

# RUSK

## NEW LOOK

# SHINE ENHANCING CREAM DEVELOPERS

New packaging now optimized to use across all colors!

- Fewer developers = same great results
- Tighter portfolio = space saver, less inventory



**USAGE** — refer to color & lightener mixing guidelines on wall charts & swatch book to ensure superior gray coverage or proper usage with lightener.

**IF YOU USED RUSK DEEPSHINE:**

**NOW USE RUSK:**



### DEEPSHINE® ZERO LIFT BALANCING LOTION

Used with:

- Deepshine® Gloss
- Deepshine® Permanent Color



### RUSK® ZERO LIFT DEVELOPER

Now use with:

- Deepshine® Gloss & Deepshine® Xpress Gloss
- Deepshine® Permanent Color
- RUSK® Lighteners



### DEEPSHINE® ACTIVATING LOTION & 10 VOLUME DEVELOPER

Used with:

- Deepshine® Gloss
- Deepshine® Permanent Color



### RUSK® 10 VOLUME DEVELOPER

Now use with:

- Deepshine® Gloss & Deepshine® Xpress Gloss
- Deepshine® Permanent Color
- RUSK®in10 Ten-Minute Permanent Color
- RUSK® Lighteners



### DEEPSHINE® 20 VOLUME DEVELOPER & RUSK®in10 20 VOLUME DEVELOPER

Used with:

- Deepshine® Permanent Color
- RUSK®in10 Ten-Minute Permanent Color



### RUSK® 20 VOLUME DEVELOPER

Now use with:

- Deepshine® Permanent Color
- RUSK®in10 Ten-Minute Permanent Color
- RUSK® Lighteners



### DEEPSHINE® 30 VOLUME DEVELOPER

Used with:

- Deepshine® Permanent Color



### RUSK® 30 VOLUME DEVELOPER

Now use with:

- Deepshine® Permanent Color
- RUSK®in10 Ten-Minute Permanent Color
- RUSK® Lighteners



### DEEPSHINE® 40 VOLUME DEVELOPER

Used with:

- Deepshine® Permanent Color



### RUSK® 40 VOLUME DEVELOPER

Now use with:

- Deepshine® Permanent Color
- RUSK®in10 Ten-Minute Permanent Color
- RUSK® Lighteners

Salon Professionals, VISIT [RUSKPROFESSIONAL.COM](http://RUSKPROFESSIONAL.COM), Our digital destination.

[ruskhair.com](http://ruskhair.com) @ruskhairecare

©2022 Rusk® distributed by BOG, Rantoul, IL 61866 | 1.800.873.7875 | All rights reserved. Printed in USA | RUSK-532 | 06/2022