



A Salon Exclusive Rusk®  
Pro Elements™ Product

# RUSK®

## chemical services

# deepshine® white

ADVANCED MARINE THERAPY

Marine-enriched dust-free powder lightener

**WHAT IS IT?** A marine-enriched, dust-free lightener that provides high-performance lightening on- or off-scalp without swelling or bleeding. Formulated with organic sea kelp to nourish and revitalize the hair, improve hydration and increase elasticity, Deepshine® White leaves the hair in superior condition with unsurpassed shine.

**WHO IS IT FOR?** Anyone who desires to lighten or brighten his/her hair.

**WHAT DOES IT DO?** It achieves up to 7 levels of lift with speed, control and flexibility while deeply conditioning the hair.

**HOW DO YOU USE IT?** Use with the appropriate Deepshine® Shine Enhancing Cream Developer (10, 20, 30 or 40 volume), depending on the level of lift desired. The stay-moist formula and the smooth, creamy consistency ensure quick, easy and precise application.

**Rusk® Deepshine® White Luminating Powder Lightener** is a marine-enriched, dust-free lightener that is powerful enough for fast off-scalp highlighting, yet gentle enough to be used for on-scalp applications. Formulated with organic sea kelp to nourish and revitalize the hair, improve hydration and increase elasticity, Deepshine® White leaves the hair in superior condition with unsurpassed shine. Deepshine® White lifts evenly and thoroughly up to seven levels without unnecessary damage to the hair. The stay-moist formula and smooth, creamy consistency ensure quick, easy and precise application. Deepshine® White does not puff or swell during processing and works equally well with foils, caps or applied directly on scalp.

## INGREDIENTS AND FUNCTIONS:

**Two Silicates** combine to lower the overall alkalinity of the bleach, which in turn limits hair damage.

**Low Level Surfactant** removes surface dirt from the hair, allowing the natural shine to come through.

**Dedusting Agent** is a mineral-oil-free formulation that improves the salon environment and aids in the conditioning of the hair.

**Laminaria digitata** is a nutrient-rich sea kelp containing polygalactosides, fucose polymers and ursolic acid. Polygalactosides react with the protective outer surface of the hair, and the ion-ion interaction forms a protective moisturizing complex while the fucose polymers are hygroscopic and act as hydrating agents. The ursolic acid helps to form a protective barrier on the hair. These compounds also contain abundant non-essential and essential amino acids that maintain and improve elasticity.

# RUSK® Being Sensible shampooing volumisant

**QU'EST-CE QUE C'EST ?** Un shampooing volumisant doux.

**À QUI S'ADRESSE-T-IL ?** Aux cheveux fins et mous.

**QUEL EFFET A-T-IL SUR LES CHEVEUX ?** Il nettoie délicatement et revigore les cheveux fins et mous. Il contient de l'extrait de luzerne pour donner aux cheveux plus de corps et de volume.

**COMMENT L'UTILISER ?** Répartir dans les cheveux mouillés et bien masser. Rincer abondamment. Répéter au besoin.

**Le shampooing volumisant** revigore les cheveux fins et mous. Sa formule légère est douce, pourtant nettoie les cheveux en profondeur. L'extrait de luzerne, riche en vitamines et en minéraux, donne aux cheveux plus de corps et de volume.

## INGRÉDIENTS ET ACTION

**Cocamide MEA** – Agent moussant et stabilisateur d'émulsion dérivé des acides gras de l'huile de noix de coco.

**Polyquaternium-7** – Polymère revitalisant qui offre du corps et facilite le coiffage.

**Extrait de Medicago Sativa (Luzerne)** – Source de vitamines et de minéraux offrant du corps et du volume.

**Extrait de Feuille de Camellia Sinensis (Thé Vert)** – Fortifie et assouplit le cheveu pour éviter les fourches. Préserve la force et la santé des cheveux, ce qui contribue à leur donner plus de corps.

**EDTA Tétrásodique** – Chélateur qui élimine le calcium et les sels métalliques présents dans les cheveux, aidant ainsi à préserver leur éclat.

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# RUSK® Being Sensible champú volumizante

**¿QUÉ ES?** Un champú volumizante suave.

**¿PARA QUIÉN ES?** Para el cabello fino y sin vida.

**¿QUÉ HACE?** Limpia delicadamente rejuvenece el cabello fino y sin vida. Contiene extracto de alfalfa para dar al cabello más cuerpo y volumen.

**¿CÓMO USARLO?** Distribúyalo en el cabello mojado, masajeando bien. Enjuague a fondo. Repita si desea.

**El champú volumizante** rejuvenece el cabello fino y sin vida. Su fórmula ligera es suave, sin embargo limpia profundamente el cabello. El extracto de alfalfa, rico en vitaminas y minerales, da al cabello más cuerpo y volumen.

## INGREDIENTES Y FUNCIONES

**Cocamida MEA** – Agente emulsionante y estabilizador de emulsión derivado de los ácidos grasos del aceite de coco.

**Policuaternio-7** – Polímero acondicionador que procura cuerpo y facilita el peinado.

**Extracto de Medicago Sativa (Alfalfa)** – Fuente de vitaminas y minerales que procura cuerpo y volumen.

**Extracto de Hoja de Camellia Sinensis (Té Verde)** – Fortalece y suaviza el cabello para evitar las puntas abiertas. Preserva la fuerza y la salud del cabello para ayudar a que tenga más cuerpo.

**EDTA Tetrasódico** – Agente quelante que elimina el calcio y los sales metálicos presentes en el cabello, conservando así su brillo.