

START SMOOTH END STRAIGHT

For best results, use the complete Smooth Infusion™ system:



SMOOTH

Cleanse and Condition: Smooth Infusion™ Shampoo and Conditioner smooth and soften hair up to 60%, creating the perfect foundation for sleek, smooth hair styles.



SMOOTHER

Prep: Smooth Infusion™ Style-Prep Smoother™ preps hair to make styling easier, helps prevent frizz and defends against humidity for up to 12 hours.



STRAIGHT

New Smooth Infusion™ Glossing Straightener straightens and smooths hair while adding lustrous shine and protecting the cuticle from heat damage.



STRAIGHT FROM OUR SALON EXPERTS

Get professional results with Smooth Infusion™
Glossing Straightener

GET STRAIGHT TO IT

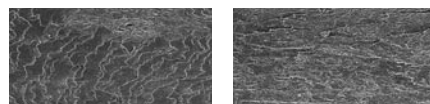
You can transform even the most intense waves and curls into straight, shiny hair with our Smooth Infusion™ system — featuring new Glossing Straightener — and tips from Antoinette Beenders, Aveda’s Global Creative Director and British Hairdresser of the Year.

STRAIGHT FROM THE LAB

Our new Smooth Infusion™ Glossing Straightener was formulated by our team of research scientists, including senior chemist Mike Bohlen. Mike says a brand new corn-based derivative was developed while he was working on the straightener — so it’s the very first Aveda product to use this naturally derived, petroleum-free glycol, which helps to reduce frizz and smooth hair.

Mike says hydrolyzed wheat protein helps protect the cuticle from heat damage (caused by hot styling tools). Our experts also added natural cellulose, which helps deliver long-lasting hold — to maintain a straight style all day.

Like the whole Smooth Infusion™ line, the Glossing Straightener has our exclusive plant-derived resurfacing blend — guar bean, maize and organic aloe — which forms a protective barrier around hair to smooth the cuticle, fighting flyaways and frizz.



before
untreated cuticle

after
cuticle resurfaced with
our plant infusion blend

The aroma created by Ko-Ichi Shiozawa, our chief perfumer, features a fresh yet spicy citrus-floral blend with rose oil and certified organic bergamot, palmarosa and Australian sandalwood.



Antoinette Beenders,
Aveda's Global Creative
Director and British
Hairdresser of the Year

STRAIGHT FROM ANTOINETTE

Antoinette Beenders says it’s easy to get great results with Glossing Straightener. “It really makes your hair straighter faster, and cuts down the time it takes to blow-dry using my **Flat Wrap Technique**. Just remember that a little goes a long way.”

After you shampoo and condition, apply Style-Prep Smoother™ to hair and comb through. Use:

- 1 pump for short hair
- 2 pumps for medium-length hair
- 3-4 pumps for long hair

Work a small amount of Glossing Straightener in your hands.

For curly, coarse hair: apply from roots to ends.

For straight to wavy hair: apply from mid-lengths to ends.

Brush through to distribute.

Pre-dry your hair with the dryer nozzle facing downward until hair is about 70% dry, then start to Flat Wrap.

Antoinette’s Flat Wrap Technique

Use Antoinette’s 3-step blow-dry technique to “wrap” hair flatly against the head while drying.

Step one

Start at the nape. Brush hair tightly against your scalp, toward the left, and blow-dry at the roots using a nozzle attachment. Drying the roots first gives a sleeker look and holds the hair straighter and flatter at the scalp.



Step two

Using the technique of step 1, after drying in one direction, go back and dry roots in the opposite direction. Dry hair roots in small sections (about the width of your brush).



Step three

Dry hair from mid-length to ends by placing the brush underneath the hair to hold it taut while blow-drying from above. Move slowly from mid-lengths to ends with the brush and dryer.



Simply repeat the 3 easy steps on 4 sections of the head: back, top, right side and left side, until all of your hair is straight.

Antoinette’s flat iron tips

If you prefer to use a flat iron, try Antoinette’s suggestions for the best results:

“I always use a ceramic iron because it heats faster and protects the hair better.”

“When sectioning the hair for ironing, the smaller each section of hair, the straighter the result.”

“Slide your heated iron into the hair section at a horizontal angle, about 2–3 inches away from the root. Then slide the iron down to the ends of your hair and hold for 1–2 seconds.”



Head to a perfect finish:

Visit aveda.com for more tips and step-by-step styling videos featuring Antoinette Beenders.