



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 colour fresh up is possible



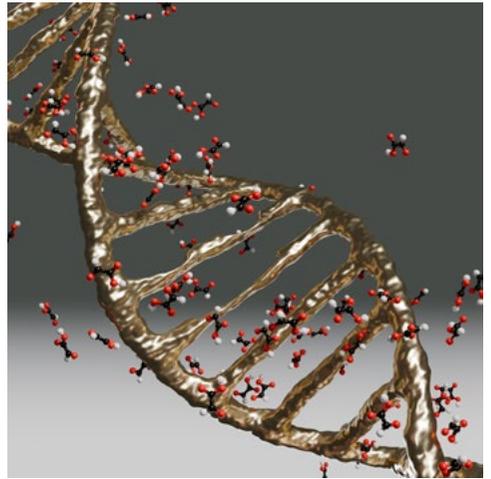
**SMOOTHER HAIR
REDUCED FRIZZ
EASIER & FASTER STYLING
FADING WITHOUT REGROWTH**

HOW IT WORKS

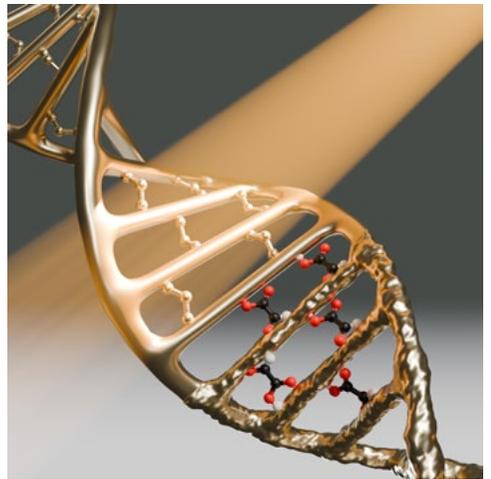
Frizzy hair is difficult to style and more vulnerable to humidity and its effects, thus the hair is more unmanageable. This is because the hair is irregular with some gaps within.



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.

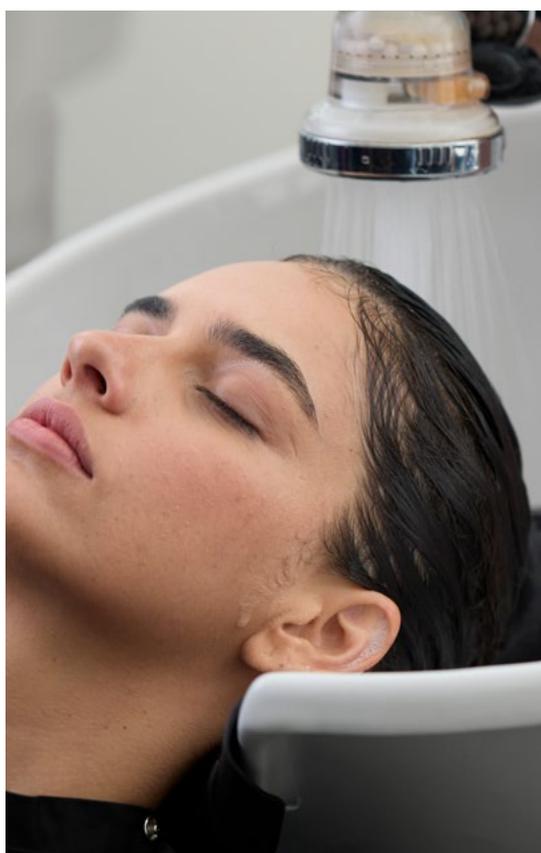
Develop for **20 min.**

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
Coloured & sensitised	180°C	180 – 210°C	210 – 230°C
Extremely sensitised 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 colour 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 colour 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!



FOR COLOUR CLIENTS – POST-SMOOTHFILLER SERVICE

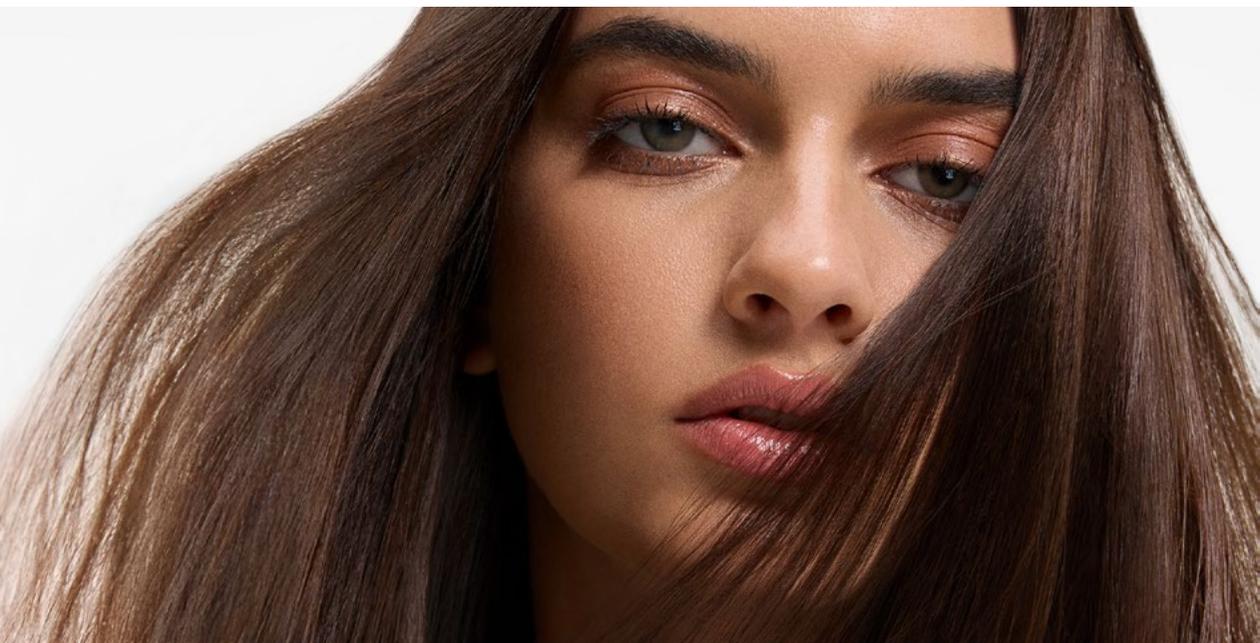
For Color Touch clients receiving a Smoothfiller treatment, it is advisable to follow with a Color Touch service as part of the appointment.

Smoothfiller can influence the final colour result, leading to a softer or less intense finish. Adding a Color Touch service afterwards allows you to refine and enhance the overall result.

This step is optional and should be considered based on the desired end result. It's recommended to allow an additional time following the Smoothfiller treatment if including this step.

BEFORE COLOURING

- Gently cleanse the hair with **Ultimate Smooth Shampoo** to rebalance the pH.
- Wet the hair, apply shampoo, lather, and leave for 10 minutes before rinsing.
- Apply Color Touch to pre-shampooed, towel-dried hair.
- Develop for up to 20 minutes, rinse thoroughly, and complete the service with a post-treatment, dry and style as desired.

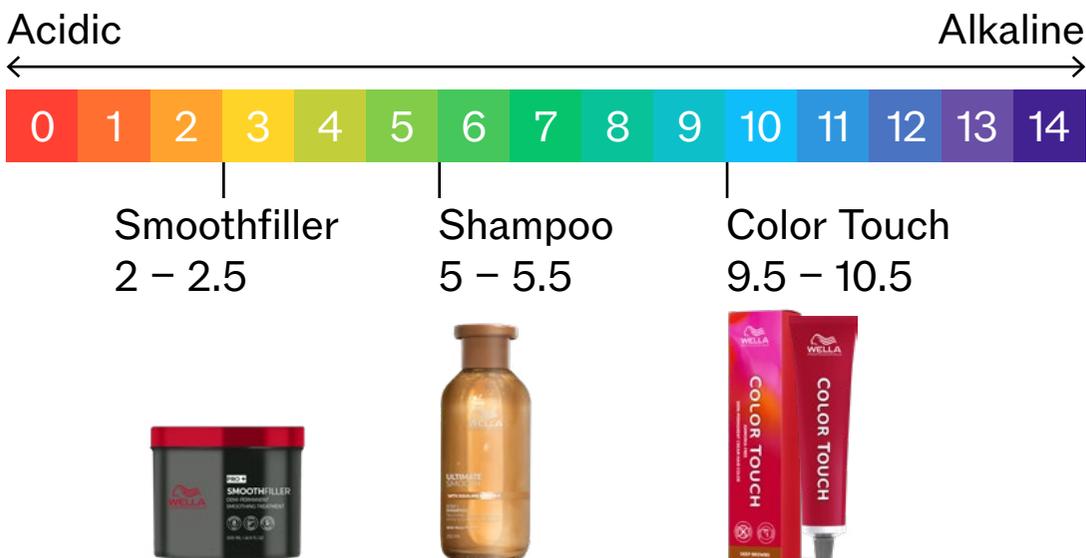


PH CONTROL BEFORE COLOUR SERVICE

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

Since Smoothfiller is acidic, the hair pH needs to be rebalanced for the alkaline colour 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 colour 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 COLOUR SERVICES

SMOOTHFILLER & Color Touch

Hair can be coloured with Color Touch right after Smoothfiller.

Colour 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

COLOUR REFRESH



Color Touch

FINISH



Post Treat

SMOOTHFILLER & SAME-DAY COLOUR 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

10

COLOUR REFRESH



Color Touch

FINISH



Post Treat

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

SMOOTHFILLER & PERMANENT COLOUR SERVICES

SMOOTHFILLER & KOLESTON PERFECT & ILLUMINA COLOUR

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



SMOOTHFILLER



Shampoo



Blow Dry



Smoothfiller Application & development



Rinse



Blow Dry 100%



Thermal activation & Finish

WAIT MIN 5 WASHES

COLOUR



Colour as normal

Permanent colour after Smoothfiller might reduce the lastiness of Smoothfiller as they both work in cortex level.

ROOT TOUCH UP UP TO 1 CM

ONLY 1CM ROOTS?

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

Color Xpress: great partner for quick root touch up



SMOOTHFILLER REAPPLICATION

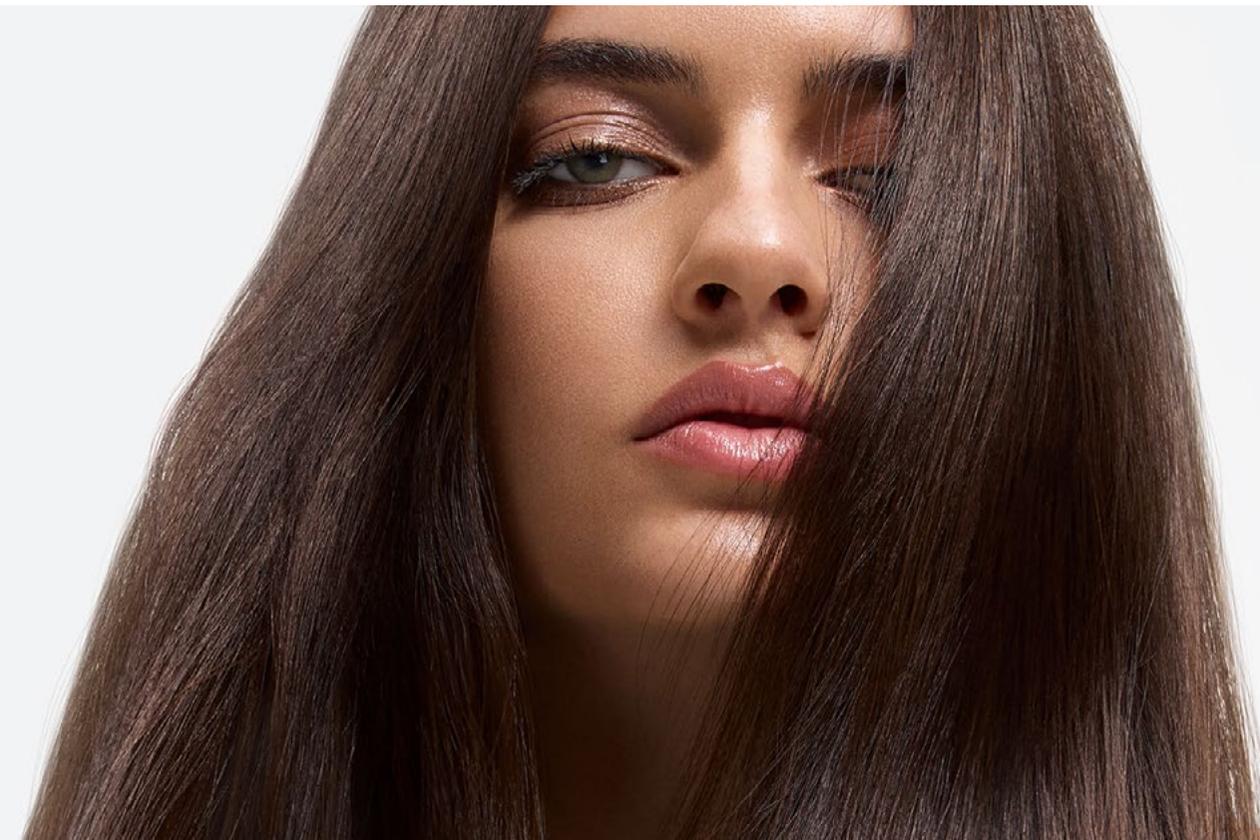
When doing the regrowth application, make sure to have a thorough hair diagnosis each time to determinate the right amount of heat and passes.

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 COLOURING

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 colour the hair before Smoothfiller service?

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

Can I use Shinefinity or Blondor Cream Toners?

These are not recommended after Smoothfiller service. The colour 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 gray / white hair?

Using Smoothfiller on naturally white hair might discolour 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



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