller on naturally white hair might discolor the hair permanently, therefore not recommended.



INGREDIENTS

Smoothfiller contains only 8 carefully chosen ingredients.

Active ingredient is an organic acid that is able to fill the hair protein structure by creating new stable, longer lasting bonds that restructure the hair from the inside.

Smoothfiller contains also a conditioning ingredient, other ingredients in the formula ensure it's stable and ideal to work with.

- Silicon free, mineral oil free, fragrance free
- Vegan
- Dermatologically tested



WANT TO KNOW MORE?

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