



NO.1
SALON COLOR
BRAND IN
THE WORLD

NEW SMOOTHFILLER™ SERVICE

SMOOTHER HAIR. REDUCED FRIZZ. EASIER & FASTER STYLING. LASTS UP TO 3 MONTHS.



WHAT IS SMOOTHFILLER™?

- **SMOOTHFILLER™** is a salon-exclusive service designed to achieve smoother hair and reduce frizz.
- Minimalistic formula, only 8 ingredients.
- Silicone free, mineral oil free, fragrance free, and vegan.
- Low fumes.
- Dermatologically tested.

BENEFITS FOR SALONS & END CONSUMERS

- Lasts up to 3 months – smoothing effect fades without visible regrowth.
- Under 2hr salon exclusive service.
- Pleasant and fast* salon experience.

SAME DAY, NO RESTRICTIONS!

- You can wash your hair, workout or even swim on the same day.
- Compatible with color & lightener services.

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

WHO IS YOUR SMOOTHFILLER™ CLIENT?

WHO IS IT FOR?

The **SMOOTHFILLER™** service is perfect for clients with hair that is:

- Naturally frizzy or difficult to manage
- Prone to humidity-induced frizz
- Frequently blow-dried to achieve smoothness

WHAT DO THESE CLIENTS WANT?

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

Available in 3 sizes – 200ML, 500ML & 1L



INCREASE YOUR REVENUE WITH SMOOTHFILLER™

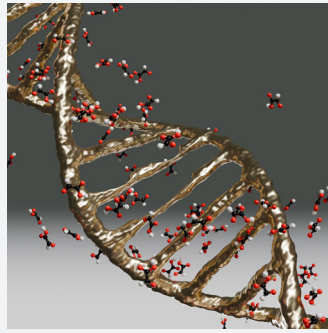
RECOMMENDED SERVICE PRICE: \$150 - \$300	# OF SERVICES	SALON EARNING (UP TO)
WEEKLY	5	\$1,500
ANNUALLY	260	\$78,000

*Based on Wella Master Brand USD sales on the 2024 Salon Hair Care Study for the hair coloring products category published by Kline.

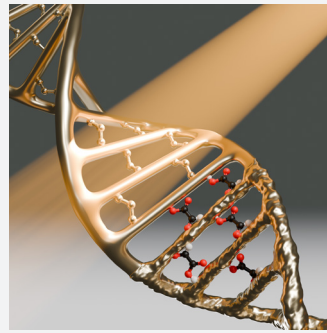
TECHNOLOGY - HOW IT WORKS



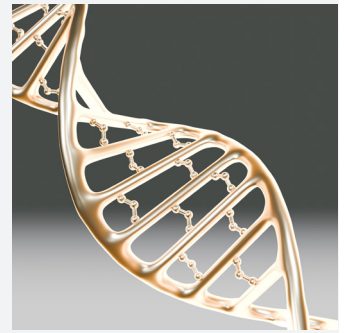
Porosity gaps in hair can cause frizz, making hair difficult to style and manage.



The active ingredient penetrates deep inside the hair, rather than artificial coating of the hair's surface.



Through thermal activation, the active ingredient fills the porosity gaps with a new longer-lasting bond.



The result is hair with incredible smoothness, effortless styling with less frizz, and natural movement everyday for up to 3 months.

HOW TO USE SMOOTHFILLER™

SERVICE STEPS

① PREPARATION



Shampoo the hair. Do not use conditioner.
Pre-dry until 80% dry.

② APPLICATION & DEVELOPMENT



Apply the product, stay 0.5 cm off scalp.
Develop for 20 min.
Emulsify and rinse until water runs clear.

③ THERMAL ACTIVATION



Blow dry until 100% dry.
Straighten the hair in small sections, repeat 6-10 passes per section. After thermal activation, Smoothfiller service is ready.

SMOOTHFILLER™ TEMPERATURE & STROKES

HAIR TYPE	FINE	MEDIUM	COARSE / RESISTANT
Virgin or resistant hair	180°C 355°F	180-210°C 355-410°F	230°C 445°F
Colored and sensitized	180°C 355°F	180-210°C 355-410°F	210-230°C 410-445°F
Extremely sensitized hair	Not recommended	Not recommended	180-210°C 355-410°F

FOR SOFT RESULT / FRIZZ REDUCTION 6-8 passes

FOR MAXIMUM SMOOTHNESS 8-10 passes

Note: You may customize the number of passes if hair lengths are previously treated or more sensitized i.e. more passes on roots versus ends.

SMOOTHEN NOT STRAIGHTEN

For curly / coily hair **SMOOTHFILLER™** provides softness and easier manageability. However, it will not straighten hair.

**PAIR WITH
ULTIMATE SMOOTH LINEUP
POST SERVICE FOR BEST
RESULTS!**



Scan for tutorial

