

LUMINA SMOOTH

*When light
caresses silk*



Why does hair become frizzy?

Frizz is not just an aesthetic issue.
It's a sign of a hair fiber that is:

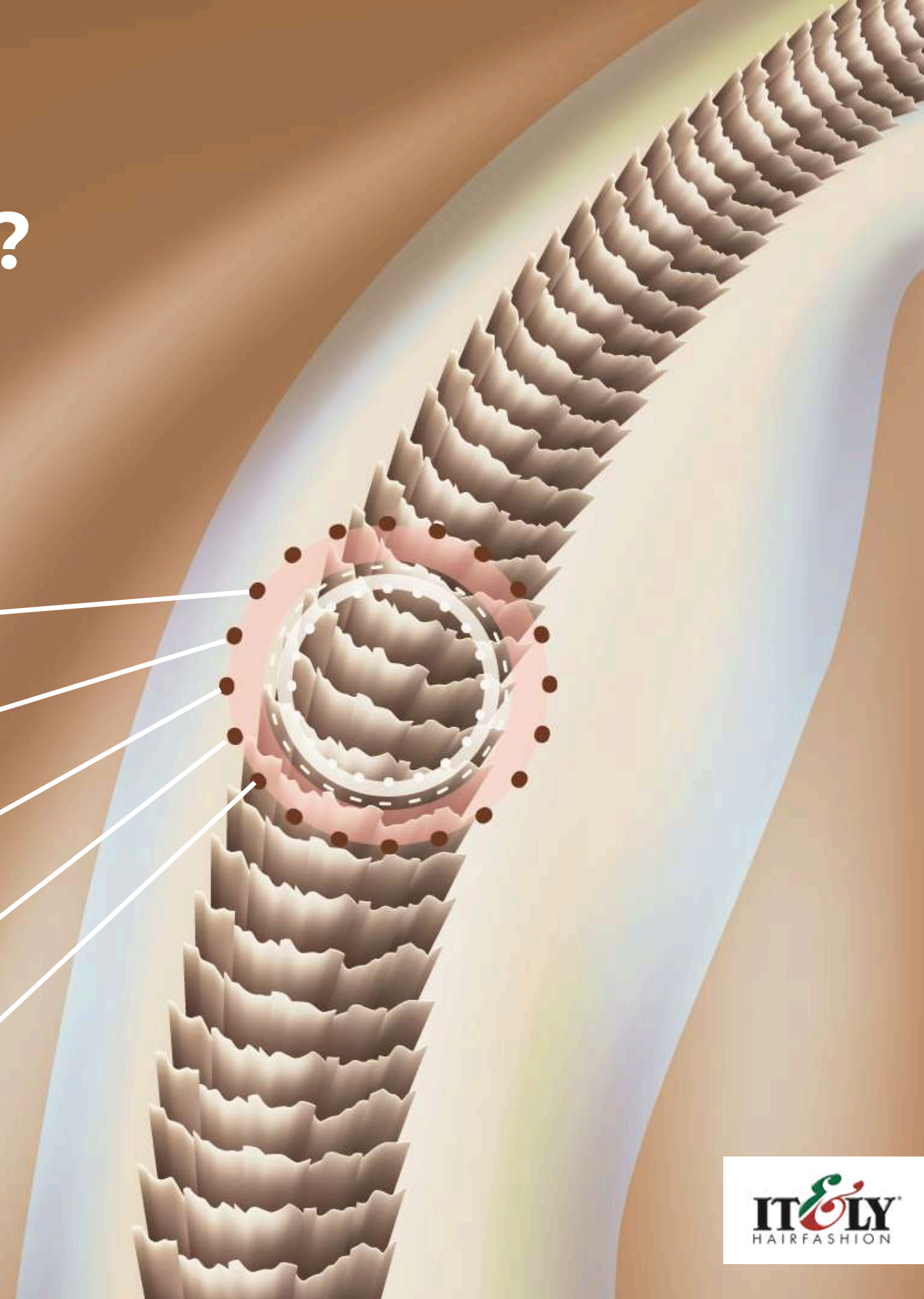
DEHYDRATED

POROUS

DAMAGED BY CHEMICAL TREATMENTS

STRESSED BY HEAT SOURCES

ALTERED BY HUMIDITY



Why does hair become frizzy?

Main causes

- ENVIRONMENTAL HUMIDITY
- REPEATED BLEACHING AND CHEMICAL TREATMENTS
- FREQUENT USE OF FLAT IRONS AND HAIR DRYERS AT HIGH TEMPERATURES
- HARSH SHAMPOOS
- LACK OF DEEP NOURISHMENT

The result?

Hair that is puffy, dull, difficult to manage, and lacking discipline

THE NEEDS OF THE MODERN CLIENT

What does today's client want?

- Hair that stays neat even in humidity
- Reduced styling time
- A natural, not artificial look
- Healthy hair, not just straight hair
- Treatments that last for months
- Gentler alternatives to aggressive straightening treatments

**They're not just looking for "straight hair."
They're looking for control, shine,
and healthy hair fiber.**



The Professional's Challenges

In the salon, it often happens that:

- Different products are needed for each service
- It's difficult to manage bleached or white hair
- Results are not always consistent
- Some treatments weigh the hair down
- Some systems are too aggressive

The professional needs a system that is versatile, safe, and customizable



**WHAT IF ONE SINGLE PRODUCT
COULD DO IT ALL?**



LUMINA SMOOTH

Safe. High-Performance. Authentically Made in Italy.

A professional smoothing treatment developed and manufactured entirely in Italy in compliance with the strictest European cosmetic standards.

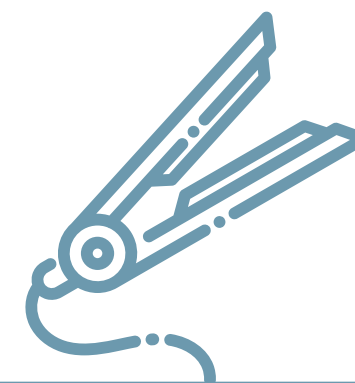
In a market often dominated by treatments of Brazilian origin, **Made in Italy** represents a distinctive value: advanced research, rigorous formula control, and the highest attention to safety.

The result is an effective, reliable technology designed specifically for professional salon services.



**VISIBLE PERFORMANCE ON
THE HAIR FIBER
UP TO +125% MIRROR-LIKE
SHINE***

When the surface of the hair is uneven, light disperses and the hair appears dull. This treatment smooths and compacts the hair fiber, improving light reflection and giving the hair intense, even shine.



**BYE BYE
FLAT IRONS**

The treatment disciplines the hair structure at the root of the problem: frizz and uneven fiber structure. As a result, hair remains more controlled and orderly over time, significantly reducing the need for daily heat styling.

LUMINA SMOOTH

Improved combability on dry hair

Hair is typically more difficult to comb when dry, as friction and tangling increase. Improving combability at this stage means making the fiber smoother and more manageable, facilitating styling while reducing mechanical stress on the hair.

Enhanced hair fiber definition

The fiber appears more compact and uniform. This means less frizz, less unruly volume, and hair that looks visibly more defined without stiffness. The result is hair that is more **controlled**, **compact**, and **luminous**, while still maintaining natural movement.

Mixable with blue pigments

The formula can be customized by adding blue pigments to integrate the service with tonal reflections and shades, expanding creative possibilities in the salon.



LUMINA SMOOTH



**One product.
Multiple services.**

Imagine a system that allows you to create:

- Perfect straight hair lasting 5–7 months
- Straightening on bleached hair
- Straightening on natural white hair
- A disciplining treatment for curls
- A natural anti-frizz treatment



LUMINA SMOOTH

When light caresses silk

SMOOTHING ANTI-FRIZZ TREATMENT

Silky, radiant, and perfectly disciplined, the hair is revitalized thanks to a deep-acting smoothing anti-frizz treatment.

The innovative formula nourishes the hair fiber, strengthening it from within and protecting it against the effects of frizz and humidity. Each strand appears sleek, soft to the touch, and naturally luminous, as if illuminated by its own light.

The perfect balance between intense nourishment and lightness ensures long-lasting smoothness without weighing the hair down, for a visibly healthy, silky, and easy-to-manage mane. A beauty experience that blends advanced technology with sensory care, enhancing the hair's natural elegance.



LUMINA SMOOTH

Who is for?

- Those who want LUMINASMMOOTH to tame frizz and achieve hair that is easier to comb and manage.
- Hair damaged by previous chemical treatments that needs deep nourishment and fiber strengthening.
- Anyone looking for a gentler, more natural alternative to chemical straightening, for soft and long-lasting smoothness.
- People who want to reduce daily styling time without sacrificing shine and hair health.
- Curly or wavy hair that needs softening and discipline while maintaining its natural texture.
- Those who desire silky, luminous hair protected from humidity, for a healthy and well-groomed look every day.



LUMINA SMOOTH

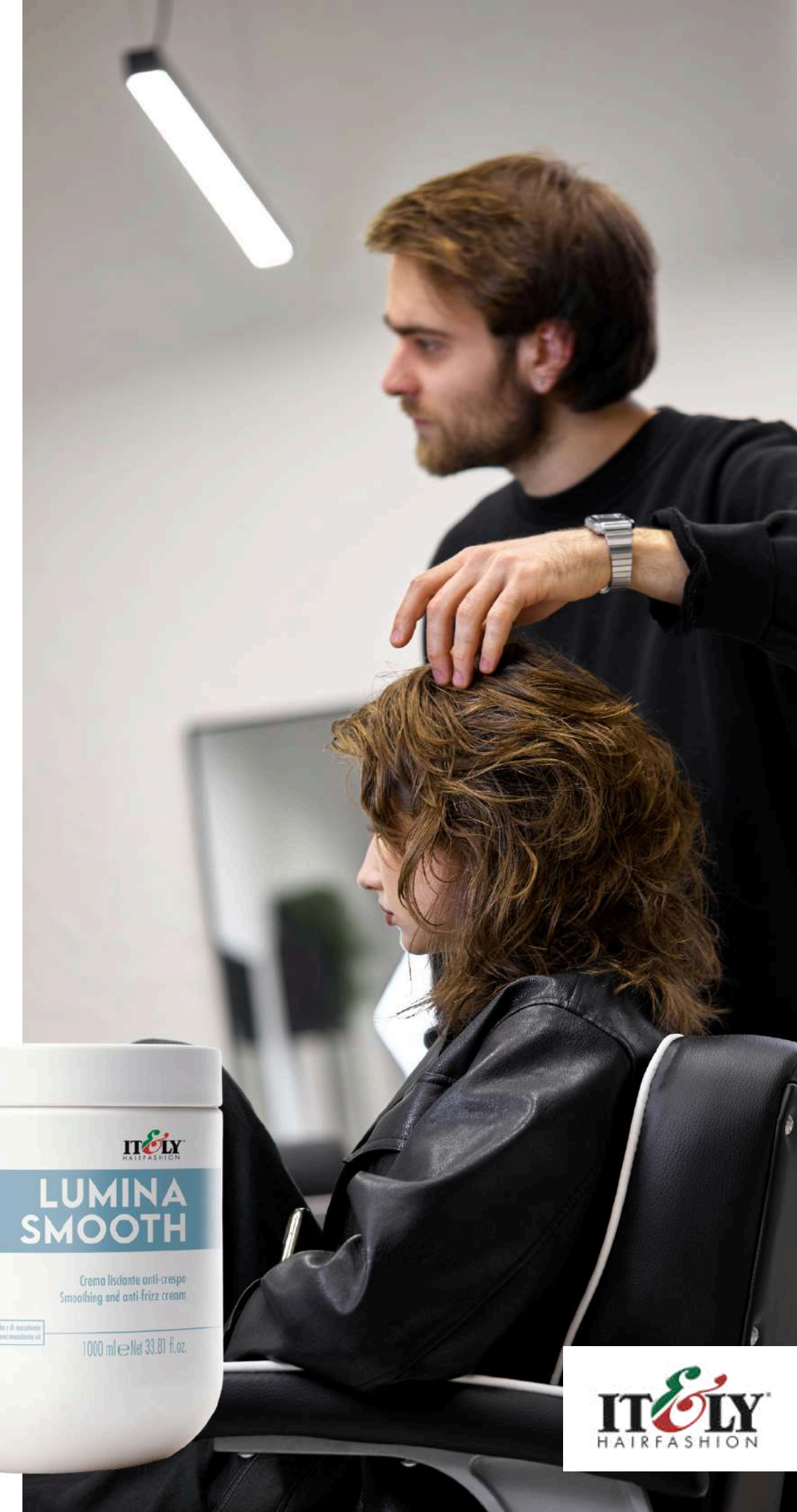


PROFESSIONAL ADVICE

LUMINASMMOOTH is a professional treatment designed to achieve smooth, disciplined, shiny, and silky hair. Its formula helps control frizz, improving manageability and making daily styling easier. The long-lasting protective action helps preserve the hair fiber, keeping hair healthier, softer, and shinier over time.

On artificially bleached hair, blonde tones may develop a slight yellowish hue.

On naturally white or grey hair, a mild yellowing effect may occur.



CONSULTATION TECHNICAL DIAGNOSIS

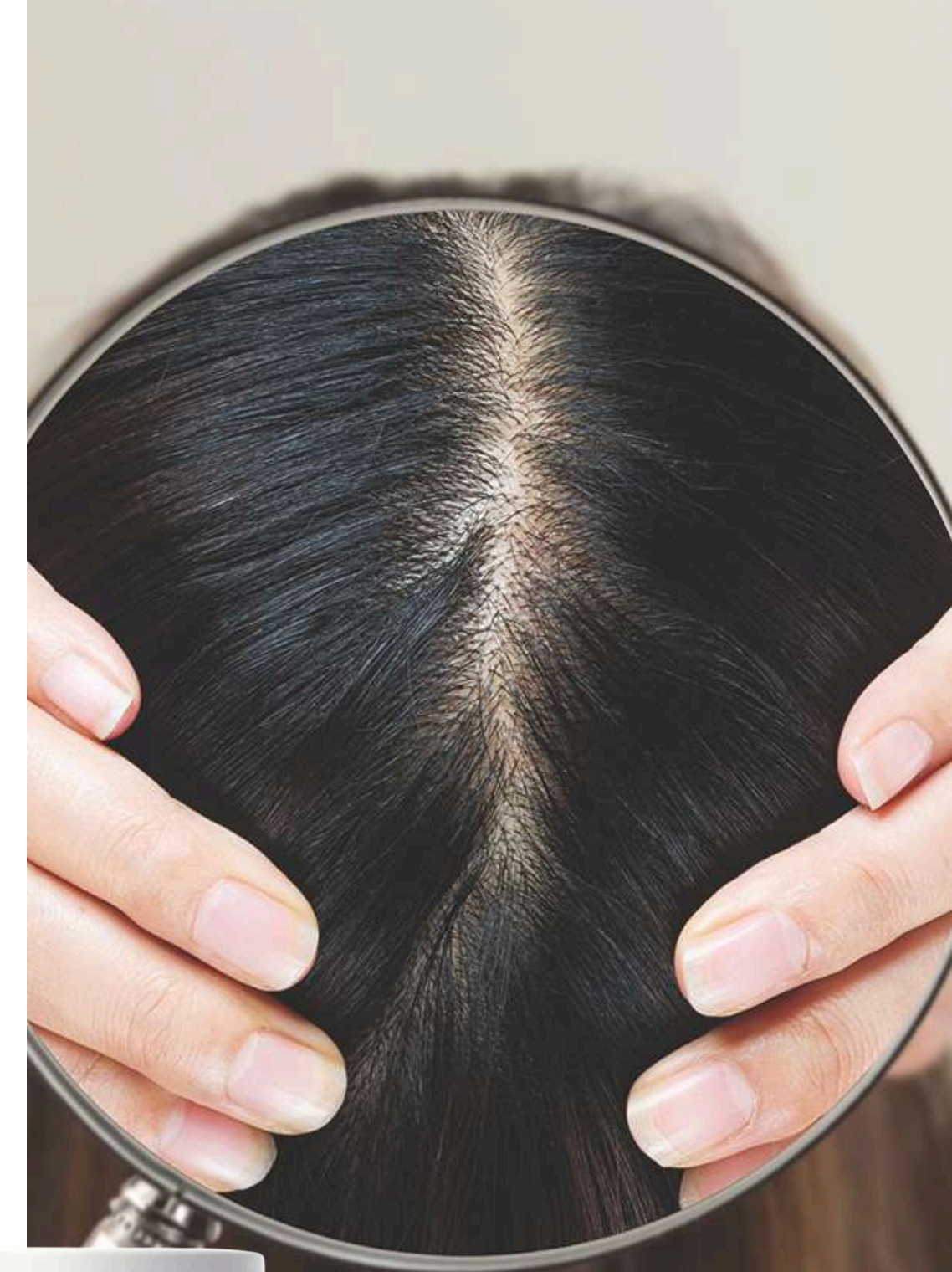
Before performing the **LUMINASMMOOTH** treatment, it is essential to carry out a thorough diagnosis of the hair and scalp in order to evaluate structure, condition, and any previous chemical treatments.

Preliminary assessment steps:

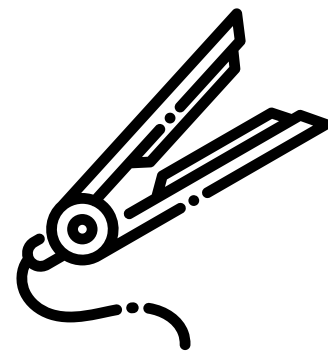
- Review of the hair history and previous chemical treatments
- Visual inspection of the overall condition of the hair fiber
- Evaluation of the hair structure (fine, medium, coarse, or sensitized)
- Preliminary strand test to verify hair reaction
- Heat resistance test
- Clear explanation of the treatment and expected results to the client

Carefully check for:

- Any scalp abnormalities or conditions
- Signs of chemical breakage or severe thinning of the ends
- Visible split ends or highly damaged hair fiber
- Presence of regrowth area (“touch-up zone”) in case of previous treatments

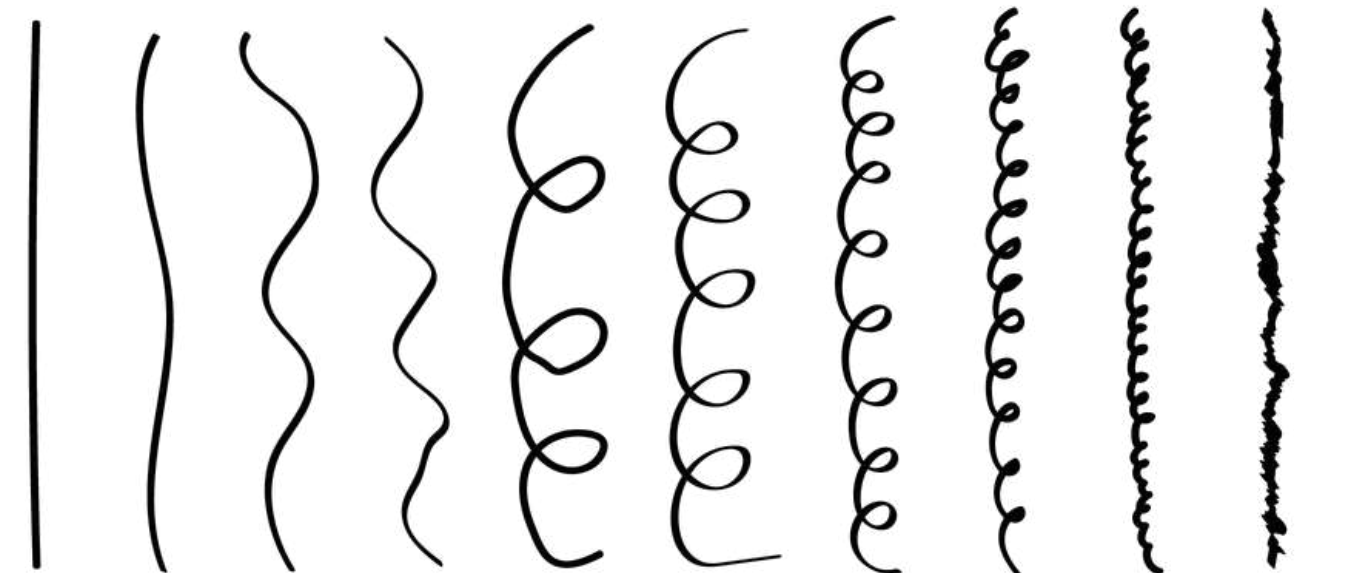
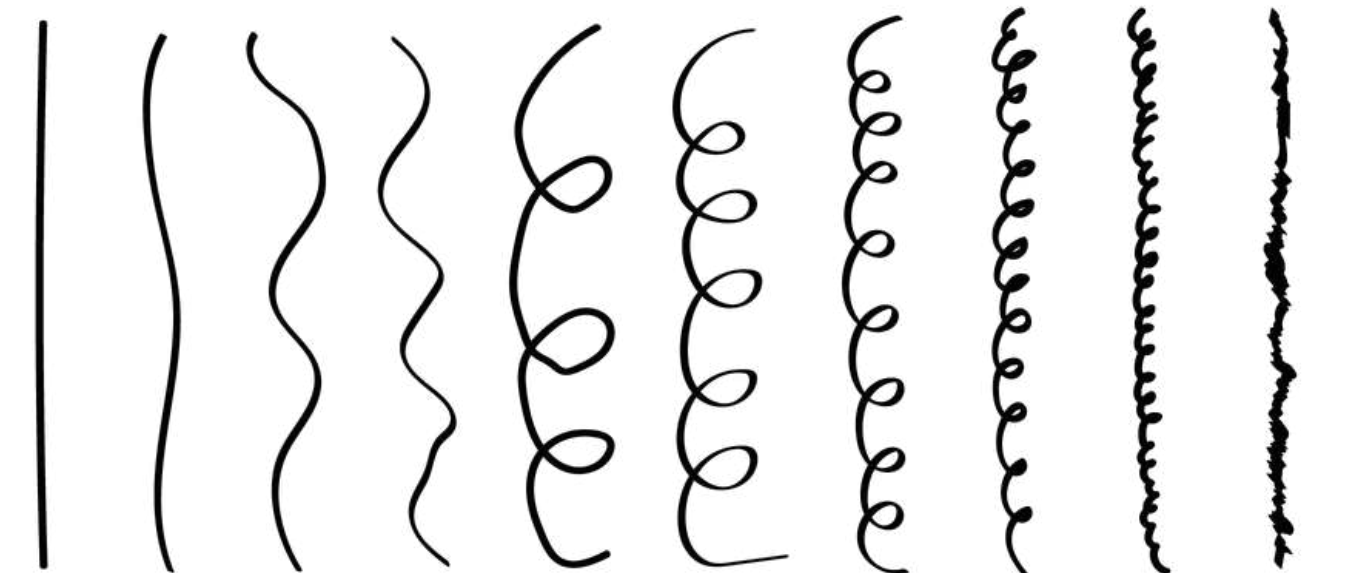


RECOMMENDED TEMPERATURES FOR HAIR STRAIGHTENERS UP TO 250 °C



MEDIUM-FINE / SENSITIZED HAIR

THICK HAIR



1 2a 2b 2c 3a 3b 3c 4a 4b 4c
 ← 210/230° ← 210/230° ← 210/230° →

1 2a 2b 2c 3a 3b 3c 4a 4b 4c
 ← 230° ← 230/250° ← 230/250° →

roots
lengths
ends

15/12
10/8
6/3

18/15
12/10
8/4

+ *lentamente*
18/15
12/10
8/4

15/12
10/8
6/3

25/20
15/10
8/4

25/20
15/10
8/4

COMPATIBILITY TABLE WITH OTHER CHEMICAL/NATURAL TREATMENTS



COMPATIBLE

ACIDIC
COLORING
BLEACHING

INCOMPATIBLE

HENNA
ALKALINE STRAIGHTENING
PERM NEUTRALIZER



KEY ACTIVES OF THE FORMULA

The smoothing performance of the line comes from the synergy between hydrating actives, peptides, and plant-based proteins, carefully selected to improve the appearance and quality of the hair fiber. This combination works both on the surface and within the hair, helping to make it more compact, shiny, and easy to manage.



KEY ACTIVES OF THE FORMULA



Macadamia Oil

Rich in fatty acids similar to the hair's natural lipid structure, it helps restore the nourishing component of the hair fiber. It improves elasticity and softness, contributing to frizz control and leaving hair silky and well-disciplined.



Jojoba Oil

Known for its structure similar to natural sebum, it forms a light protective film on the hair surface. This helps lock in hydration, smooth the cuticle, and enhance shine, without weighing the hair down.

KEY ACTIVES OF THE FORMULA



Hyaluronic Acid

A powerful hydrating active capable of retaining large amounts of water. Inside the hair fiber, it promotes hydration and flexibility, improving softness and the perception of hair body.



Lupin Peptides

Derived from plant proteins, they help create a micro-film network that compacts the cuticle and improves fiber alignment. The result is a smoother surface, with hair that is more disciplined and visually healthier.



Hydra-Carrier Complex

Helps maintain the proper hydration level of the hair fiber and promotes more even distribution of actives on the hair. This allows the treatment to act more effectively and uniformly, contributing to improved softness, smoothness, and overall results.

OLFACTORY PYRAMID

Olfactory description: **Floral, Fruity, Woody, Musky**



PACKAGING



The packaging of our new formula is designed to combine aesthetics, functionality, and environmental responsibility. Made from **100% recyclable materials**, it reduces environmental impact without compromising on quality or design. A concrete step toward a more sustainable future, reflecting our commitment to responsible innovation.

100%
RECYCLABLE
MATERIALS



SMOOTH



**LUMINA
SMOOTH**
1000 ml
33.81 fl.oz.



**SMOOTHING
SHAMPOO**
1000 ml
33.81 fl.oz.



**SMOOTHING
MASK**
1000 ml
33.81 fl.oz.



**SMOOTHING
SHAMPOO**
300 ml
10.14 fl.oz.



**SMOOTHING
MASK**
300 ml
10.14 fl.oz.

SMOOTH

LUMINA SMOOTH

Smoothing and anti-frizz cream

Disciplining cream with smoothing and anti-frizz action for shiny and silky hair thanks to jojoba and macadamia oil. Peptides and hyaluronic acid guarantee reliable results.

DIRECTIONS: Apply to dry hair starting 1 cm from the roots and leave on for 50 minutes. Rinse thoroughly with water only and dry completely.

1000ml 33.81 fl.oz.

pH: 1.3



SMOOTH

SMOOTHING SHAMPOO

Smoothing and anti-frizz shampoo

Taming shampoo with anti-frizz action. Ideal for keeping hair soft and silky thanks to jojoba and macadamia oil. Enriched with hyaluronic acid for greater elasticity.

DIRECTIONS: Apply to wet hair, massage, and rinse. Repeat if necessary. Follow with Smoothing Mask.

1000ml 33.81 fl.oz. - 300ml 10.14 fl.oz.

pH: 5.8



SMOOTH

SMOOTHING MASK

Smoothing and anti-frizz mask

Taming mask with anti-frizz action. Ideal for keeping hair soft and silky thanks to jojoba and macadamia oil. Enriched with hyaluronic acid for greater hair elasticity.

DIRECTIONS: Apply to wet hair after Smoothing Shampoo. Leave on for 3 minutes and rinse.

1000ml 33.81 fl.oz. - 300ml 10.14 fl.oz.

pH: 4



ONE SYSTEM, NOT JUST A TREATMENT

SMOOTH

becomes a complete system

The true result doesn't come from the salon treatment alone.

It comes from the synergy of:

Professional protocol

At-home maintenance

Tools designed to preserve results

When the treatment continues at home, longevity increases.

When clients use the right products, the hair fiber stays protected.

Enhance results with maintenance products

SMOOTH can be paired with:

SMOOTHING SHAMPOO

SMOOTHING MASK

Why is pairing essential?

- Extends the longevity of the treatment
- Keeps the hair fiber compact
- Reduces frizz between salon visits
- Preserves shine and silkiness



➔ **At-home maintenance is not optional.
It's part of the result.**

The Brush Designed for SMOOTH

To enhance and preserve the treatment, we offer a **natural wood** brush designed to:

- Reduce static electricity
- Evenly distribute natural sebum
- Be gentle on treated hair fibers
- Help maintain a disciplined look

NOT ALTER THE HAIRSTYLE

KEEP HAIR SHINE LONGER

IT'S NOT JUST AN ACCESSORY

IT'S THE PERFECT COMPLEMENT TO THE TREATMENT



PROTOCOLS

PERFECT SMOOTH



**DURATION:
5-7 MONTHS**

Ultra-smoothing treatment for those who want fast drying without using a brush

STEP 1

Apply Chelating shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. On hair that is difficult to manage / curly / frizzy, massage against the cuticle.

STEP 2

Dry the hair completely. Divide it into 4 sections and apply the smoothing cream about 1 cm from the roots. Distribute evenly using a comb and your hands. Leave on for 50 minutes. Rinse evenly to remove the excess product.

STEP 3

Blow-dry the hair completely. Apply a **heat protectant** to all lengths. Separate the hair into thin sections (0.5 cm) and pass the flat iron 10–15 times on each strand at a temperature between 210–250°C, depending on the hair type and how it reacts to the color.

STEP 4

Rinse thoroughly, towel-dry, and apply the Sealer evenly. Leave on for 5–10 minutes.

STEP 5

Proceed with complete drying using only a hair dryer.

Note:

To make drying easier in all steps, use a flat brush.



PERFECT SMOOTH FOR BLEACHED HAIR



**DURATION:
4-6 MONTHS**

Ultra-smoothing treatment for those who want fast drying.

STEP 1

Apply Chelating shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. On hair that is difficult to manage, curly or frizzy, massage against the cuticle.

STEP 2

Dry the hair completely. Divide it into 4 sections and add blue pigments to the smoothing cream, then apply it about 1 cm from the roots. Distribute evenly using a comb and your hands. Leave on for 50 minutes. Rinse quickly and evenly to remove excess product.

STEP 3

Dry the hair completely and apply a **heat protectant**. Pass the flat iron 10–15 times on each section, adjusting the temperature according to the hair type and how the color reacts (190–210°C).

STEP 4

Rinse thoroughly, towel-dry, and apply the Sealer evenly (if necessary, add blue pigments). Leave on for 5–10 minutes.

STEP 5

Proceed with complete drying using a hair dryer.



PERFECT SMOOTH FOR NATURAL WHITE HAIR



**DURATION:
3-5 MONTHS**

Extremely soft and disciplining treatment for those who want easier blow-drying.

STEP 1

Apply Chelating shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. On hair that is difficult to manage, curly or frizzy, massage against the cuticle.

STEP 2

Dry the hair completely. Divide it into 4 sections, add blue pigments to SplendiGloss, and apply it about 1 cm from the roots. Distribute evenly using a comb and your hands. Leave on for 50 minutes. Rinse quickly and evenly to remove excess product.

STEP 3

Dry the hair completely and apply a **heat protectant**. Pass the flat iron 10–15 times on each section, adjusting the temperature according to the hair type and how the color reacts (170–190°C). If the hair tends to turn yellow, reduce the temperature further.

STEP 4

Rinse thoroughly, towel-dry, and apply the Sealer evenly (add blue pigments if necessary). Leave on for 5–10 minutes.

STEP 5

Proceed with complete drying using a hair dryer.



DISCIPLINING TREATMENT FOR CURLY HAIR



**DURATION:
2-3 MONTHS**

Treatment designed to discipline natural curly hair.
It eliminates frizz and excess volume

STEP 1

Apply Chelating Shampoo to wet hair and massage until a soft lather forms.
Repeat 2–3 times if necessary.

STEP 2

Prepare a mixture of SplendiGloss and Smoothing Shampoo (add blue pigments if necessary).

STEP 3

Take a section of hair and apply the product to the lengths and ends, starting from the roots. Distribute evenly, using a comb if necessary.

STEP 4

Cover the head with a cap and a turban. Leave the product on for 5–10 minutes, then rinse thoroughly.

STEP 5

Completely dry the hair with a blow dryer, using a flat brush if needed. Apply a heat protectant along the entire length. Use a flat iron, making 4–5 passes on sections of hair about 2 cm wide, at a temperature between 190°C and 210°C.

STEP 6

The disciplining treatment service is complete. If the client wants to return to her natural texture, rinse the hair, apply an acid mask for 2 minutes, and proceed with drying using a diffuser.



ANTI-FRIZZ DISCIPLINING TREATMENT



**DURATION:
3-5 MONTHS**

Anti-frizz disciplining treatment for perfect hair every day.

STEP 1

Apply Chelating shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary. Towel-dry the hair.

STEP 2

Prepare a mixture of SplendiGloss and smoothing shampoo (add blue pigments if necessary).

STEP 3

Divide the hair into sections and distribute the product about 1 cm from the roots, using a comb. Massage the hair and apply a plastic cap and a towel turban. Leave on for 20–30 minutes, depending on the desired final effect and hair type.

STEP 4

Rinse well. Proceed with blow-drying using a flatbrush. Apply a heat protectant to all lengths. Divide the hair into sections of about 1.5 cm and pass the flat iron 4–5 times on each section at a temperature between 210–230°C, depending on the hair type.

STEP 5

The service is completed after flat ironing the hair.



WOW EFFECT SHINE & DISCIPLINING TREATMENT



**DURATION:
2-4 WASHES**

Disciplining and shine-enhancing treatment.

STEP 1

Apply Chelating shampoo to wet hair and massage until a soft lather forms. Repeat 2 or 3 times if necessary.

STEP 2

Towel-dry the hair and blow-dry to about 50%.

STEP 3

Prepare a mixture with SplendiGloss, Sealer and Magic Water.

Example ratio:

20 g SplendiGloss, 10 g Sealer, 10 g Magic Water

STEP 4

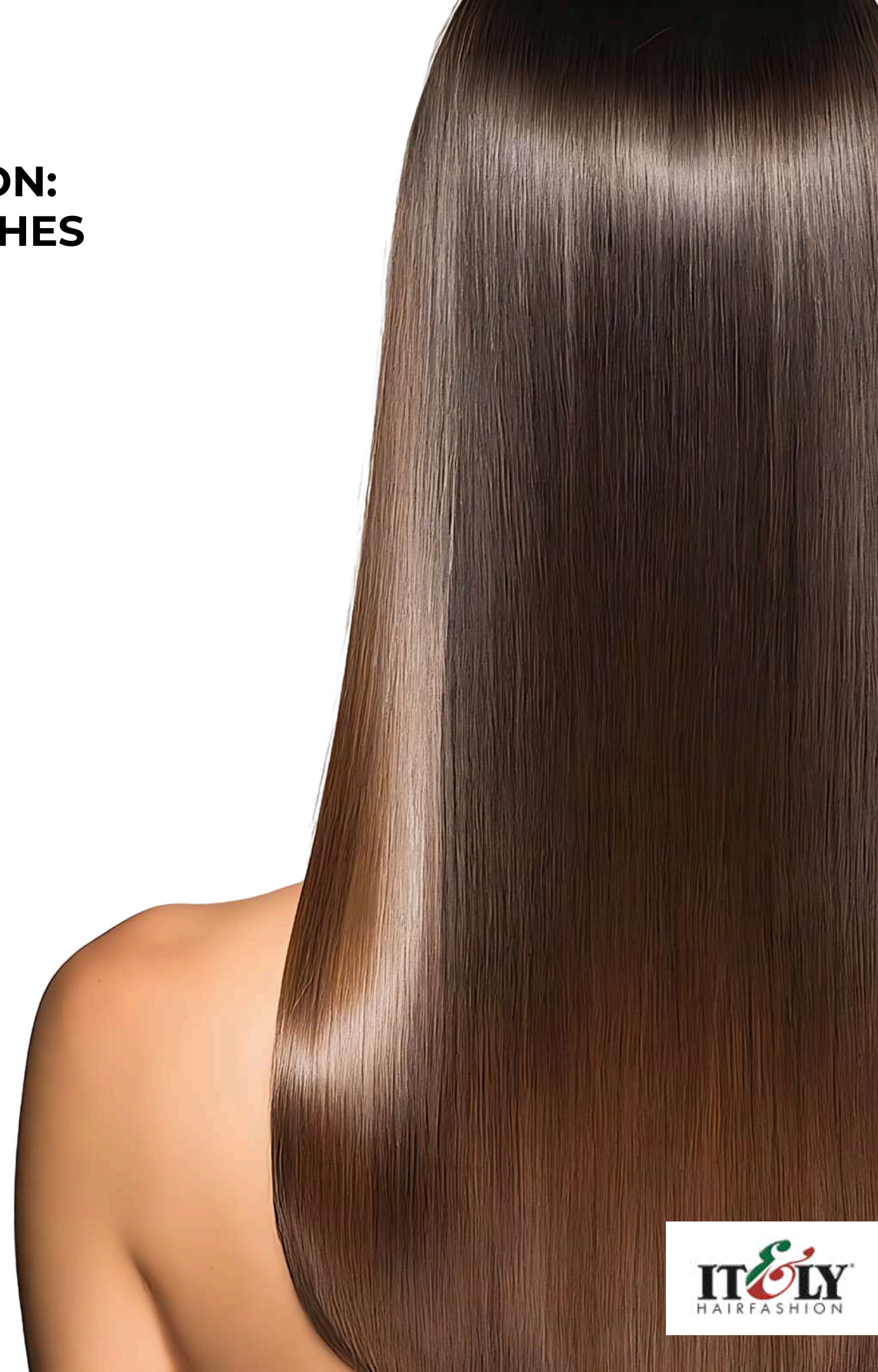
Divide the hair into sections and apply the mixture to lengths and ends, about 1 cm from the roots. After finishing, apply an additional layer of 20 g of Magic Water on top. Massage until a light foam forms. Leave on for 10 minutes under a heat source, covering the head with a cap.

STEP 5

Rinse thoroughly and proceed with blow-drying using a hair dryer.

STEP 6

Divide the hair into sections about 2 cm thick and pass the flat iron 3–4 times on each section at a temperature between 170–210°C, depending on the hair type. Finish by applying a few drops of crystal oil



INSTRUCTIONS



The duration of the treatments may vary depending on at-home care and maintenance. It is essential to follow the home maintenance program correctly to preserve the results over time.

The amount of smoothing cream to use depends on the length and volume of the hair. If necessary, blue pigments can be added to all treatments. The dosage varies according to needs: for 50 g of cream, 7–8 drops of pigment are usually sufficient. Increasing or decreasing by about 5–6 drops does not compromise the success of the treatment.

The temperature of the flat iron and the method of use are key factors to achieve optimal results.

When appropriate, an **anti-yellow shampoo** can be used in combination with the smoothing cream to provide extra protection for blonde or white hair.

For curly hair treatments, special attention must be paid to processing times to avoid excessively altering the curl structure. The assessment should always be made by the professional.

INSTRUCTIONS



These treatments guarantee shine and softness throughout their duration, provided that the recommended products are used at home.

In some cases, a slightly strong odor may persist due to certain product components; this usually disappears after 3–4 washes.

It is recommended that the first wash be performed no earlier than 48 hours after the treatment.

MI  **NY**

H A I R F A S H I O N

 MILANO 1987 