

RUSK[®]

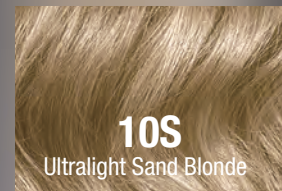
PROMO GUIDE
JANUARY-FEBRUARY 2022

FEATURING
NEW RUSK IN 10
SHADES!

PROMOTIONS

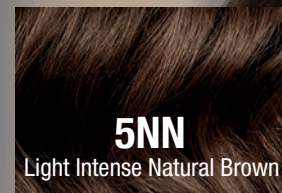
PUREMIX | DESIGNER COLLECTION
STYLING TOOLS

**7 NEW
SHADES!**



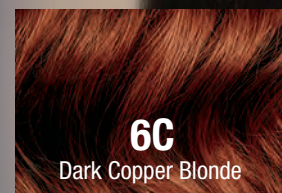
10S

Ultralight Sand Blonde



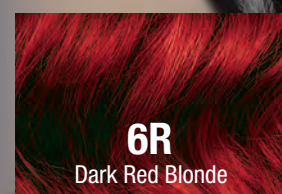
5NN

Light Intense Natural Brown



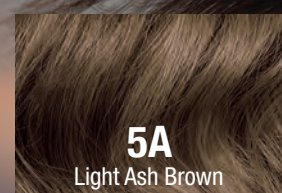
6C

Dark Copper Blonde



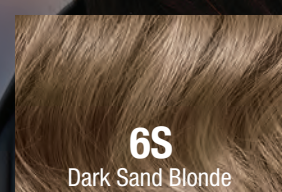
6R

Dark Red Blonde



5A

Light Ash Brown



6S

Dark Sand Blonde



7NN

Medium Intense Natural Blonde

PRO TIP:

Reinvent your appointment book with premium express services:

1. 100% gray coverage
2. 10 foils, 10 minutes, new look
3. Shifting clients' natural base to camouflage grow-out

RUSK[®]IN¹⁰
PERMANENT CREAM COLOR

build your color business

EXPRESS SERVICES IN JUST **10 MINUTES**
WITH RUSK[®]IN10 AND DEEPSHINE[®] GLOSS



BUY any 12 Rusk[®]in10
Ten-Minute Permanent Color Shades

RECEIVE Developer
(choice of) and NEW Rusk[®]in10
Express Color Kit FREE!

KIT INCLUDES: NEW Rusk[®]in10 shades
10S, 6S, 7NN, and Deepshine[®] Gloss 7S, 6S,
and Deepshine[®] Triple Action Clear

SAVE 36%

Salon Price: \$84.00
Salon Value: \$130.50



WE MAKE
BEAUTIFUL
COLOR
HAPPEN
FAST!



deepshine® color

refresh and revitalize your color!

BUY any 6 Deepshine® Color (permanent/gloss) + Developer

RECEIVE an Elimin8® Color Corrector and Puremix® Fresh Pomegranate Color Protecting Shampoo and Conditioner FREE!

SAVE UP TO 44%

Salon Price: \$43.00 – \$46.00

Salon Value: \$76.99 – \$79.99



PRO TIP:

RUSK® Elimin8® Color Corrector gently removes any level of unwanted permanent color. A non-progressive formula that contains no ammonia, peroxide, bleach or formaldehyde, and brings the hair back to its pre-colored state with unsurpassed shine and condition.



deepshine direct

intermixable shades
that maximize creativity

DEEP SHINE® DIRECT SEMI-PERMANENT COLOR
ALLOWS YOU TO BREAK ALL BARRIERS



BUY any 4 Deepshine®
Direct Semi-Permanent Vibrant
Color Shades

RECEIVE 1 FREE Eliminate®
Direct Dye Lifter
Gently and easily removes semi-permanent,
vibrant colors

SAVE 35%
Salon Price: \$30.00
Salon Value: \$45.99



deepshine

save 15% on
deepshine® lighteners!

ACHIEVE YOUR DESIRED BLONDE RESULT,
WHILE CONDITIONING AND MAINTAINING THE INTEGRITY
OF THE HAIR

BUY Deepshine® Lighteners:
• Brite White Powder Lightener
• Ultimate Blonde® Blue Powder Lightener
• Ultimate Blonde® Gentle Cream Lightener

SAVE 15%
Salon Price: \$7.64 – \$16.99
Salon Value: \$8.99 – \$19.99





RUSK
Designer Collection®

mix and match

2 FOR \$12

Designer Collection® Styling –
Classic styling and finishing
products for varying body,
texture, hold and control

CHOOSE FROM:

Designer Collection® Thick™ Body and
Texture Amplifier 6 fl. oz.

Designer Collection® Wired™ Flexible
Styling Crème 6 oz.

Designer Collection® Thermal Serum
with Argan Oil 4.2 fl. oz.

Designer Collection® Thermal Flat Iron
Spray with Argan Oil 8.8 oz.

Designer Collection® Thermal Shine Spray
with Argan Oil 4.4 oz.

W8less® Strong Hold Shaping and Control
Hairspray – 55/80% VOC

W8less® Plus Extra Strong Hold Shaping
and Control Hairspray – 55/80% VOC

Designer Collection® Maximum Volume
and Control Mousse 8.8 oz.

Designer Collection® Blofoam™ Extreme
Texture and Root Lifter 8.8 oz.

SAVE UP TO 27%

Salon Price: \$12.00

Salon Value: \$14.00 – \$16.50





RUSK
liter sale,
save up to 33%



CHOOSE FROM:

- PLATINUMX® Shampoo and Conditioner
- PUREMIX® Activated Charcoal Shampoo and Conditioner
- PUREMIX® Blooming Sunflower Shampoo and Conditioner
- PUREMIX® Native Fig Shampoo and Conditioner
- PUREMIX® Fresh Pomegranate Shampoo and Conditioner
- PUREMIX® Wild Honey Shampoo and Conditioner



SAVE UP TO 33%

Salon Price: \$18.00 – \$26.00
Salon Value: \$27.00 – \$36.00