



A Salon Exclusive Rusk® Pro Elements™ Product

# RUSK®

## chemical services

# deepshine demi™

Formulated with marine nutrient complex and nano technology to achieve long-lasting, demi permanent color results

**WHAT IS IT?** Deepshine® Demi is a marine mineral-enriched formula that rebuilds, rebalances and renews the natural integrity of the hair during the coloring process. An exclusive combination of nano technology and Marine Nutrient Complex allows micro-sized pigment penetration into the hair while infusing the hair with intense color deposit, superior condition and radiant shine.

**WHO IS IT FOR?** Deepshine® Demi is perfect for enhancing or subtly changing the natural tone, refreshing the midshaft and ends when doing a color retouch, toning highlighted or double-processed hair, or for small percentages of gray coverage or gray blending. Deepshine Demi is also excellent for those clients who do not want the commitment of permanent haircolor.

**WHAT DOES IT DO?** Deepshine® Demi utilizes 100% micro-sized oxidative dyes to ensure long-lasting results. These oxidative dye molecules penetrate the cuticle and enter the cortex, where they partner to create medium-sized color molecules. This product does not contain ammonia, so the natural pigment cannot be lightened. However, it contains a small amount of peroxide, which allows for a subtle, but noticeable, color enhancement.

**HOW DO YOU USE IT?** Mix with Deepshine® Shine Enhancing Balancing Lotion. Mixing ratio is 1 part demi color to 1½ parts balancing lotion. Processing time on natural hair is 20 to 30 minutes (scalp to ends); on color-treated hair 10 to 20 minutes (pull through on mid-shaft and ends). To tone bleached or highlighted hair, 10 to 15 minutes. And for corrective repigmentation, 10 to 15 minutes. Refer to the Deepshine® Color Guide for additional mixing and timing instructions.

**Deepshine® Demi Advanced Marine Therapy Ammonia-Free Tone-on-Tone Cream Color** yields consistent, reliable color results that always look and feel healthy. An exclusive combination of Marine Nutrient Complex and nano technology rebuilds, rebalances and renews the natural integrity of the hair during the coloring process, while infusing the hair with intense color deposit, superior condition and radiant shine.

## INGREDIENTS AND FUNCTIONS:

**Hydrolyzed Rhodophyceae and Hypnea Musciformis Extract** are marine conditioning extracts that contain vitamins, proteins and trace minerals that nourish the hair, improve elasticity and rebalance, rebuild and restore the natural integrity of the hair.

**Cera Alba** conditions the hair and smoothes the cuticle.

**Cetearyl Alcohol, Cetareth-30 and Decyl Oleate** are a unique combination of ingredients that facilitates application and gives hair color consistency.

**Tetrasodium EDTA** is a chelating agent that binds metal to water molecules to prevent hair discoloration.