

WELLA PRO+



SMOOTHFILLER

NEW DEMI-PERMANENT SMOOTHING

Effortless hair everyday, smooth, refilled & reconstructed.





ENTERING A NEW CATEGORY WITH A REVOLUTIONARY FORMULA

*What if stylists could offer clients **their dream hair texture** with a **faster, safer, and more profitable demi-permanent smoothing treatment**, using just one product?*



**THE GAME
CHANGER**

**OUR BREAKTHROUGH
DEMI-PERMANENT
SMOOTHING TREATMENT**



NEW

WELLA PROFESSIONALS SMOOTHFILLER

SMOOTH. FILL. RESTRUCTURE.

LAST up to 12 weeks.

Salon-exclusive service.

Patent-pending technology forming new bonds filling hair porosity gaps resulting in smoother, more manageable & restructured hair

Minimalistic formula with 8 ingredients only.
Fast & effective service to increase salon profit.

WELLA PROFESSIONALS PRO+ SMOOTHFILLER

Effortless hair every day, smooth, refilled & reconstructed

Time	2 hours, up to 40% faster vs competition
Fume / odor	No odors. Minimal fume. No irritation
Safety profile	Within international health and safety requirements Safe pH above 2. 8 ingredients only.
Hair feel	Soft touch. Restructured feel.
Hair look	Natural shine, smooth swing
Lastingness	3 to 5 month Soft fading no regrowth.
Service regimen	Only 1 product needed.
After service restrictions	None.



GREAT RESULTS, NO RESTRICTIONS.

TRADITIONAL DEMI- PERMANENT TREATMENTS

No water touching the hair for
72 hours after service

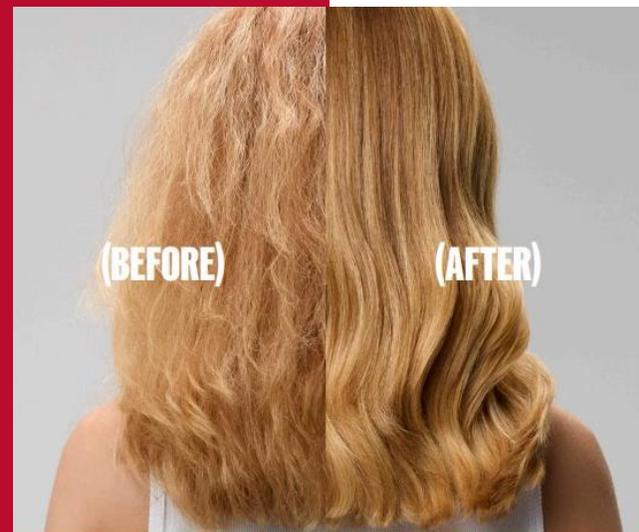
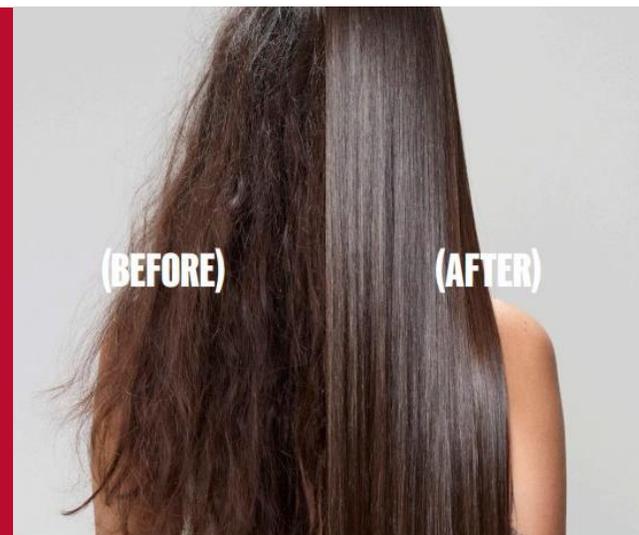
No sweating for 72h

No ponytail for 72h

Need for a sulphate free shampoo

PRO+ SMOOTHFILLER STUNNING RESULTS UNDER 2 HOURS

NO RESTRICTIONS



THE FINAL RESULTS

SMOOTHER HAIR
ANTI-FRIZZ
EASIER, FASTER BLOW
DRY

Right after the SMOOTH FILLER service,
Hair is SMOOTHER, RESTRUCTURED & WITHOUT FRIZZ.

After the first wash, Hair is more manageable, easier & faster to blow dry.

