



# SMOOTHFILLER

## TECHNICAL GUIDE



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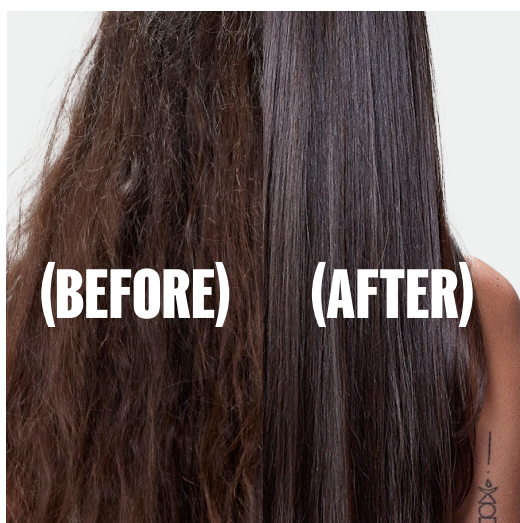
**A NEW  
APPROACH TO  
SMOOTHING**

# 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 fast\* salon experience.



## BENEFITS FOR CLIENTS

- 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 STYLISTS & CLIENTS

- Low fumes
- Under 2 hours salon-exclusive service
- Pleasant and fast\* salon experience
- Smoothfiller & same-day color service is possible
- Only 20 minutes development time

\*Pleasant and fast: precise application, quick development time, fragrance free, low fume at heat activation.  
No additional rinsing after heat activation.

# INGREDIENTS

Smoothfiller contains only 8 carefully chosen ingredients.

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

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





## TECHNOLOGY BENEFITS

- Smart Delivery System ensures the active ingredient penetrates deep inside the hair cortex.
- Does not form an artificial coating on the hair's surface.
- Only 1 product needed.
- No additional rinsing required after service.
- Hair slowly reverts back to natural texture over 3 months.

## NO RESTRICTIONS

- Client can wet their hair same day: shampooing, swimming, anything!
- Client can put their hair into a hair elastic or clip immediately after service.

# IDENTIFY YOUR SMOOTHFILLER CLIENT



## THEIR HAIR IS

- Naturally frizzy
- Difficult to manage
- Often prone to humidity-induced frizz
- They blow dry their hair frequently, seeking smoothness

## THEY LOOK FOR

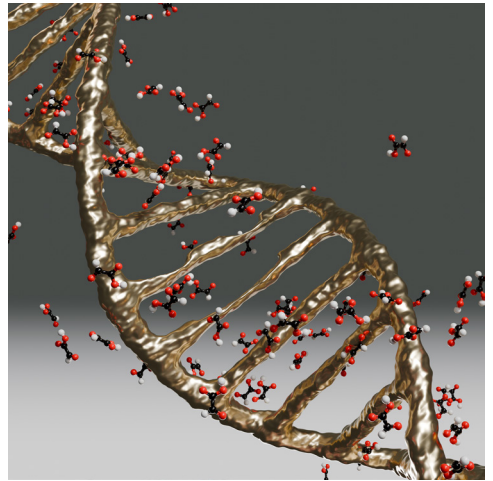
- Smoother hair
- Frizz reduction
- Easier & faster styling
- Easier maintenance

# HOW IT WORKS

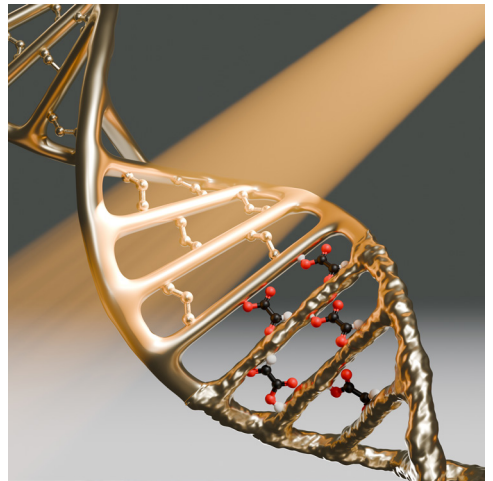
Frizzy hair is difficult to style and more vulnerable to humidity and its effects, thus the hair is more unmanageable. This is because the hair is irregular from gaps within.



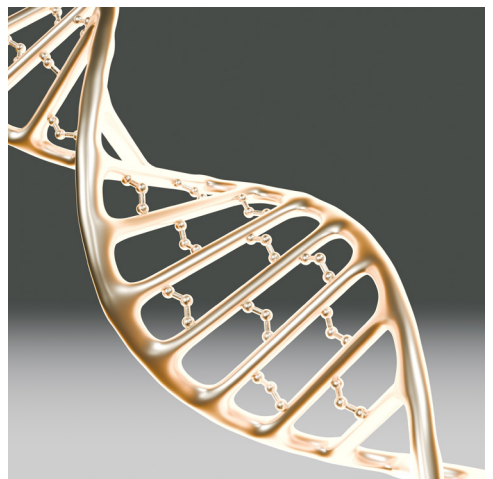
Smoothfiller's **Smart Delivery System** ensures the active ingredient **penetrates deep inside** the hair cortex and cuticle **working from within** rather than artificial coating of the hair's surface.



Through thermal activation, the active ingredient **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 3 months. Smooth hair you fall in love with!



# 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.

Any shampoo is suitable.



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

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



## ② APPLICATION & DEVELOPMENT

Begin by measuring 50g in a bowl and add more as needed.

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.**

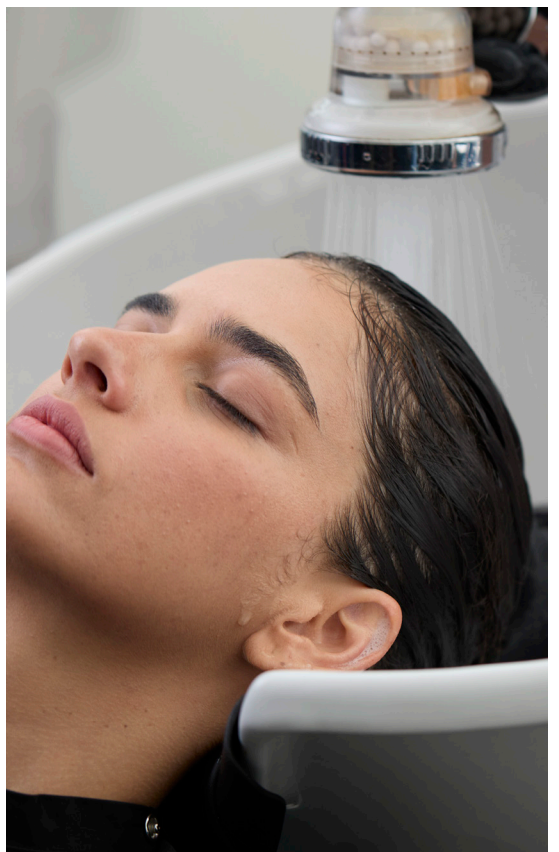
Do not cover the hair, do not use heat.



Emulsify and rinse.

Rinse until water runs clear, do not over rinse.

Hair should feel slippery, but not slimy.



## 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 result.

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

Do not use styling products.



Straighten the hair in small sections, repeat 6 – 10 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 efficient.



# THERMAL ACTIVATION

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

## 1. HEAT

**CHOOSE HEAT BASED ON HAIR STRUCTURE.**

HAIR TYPE	FINE	MEDIUM	COARSE / RESISTANT
Virgin or resistant hair	355°F 180°C	355-410°F 180 -210°C	455°F 230°C
Colored and sensitized	355°F 180°C	355-410°F 180 -210°C	410-455°F 210-230°C
Extremely sensitized hair	Not recommended	Not recommended	355-410°F 180 -210°C

## 2. PASSES

**CHOOSE NUMBER OF PASSES BASED ON DESIRED RESULT.**

<b>SOFT RESULT / FRIZZ REDUCTION</b>	6 – 8 passes
<b>MAXIMUM SMOOTHNESS</b>	8 - 10 passes

You may customize the number of passes if hair lengths are previously treated or sensitive (with less passes on sensitive ends).

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 have static immediately following the Smoothfiller service. Use Ultimate Smooth Miracle Oil Serum, hairspray, or a light mist of water to control static.

Smoothfiller may shift the color into lighter or warmer direction.

No post-service restrictions for the client: hair can be washed, clipped, or tied up immediately following the service.



# 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



# SMOOTHFILLER COLOR SERVICES – SAME DAY, NO RESTRICTIONS!

## COVER GREY

Applied prior to Smoothfiller service to <1cm regrowth only:

- Koleston Perfect
- Koleston Xpress
- Illumina Color



## GLOSSING

Gloss can be applied immediately following Smoothfiller:

- Color Touch
- Color Fresh Create
- Color Fresh Mask
- Shinefinity<sup>1</sup>



## GREY & GLOSS

Grey coverage prior to Smoothfiller and glossing immediately after.



## LIGHTEN & GLOSS

Highlight or balayage prior to Smoothfiller service. Finish the service with a glossing.

- BlondorPlex<sup>2</sup>
- Blondor Multi Blonde
- Blondor Freelights
- Blondor Extra Cool



## THE WORKS

Cover grey and highlight prior to Smoothfiller. Complete the look with a gloss immediately following Smoothfiller.



<sup>1</sup>Shinefinity and BlondorPlex Cream Toners are not recommended right after Smoothfiller. They are safe to use; however the tone will not be as rich/ not true-to-tone as expected. <sup>2</sup>When using BlondorPlex, do not use WellaPlex No. 2. Up to 97% less breakage results are not guaranteed.

# SMOOTHFILLER & COLOR SERVICES

- Root retouch with permanent color can be done before Smoothfiller.
- Smoothfiller service might shift the colored hair's tone to lighter and / or warmer. Do not overlap Smoothfiller and flat iron over freshly colored roots.
- Highlights should be done before Smoothfiller.
- Hair can be glossed immediately after Smoothfiller. Color result may be less intense than usual.
- With permanent color on mid-lengths and ends, wait for 5 washes.



# 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.



Apply Smoothfiller after permanent color has processed and the hair has been cleansed.



# SMOOTHFILLER & GREY COVERAGE

Cover grey roots up to 1cm at the same appointment as Smoothfiller service.

Apply Koleston Perfect, Koleston Xpress, or Illumina Color to the grey root area only. Process, shampoo and continue with your Smoothfiller service.



Permanent color after Smoothfiller is not recommended as it might reduce the lastingness of Smoothfiller as they both work in cortex level.

## COVER GREY



Root retouch



Shampoo

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## SMOOTHFILLER



Blow-dry 80%



Smoothfiller 20 mins



Rinse



Blow Dry 100%



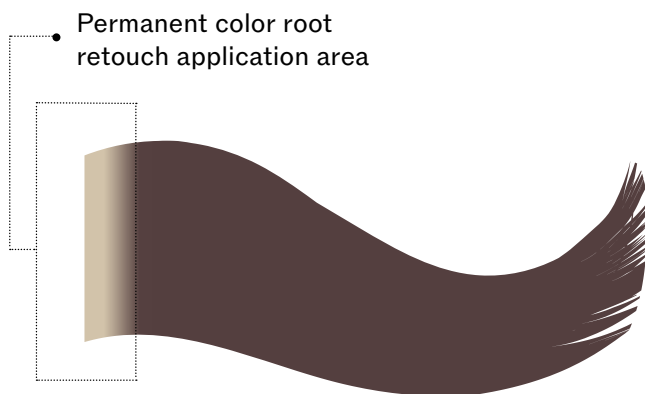
Thermal activation

# GREY ROOT RETOUCH GUIDELINES



## 1 PERMANENT COLOR ROOT RETOUCH

When doing the root retouch, with a permanent color, apply only to the root area (less than 1 cm).



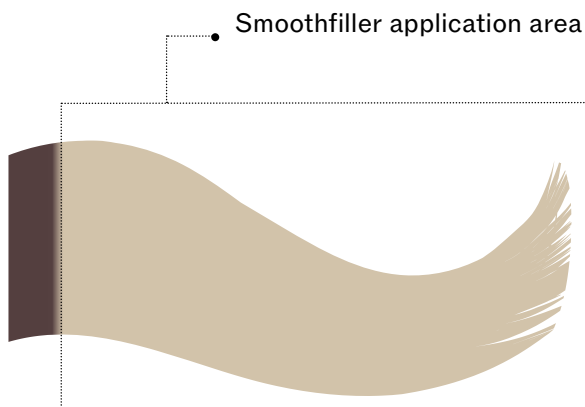
## 2 PROCESS AND CLEANSE

Process permanent root retouch as you normally would and shampoo.



## 3 SMOOTHFILLER APPLICATION AREA

After shampooing and 80% blow-dry, do not overlap Smoothfiller and flat iron over fresh permanent color root retouch.



# PERMANENT COLOR ON MID-LENGTHS AND ENDS

When applying permanent color to the mid-lengths and ends, it is recommended to wait for 2 weeks (5 washes) after Smoothfiller service.



## SMOOTHFILLER



Shampoo



Blow dry



Smoothfiller application & development



Rinse



Blow dry 100%



Thermal activation & finish

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## WAIT MINIMUM OF 5 WASHES

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## COLOR



Color as normal

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

# PH CONTROL BEFORE GLOSSING

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

**PH CONTROL:** Since Smoothfiller is acidic, the hair pH needs to be rebalanced for the alkaline color to be effective.

**HOW:** After the Smoothfiller service, gently lather shampoo and let it sit for 10 min before rinsing and following with glossing.

## PH SCALE

Acidic ← → Alkaline



Smoothfiller  
2 – 2.5



Shampoo  
5 – 5.5



Color Touch  
9.5 – 10.5



# SMOOTHFILLER & SAME-DAY GLOSSING\*

Hair can be glossed after completing a Smoothfiller service. pH balancing step is required prior to glossing.

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



Glossing

## FINISH



Post treat

\* Shinefinity and BlondorPlex Cream Toners are not recommended right after Smoothfiller. They are safe to use; however, the tone will not be as rich/not true-to-tone as expected. Since Smoothfiller fills porosity in the cortex, Color Touch results after Smoothfiller may be less intense than usual.

# SMOOTHFILLER & LIGHTENER\*

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

COLOR REFRESH



Glossing

FINISH



Post treat

\*When using BlondorPlex, do not use WellaPlex No. 2. Up to 97% less breakage results are not guaranteed.

# SMOOTHFILLER COLOR SERVICES SUMMARY\*

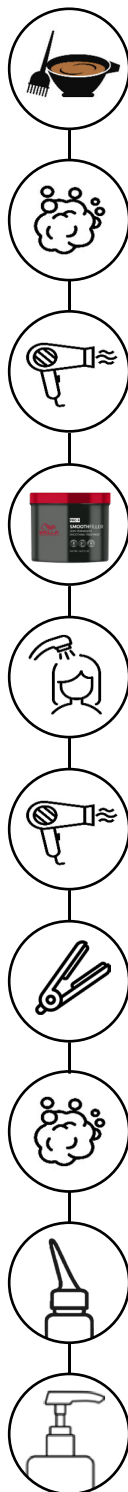
## COVER GREY



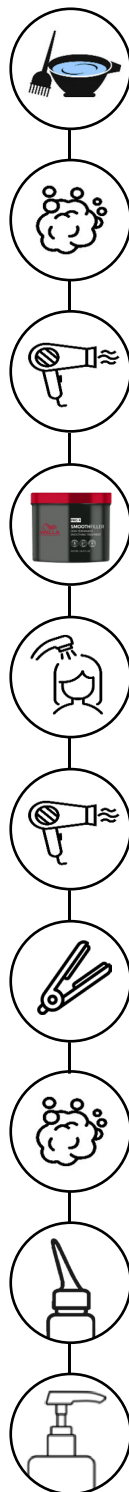
## GLOSSING



## GREY & GLOSS



## LIGHTEN & GLOSS



## THE WORKS



\*Shinefinity and BlondorPlex Cream Toners are not recommended right after Smoothfiller. They are safe to use; however the tone will not be as rich/not true-to-tone as expected. Since Smoothfiller fills porosity in the cortex, Color Touch results after Smoothfiller may be less intense than usual. When using BlondorPlex, do not use WellaPlex No. 2. Up to 97% less breakage results are not guaranteed.

# 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.

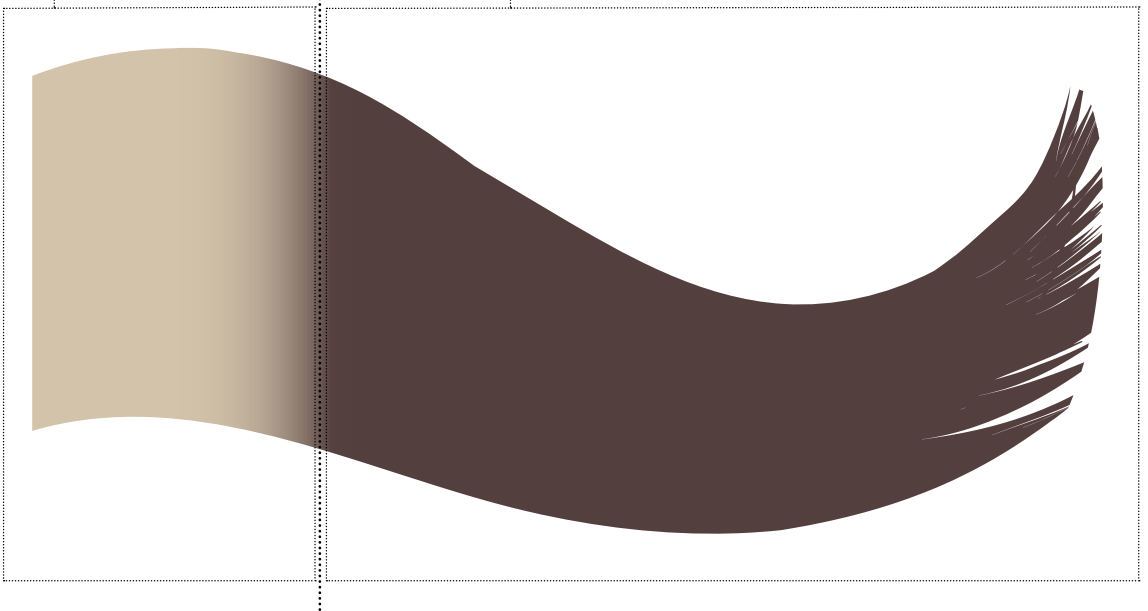
# ROOT APPLICATION AND TENSION

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

• **Roots:**  
6 - 10 Passes

• **Lengths and ends:**  
0 - 6 Passes



# AFTERCARE

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

It helps to keep hair nourished, protected and smooth.

## ULTIMATE SMOOTH

**NOURISHMENT IN 30 SECONDS,  
SMOOTHNESS THAT LASTS UP TO 3 DAYS<sup>1</sup>**

**UP TO 85%  
SMOOTHER HAIR<sup>2</sup>**

**96 HOURS  
OF FRIZZ CONTROL<sup>3</sup>**

**SILKY  
SHINE**



<sup>1</sup>When using Miracle Oil Serum if unwashed for 3 days, vs untreated

<sup>2</sup>when using Miracle Oil Serum vs. untreated

<sup>3</sup>in 80% humidity

**BEFORE**  
with non-conditioning shampoo

**AFTER**  
with ULTIMATE SMOOTH routine\* & blow-dry

**BEFORE**  
with non-conditioning shampoo

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**BEFORE**  
with non-conditioning shampoo

**AFTER**  
with ULTIMATE SMOOTH routine\* & blow-dry



\*Shampoo, Mask, Oil Serum



\*Shampoo, Mask, Oil Serum



\*Shampoo, Mask, Oil Serum

# BUSINESS TIPS

## PRODUCT TIPS

Spot-treat challenging areas for extra smoothing.

For example, apply only to the fringe area for a client who experiences the fringe area puffing up and losing control with humidity or fuzzy hair textures in particular areas.

## SERVICE TIPS

Only a 30-minute add-on service for any current color booking. You're shampooing the hair anyway, so you're only adding a 10-minute application and 20-minute processing before rinsing, blow-drying, and flat ironing to finish the look.

## HOW WILL YOU GET THERE?

Active listening during consultation will help you identify the customers who are suitable Smoothfiller candidates.

Listen for phrases like,



- My blowdries don't last.
- My hair is so hard to blow dry.
- My hair gets frizzy so fast.
- I can't control this area of my hair.



# GOOD TO KNOW FOR CLIENT

Smoothfiller is fragrance free.

Some clients may sense an 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 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

## **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 use Shinefinity or BlondorPlex 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.

## **How long does Smoothfiller last?**

Smoothfiller lasts up to 3 months – smoothing effect fades without visible regrowth.

## **Can I use BlondorPlex before Smoothfiller?**

When using BlondorPlex, do not use WellaPlex No. 2. Up to 97% less breakage results are not guaranteed. We do not recommend using WellaPlex No. 2 prior to Smoothfiller because they are both acidic.

## **Can I use Smoothfiller on clients with grey or white hair?**

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

## **Is Smoothfiller a keratin treatment?**

No, Smoothfiller does not contain keratin or protein. Rather, it creates a new kind of bond that lasts up to 3 months.

## **Can I use ghd?**

We recommend using ghd Chronos and ghd Chronos Max anywhere that 365° F is suitable thanks for their unique heat transfer technology. Always refer to the temperature chart for best suitability.



# WANT TO KNOW MORE?



Learn more about Wella  
Professionals services on  
**WellaEd.com.**



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