

MATRIX



opti▶smooth

permanent smoothing system

**Complete guide
to Straightening**

N° 1 IN AMERICAN SALONS

Technology

There are four components to the Opti.smooth system. Each component utilises advanced technology to create well-conditioned, shiny, smooth results.

PRODUCT

BENEFITS



PRE-TREAT

- Patented Ceramide technology
- Cationic conditioners

- Equalises porosity so hair processes evenly
- Patented formula protects hair
- Fortifies damaged areas



SMOOTHING CRÈME

- The latest Thio technology
- 3 strengths – Normal, Resistant and ammonia-free Sensitised

- Helps to prevent over-processing
- Ensures the right strength for every hair type
- Cares for clients with colour-treated hair (see page 9 – Formula selection chart and advice)



CONDITIONING NEUTRALIZER

- Silicone complex
- Humectants and emollients moisturise

- Protects and conditions hair during the straightening process
- Drenches hair in moisture to leave it soft and pliable



POST-TREAT CRÈME

- Cationic conditioners and silicone

- Final boost of protection and rebalancing
- Leaves hair feeling soft, shiny, smooth and manageable

2a) Cold-Smoothing virgin application



BEFORE



AFTER

Opti.smooth is a technologically advanced system that allows you to complete a cold-smoothing service in just 5 parts. These parts are:

1. Consult with client
2. Prepare the hair
3. Apply Smoothing Crème
4. Apply Conditioning Neutralizer
5. Apply Post-Treat Crème

IMPORTANT

PLEASE READ PRODUCT INSERT CONTAINING IMPORTANT SAFETY INFORMATION PRIOR TO USE.

1: Consult with client

Example client details

Curl type: Curly & very curly curls
Texture: Coarse texture
Previous chemical service: Semi-permanent colour
Correct Formula: Resistant

FORMULA SELECTION CHART

Curl Type	Previous Chemical Services			
	Virgin or Colour-Treated with Temporary or Tone-on-Tone Colour or Thio Curl Reducer			Permanent Colour or Thio Permanent Wave
	FINE	MEDIUM	COARSE	ALL
WAVY: Consistent wave that becomes deeper wave when climate is humid.	N <small>Not Recommended</small>	N <small>Not Recommended</small>	R N	S S
WAVY & FRIZZY: Consistent wave that becomes big and frizzes when climate is humid.	N <small>Not Recommended</small>	N N	R N	S S
WAVY & CURLY: Wave that becomes more curly when climate is humid.	N R	N R	R R	S S
CURLY & FRIZZY/ CURLY & VERY CURLY: Loose or ringlet curls that become tighter, spiral or frizz when the climate is humid.	R R	R R	R R	S S
KINKY OR CRIMPED: Curl pattern with a diameter smaller than a pencil. Curl pattern does not change when wet.	Not Recommended			

2: Prepare the hair



- Shampoo with a clarifying shampoo, rinse and towel blot. Tie the plastic cape (from the kit) around the client's neck.
- Part the hair into four sections – from centre hairline to centre nape and from ear to ear.

TIP:

FOR A COLD-SMOOTHING APPLICATION, THE PRE-TREAT IS ONLY USED ON PREVIOUSLY STRAIGHTENED HAIR. IT IS NOT NECESSARY TO USE PRE-TREAT FOR A VIRGIN APPLICATION.

3B: Smooth the hair

- Whilst applying Smoothing Crème, begin smoothing the hair. Start in the first section and smooth hair between gloved index and middle fingers. Work hand over hand. Continue smoothing all sections until the time is up.

DO NOT EXCEED RECOMMENDED TIME ON CHART.

- After processing is complete, rinse with warm water at medium pressure for **7 to 10 minutes** (set timer). Depending on the length and density of the hair, this may take longer.
- Towel blot carefully, taking care not to rough up the cuticle. Remove tangles gently with a wide-tooth comb.

3A: Apply Smoothing Crème



GLOVED HAND APPLICATION



BRUSH APPLICATION



- Wearing suitable disposable gloves, squeeze Smoothing Crème into a non-metallic bowl. Set a timer for the appropriate time using the chart below.
- Beginning at the nape, take a 1cm section. Use a gloved hand or application brush and quickly apply Smoothing Crème generously, starting 1cm (one finger width) from the scalp. Do not apply to the scalp.
- Repeat on all four sections.

TIP:

IF A STRONGER CURL PATTERN IS AT THE HAIRLINE, START APPLICATION THERE THEN MOVE TO THE BACK SECTIONS.

STARTING AT THE NAPE, WORK BOTH SECTIONS TOGETHER UNTIL THE CROWN AREA IS REACHED. WORK QUICKLY. CRÈME SHOULD BE APPLIED WITHIN 5 TO 7 MINUTES. FASTEST METHOD FOR VIRGIN APPLICATION IS USING GLOVED HANDS.

Formula strength	Processing time	Total maximum time*
Sensitised/colour-treated	10 minutes	15 minutes
Normal	15 minutes	20 minutes
Resistant	15 minutes	20 minutes

* (including application and smoothing)

4: Apply Conditioning Neutralizer



- Part the hair into four sections. Wear suitable disposable gloves and begin at the nape. Take 1cm sections and apply Conditioning Neutralizer from the bottle, 1cm (one finger width) from the scalp through the ends. Smooth with your fingers. Continue until all hair is covered and smoothed.
- Leave on for **10 minutes** (set timer).
- After **10 minutes**, rinse the hair thoroughly with warm water for **7 minutes**, while keeping the hair as straight as possible.
- Towel blot gently and remove tangles with a wide-tooth comb.

Please note: If you are doing a same-day Color Sync tone-on-tone colour service, start now. For complete instructions see page 18.

5: Apply Post-Treat Crème



TIP:
POST-TREAT CRÈME
CAN BE APPLIED AT THE
BACKWASH.

- Apply Post-Treat Crème evenly to the mid-lengths and ends.
- Leave on 3 minutes, then rinse and towel blot. Dry and style as desired.

FINISHED RESULT: BE SURE TO TELL YOUR CLIENT



- Do not shampoo or get hair wet for 48 hours.
- Wait 14 days before applying permanent colour, although a tone-on-tone such as Color Sync can be applied on the same day.
- Do not use pins, bands, clips or braid hair for a full 48 hours.
- Home care recommended products: Sleek.look 4-step haircare programme.



2c) Same-day Color Sync application*

To tone or even out your client's haircolour immediately after an Opti.smooth cold-smoothing service, you can use an ammonia-free, tone-on-tone colour such as Color Sync. The colour should be applied after you neutralise the hair.



- Once the Opti.smooth Conditioning Neutralizer has been rinsed, towel blot the hair and gently comb with a wide-tooth comb.
- Apply colour, section by section, saturating the hair. **DO NOT USE CLIPS.**
- Since the colour is applied after a chemical service, the hair will absorb faster. Shorten the processing time from the recommended **20 minutes** to **10 minutes** and begin checking after **5 minutes**.
- Add water and gently bring the colour to a lather. Do not shampoo. Gently rinse until water runs clear.

*REMINDER

BE SURE TO READ HAIRCOLOUR INSERT CONTAINING IMPORTANT SAFETY INFORMATION AND SKIN ALLERGY TEST INSTRUCTIONS COMPLETELY PRIOR TO USE.

AFTER COLOUR APPLICATION IS COMPLETE, CONTINUE YOUR COLD-SMOOTHING APPLICATION:

- Apply Post-Treat Crème. Leave in hair for **2-3 minutes**. Towel blot.
- Dry hair, initially using fingers and in a downward vertical direction until 80% dry, and style hair as desired.

WARNING:

HAIR COLOURANTS CAN CAUSE AN ALLERGIC REACTION, WHICH IN CERTAIN RARE CASES MAY BE SEVERE FOR YOU AND YOUR CLIENT. IT IS THEREFORE ESSENTIAL TO FOLLOW PRECAUTIONS AND TO CARRY OUT THE NECESSARY SKIN ALLERGY TEST WHEN USING COLORATION PRODUCTS (SEE INSTRUCTION LEAFLET IN PRODUCT BOX).

FURTHERMORE, WHEN USING TECHNICAL PRODUCTS AND IN CASES OF PROLONGED EXPOSURE TO WATER, WEAR SUITABLE DISPOSABLE GLOVES DURING THE PREPARATION, APPLICATION AND RINSING OF THE PRODUCT.

IN EVERY CASE, A SKIN ALLERGY TEST MUST BE DONE 48 HOURS BEFORE EACH APPLICATION OF THIS HAIR COLOURANT, AS AN ALLERGY CAN DEVELOP SUDDENLY.

2: Prepare hair and Pre-Treat



- Shampoo with clarifying shampoo, rinse and towel blot.
- Tie the plastic cape (from the kit) around the neck.
- Part the hair into four sections – from centre hairline to centre nape and from ear to ear.
- In the first section, take a 1cm section and spray Pre-Treat to the entire length of the section, distributing evenly. Use the chart shown to determine the amount of Pre-Treat per section. Continue on all four sections. Leave in and towel blot.

TIP:

TOWEL BLOT BEFORE AND AFTER APPLYING PRE-TREAT.

Hair Condition*	Amount of Pre-Treat
Excellent	Minimal (1 to 2 pumps per section)
Normal	Moderate (2 to 3 pumps per section)
Damaged	Generous (3+ pumps per section)
Very Damaged/Highly Sensitised	Opti.smooth is not recommended

*See page 8 for definitions of hair condition

3A: Apply Smoothing Crème



GLOVED HAND APPLICATION



BRUSH APPLICATION



- Wearing suitable disposable gloves, squeeze Smoothing Crème into a non-metallic bowl.
- Begin at nape and take a horizontal section, 1cm deep.
- Use gloved hand or application brush and apply Smoothing Crème generously, starting 1cm (one finger width) from the scalp.
- **Do not apply directly to the scalp.**
- After applying to several sections, comb gently with a **wide-tooth comb** and **minimal tension**. Comb down to straighten. Smooth hair with fingers against the plastic cape.
- Repeat on all four sections.

TIP:

WORK QUICKLY. CRÈME SHOULD BE APPLIED WITHIN 8 TO 12 MINUTES. FASTEST METHOD FOR VIRGIN APPLICATION IS TO USE GLOVED HANDS.

STARTING AT THE NAPE WORK BOTH SECTIONS TOGETHER UNTIL CROWN AREA IS REACHED.

ENSURE USE OF WIDE TOOTH COMB AND MINIMAL TENSION AT ALL TIMES

3B: Process



- Smooth hair one final time and remove any section lines with your fingers. Direct all hair downwards away from the face.
- Cover the entire head in plastic wrap.
- Set a timer using the timing chart below.

TIP:

TO AVOID BENDING THE HAIR, HAVE CLIENT SIT STILL WITH HEAD TILTED FORWARD.

Formula strength	Processing time
Sensitised/colour-treated	10-40 minutes*
Normal	20-50 minutes*
Resistant	20-50 minutes*

*Time according to knot test (see page 22). Begin testing 10 minutes after application.

4: Strand test – knot method



MORE PROCESSING NEEDED
(knot opens easily)



PROCESSING IS COMPLETE
(knot doesn't loosen)

TIP:

IF ENDS PROCESS FASTER THAN THE REST OF THE HAIR, SPRAY WITH WATER AND BLOT TO SLOW DOWN PROCESSING.

STRAND TEST AFTER THE FIRST 10 MINUTES AND EVERY 5 MINUTES AFTER.

- Weave out a small section of hair and **remove excess product**. Make a knot 2.5 to 5cm from the scalp. Pull gently on both ends of the strand then let go.
- If the knot opens easily – more processing is needed.
- If the knot doesn't loosen – the hair is processed.
- Partially open the knot with the tail of a plastic comb. Slide the knot down and re-tie to test at the mid-length and at the ends.
- Test where you began application, where you ended application, and at a point in between.
- To remove the knot, ease it open with the tail of the plastic comb.

5: Rinse and apply Pre-Treat before flat-ironing



TIP:

PRE-HEAT CERAMIC FLAT IRON TO 200°C.
TOWEL BLOT BEFORE AND AFTER APPLYING PRE-TREAT.

HAIR IS FRAGILE AT THIS POINT AND MUST BE HANDLED VERY GENTLY. DO NOT USE CLIPS TO DIVIDE SECTIONS.

- Rinse the hair thoroughly with warm water at medium pressure for **10 minutes** (set timer). Depending on the length and density of the hair, rinsing may take longer.
- Ensure all 'hard to reach' areas are rinsed thoroughly.
- Towel blot gently, taking care not to rough up the cuticle.
- Change towels and attach the second plastic cape.
- Gently remove tangles with a wide-tooth comb. Mist hair with Pre-Treat if detangling is needed.
- To protect the hair before ironing, take 1cm sections and spray Pre-Treat to entire length of section. Continue on all four sections. Leave in and towel blot.

6: Blow-dry 80%



- Using medium heat and medium air speed, blow-dry the hair. Use your fingers to direct hair down, continuing until hair is 80% dry.

7: Flat-iron (See requirements in "Tools" section on page 10)



- Heat the irons to 200°C.
- Part the hair into four sections. Begin at the nape and take a thin, see-through section (1cm). Comb the section smooth without pulling.
- Hold the hair directly out from the scalp. Place the iron 1.5cm from the scalp and smooth this area with quick, short strokes to minimise steam.
- Use longer, slower strokes in the mid-lengths and ends, keeping iron moving at all times. Keep hair very straight and tangle free by holding a comb in front of the iron as you work.
- Iron each section two to three times. Hair is sufficiently ironed when it feels silky and looks shiny.
- Repeat on all four sections.

TIP:

INSTEAD OF CLIPS, USE AN ASSISTANT TO HOLD THE HAIR.

FOR CLIENTS WHO WANT TO KEEP SOME VOLUME, BEGIN IRONING 5.5CM AWAY FROM SCALP.

AVERAGE TIME FOR FLAT-IRONING IS APPROXIMATELY 1 HOUR.

8: Apply Conditioning Neutralizer



- Part the hair into four sections.
- Wearing suitable disposable gloves, start at the nape and take 1cm sections. Apply Conditioning Neutralizer from the bottle. Start 1cm (one finger width) from the scalp and work through the ends. **Do not apply directly on the scalp.**
- After applying to several sections, comb gently with a **wide-tooth comb** and **minimal tension**. Comb down to straighten. Smooth with fingers against the plastic cape.
- Repeat on all four sections.
- Time for **10 minutes**. Continually smooth the hair with your fingers so that it remains straight.
- After **10 minutes**, rinse thoroughly with warm water for **7 minutes**, keeping hair as straight as possible. Towel blot gently and remove tangles with a wide-tooth comb.

TIP:

TO AVOID BENDING THE HAIR, HAVE YOUR CLIENT SIT STILL WITH HEAD TILTED FORWARD WHILE PROCESSING.

9: Apply Post-Treat Crème



- Apply a generous amount of Post-Treat Crème evenly to the mid-lengths and ends. Leave in **3 minutes**, then rinse and towel blot.
- Blow-dry downwards and style as desired.

TIP:

POST-TREAT CRÈME CAN BE APPLIED AT THE BACKWASH.

ONCE THE HAIR IS 80% DRY, YOU MAY STYLE WITH A BRUSH.

FINISHED RESULT: BE SURE TO TELL YOUR CLIENT



- Do not shampoo or get hair wet for 48 hours.
- Wait 14 days before applying permanent colour.
- Do not use pins, bands, clips or braid hair for a full 48 hours.
- Home care recommended products: Sleek.look 4-step haircare programme.

