

FEATURING NEW RUSKIN10 SHADES!

PRONOTIONS PUREMIX | DESIGNER COLLECTION STYLING TOOLS

7 NEW SHADES!

10S Ultralight Sand Blond

5NN Light Intense Natural Brown

6C Dark Copper Blonde

6R Dark Red Blonde

5A Light Ash Brown

6S Dark Sand Blond

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



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





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.

deep**shine**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





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RUSK

deep**shine**direct

intermixable shades that maximize creativity

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



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

RECEIVE 1 FREE Elimin8[®] **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**

BUYDeepshine[®] 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



ULTIMATE

deep**shir**



GENTLE CREAM LIGHTENET RÈME DÉCOLORANTE DOUL REMA DECOLORANTE SUA

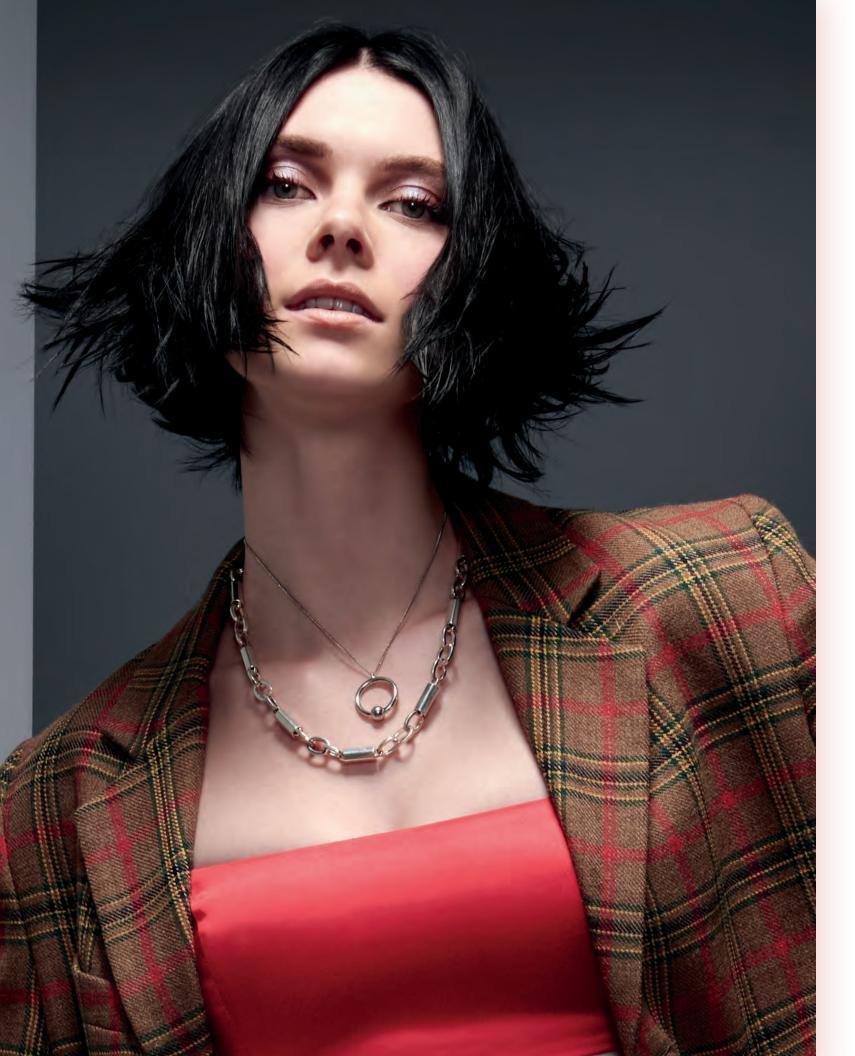


GENTLE CREAM LIGHTENER UENILE UNEAM LIUNIENEN CRÊME DÉCOLORANTE DOUCE CREME DECOLUMANTE DUVE CREMA DECOLORANTE SUAVE RUSK

Net 130 g 4.58 oz.

ULTIMA

BLOND





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

mousse

RUSK

Maximum Volume anu o Maximum Volume et Contrôle Maximum Feouma Volumen y Control Máxim



RUSK



Styling spray creates smooth shiny styles with heat protection Stray protecteur spécial défisage qui crée des styles lisses et brillants Spray protector para alaciado que crea estilos lisos y brillantes

250 g e net WL OF



RUSK

thick

Body and Texture Amplifief Amplificateur de Corps et de Texture Amplificateur de Cuerpo y de Textura

150 ml. e 6 fl. oz.

e net wt. 8.8 a



wired

Flexible Styling Crème Crème Coiffante Polyvalente Crema de Modelado Flexible

150 g e net wt. 6 of



RUSK

liter sale, save up to 33%

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WILD HONEY

pairing condit

/35 fl. oz. (1 qt. 3 fl. o **CHOOSE FROM:**

WILD HONEY

repairing shampoo

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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

