



What is it?

Three hair color maintenance systems designed to protect hair color from the 3 causes of color fadeage (wash-out, UV-damage and thermal styling). Available in three-systems (Hydrate, Repair, Smooth) to address your primary hair color treatment concern (dryness, damage or frizz).

What does it do and how does it do it?

Rusk Deepshine® Color Hair Care Repair prolongs color retention leaving weak, damaged, color-treated hair feeling revitalized and more resilient.

Rusk Deepshine® Color Hair Care Hydrate prolongs color retention leaving dry, brittle, color-treated hair feeling soft, manageable and shiny.

Rusk Deepshine® Color Hair Care Smooth prolongs color retention leaving hair feeling smooth, silky, vibrant and frizz-free.

ALL Rusk Deepshine® Color Shampoos feature sulfate-free formulas to help minimize color wash-out in-shower.

ALL Rusk Deepshine® Color Hair Care formulas feature a patented UV-absorbing technology combined with bio-marine ingredients and vitamins to protect hair color from fadeage that could occur from being in the sun and/or during thermal styling.

Why will stylists and/or clients love the results?

Despite being sulfate-free the shampoos still have a really nice lather and fragrance making the in-shower experience refreshing and enjoyable. The formulas are all **weightless and absorbant, clean-feeling in the hands and won't weigh hair down. Hair color looks and feels healthier, is vibrant and shiny.**

If there are similar products on the market, what makes this one unique, better, or just different?

What makes the Deepshine® Color Hair Care system unique from everything else on the market is that it prevents against **ALL three causes of color fade-out (wash-out, UV-damage, and thermal styling), rather than just one. The Rusk system also protects hair color during all-steps of the user's hair care regimen where color fade-out can occur (Shampoo/Condition,Treatment, and Thermal Styling).**

SKU#	Product Description	Salon Price	Retail Price
SMOOTH			
IRDSCSS8	DEEPSHINE COLOR SMOOTH SULFATE- FREE SHAMPOO, 8.5 oz.	\$7.50	\$15.00
IRDSCCSC8	DEEPSHINE COLOR SMOOTH CONDITIONER, 8.5 oz.	\$7.50	\$15.00
IRDSCSS2	DEEPSHINE COLOR SMOOTH PROTECTIVE SERUM, 2 oz.	\$7.50	\$15.00
HYDRATE			
IRDSCCHC8	DEEPSHINE COLOR HYDRATE SULFATE- FREE SHAMPOO, 8.5 oz.	\$7.50	\$15.00
IRDSCCHCR3	DEEPSHINE COLOR HYDRATE CONDITIONER, 8.5 oz.	\$7.50	\$15.00
IRDSCCHM5	DEEPSHINE COLOR HYDRATE STYLING CREAM, 3.2 oz.	\$7.50	\$15.00
IRDSCCHC8	DEEPSHINE COLOR HYDRATE REPLENISHING MASQUE, 5.3 oz.	\$7.50	\$15.00
REPAIR			
IRDSCCRS8	DEEPSHINE COLOR REPAIR SULFATE- FREE SHAMPOO, 8.5 oz.	\$7.50	\$15.00
IRDSCCRC8	DEEPSHINE COLOR REPAIR CONDITIONER, 8.5 oz.	\$7.50	\$15.00
IRDSCCRM5	DEEPSHINE COLOR REPAIR RESTORATIVE MASQUE, 5.3 oz.	\$7.50	\$15.00