

RUSK®

deepshine®
ADVANCED MARINE THERAPY

Deepshine® Pure Pigments
Conditioning Cream Color

Deepshine® Demi
Ammonia-Free Tone-On-Tone Cream Color

HANDBOOK



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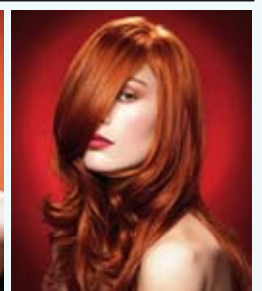
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I. Why Rusk?

From its inception, Rusk has been a leader in haircutting techniques and the driving force that links the hair industry to the fashion industry. With a strong passion and dedication to education, Rusk appeals to those in the industry who want to improve their skills. Rusk is constantly revolutionizing the industry with the most advanced technology in hair care products, salon services and engineering tools. Rusk truly understands the needs and challenges that hair stylists face on a daily basis in the salon, and we make it our commitment to assist them in finding solutions for these challenges. Rusk has been the company that many salon stylists look to for creative inspiration, creating haircutting techniques that are easy to duplicate and allow you, the stylist, to create the most fashion-forward looks for your clients.

Can you imagine if you were a painter and you were allowed to use only one color to create a beautiful piece of art? Rusk realizes that to complete the artistry of our profession, we also need to add color to our creations.

By harnessing the newest technology direct from Italy, Rusk is able to meet and exceed the needs of the hair color market with an advanced-technology permanent haircolor line and an ammonia-free marine nutrient enriched demi permanent line. With the use of nano technology, Compressed Formula Technology and marine extracts, Rusk Deepshine® Advanced Marine Therapy Pure Pigments Conditioning Cream Color is able to provide maximum gray coverage, one-step high-lift blonding, vibrant red tones, color that does not fade and color that is easy to use and formulate, all the while maintaining the integrity of the hair with incredible shine. Deepshine Demi Ammonia-Free Tone-On-Tone Cream Color is the perfect complement to Deepshine Pure Pigments Conditioning Cream Color. Deepshine Demi Ammonia-Free Tone-On-Tone Cream Color utilizes the same nano technology plus Marine Nutrient Complex to infuse the hair with intense color deposit, superior condition and radiant shine.



II. What Makes

Deepshine Conditioning Cream Color Unique?

Both Deepshine® Conditioning Cream Color and Deepshine® Demi take advantage of nano technology and Advanced Marine Therapy. Nano technology ensures Deepshine Conditioning Cream Color molecules will penetrate deeply and adhere to the internal cortical hair fibers, producing translucent shades and natural-looking gray coverage.

These pure pigments are so refined that they look like dust, while other pigments resemble grains of sugar. This refining process allows the pigments to penetrate deep into the hair, requires the use of lower volumes of developer and produces superior color results that maintain the hair's integrity.

Our advanced nano technology is manufactured under strict conditions in Italy. This includes vacuum-sealed, pre-blended ingredients that are delivered warm to be mixed with the pure pigments, again in vacuum-sealed vats. All this is regulated by computers for perfect color calibration each and every time Deepshine Conditioning Cream Color is produced.

Advanced Marine Therapy's active conditioning elements even the hair's porosity, sealing the cuticle, thereby improving the overall strength of the hair. This ensures silky, shiny and uniform hair color, always looking and feeling healthy.

The international level system enables Rusk to provide hair color to any country around the world. There are 73 permanent shades across 11 tonal series, including 6 Intense Color Modifiers and Triple Action Clear for an added lift, and 28 demi shades plus Clear, providing the professional colorist with a full-spectrum color palette. Let's look more closely at the features and benefits of Deepshine Conditioning Cream Color to discover what sets this hair color apart from others in the market.

The tubes used for Deepshine Conditioning Cream Color and Deepshine Demi are pharmaceutical grade. Interestingly, only 5% of all hair color tubes used, including Deepshine, are pharmaceutical grade. The advantage is an extended shelf life.

The 3.4-ounce tube and 1 to 1½ mixing ratio make Deepshine Conditioning Cream Color and Deepshine Demi economically desirable choices.

III. Hair Color and Natural Underlying Pigmentation

Decolorizing the hair's natural pigment allows the colorist to create the exact degree of contributing pigment needed for the final color result.

First, the hair is decolorized to the appropriate level, and then the new color is applied for desired level and tone. Lightening the hair to the correct stage is absolutely essential to achieve a beautiful final hair color result.

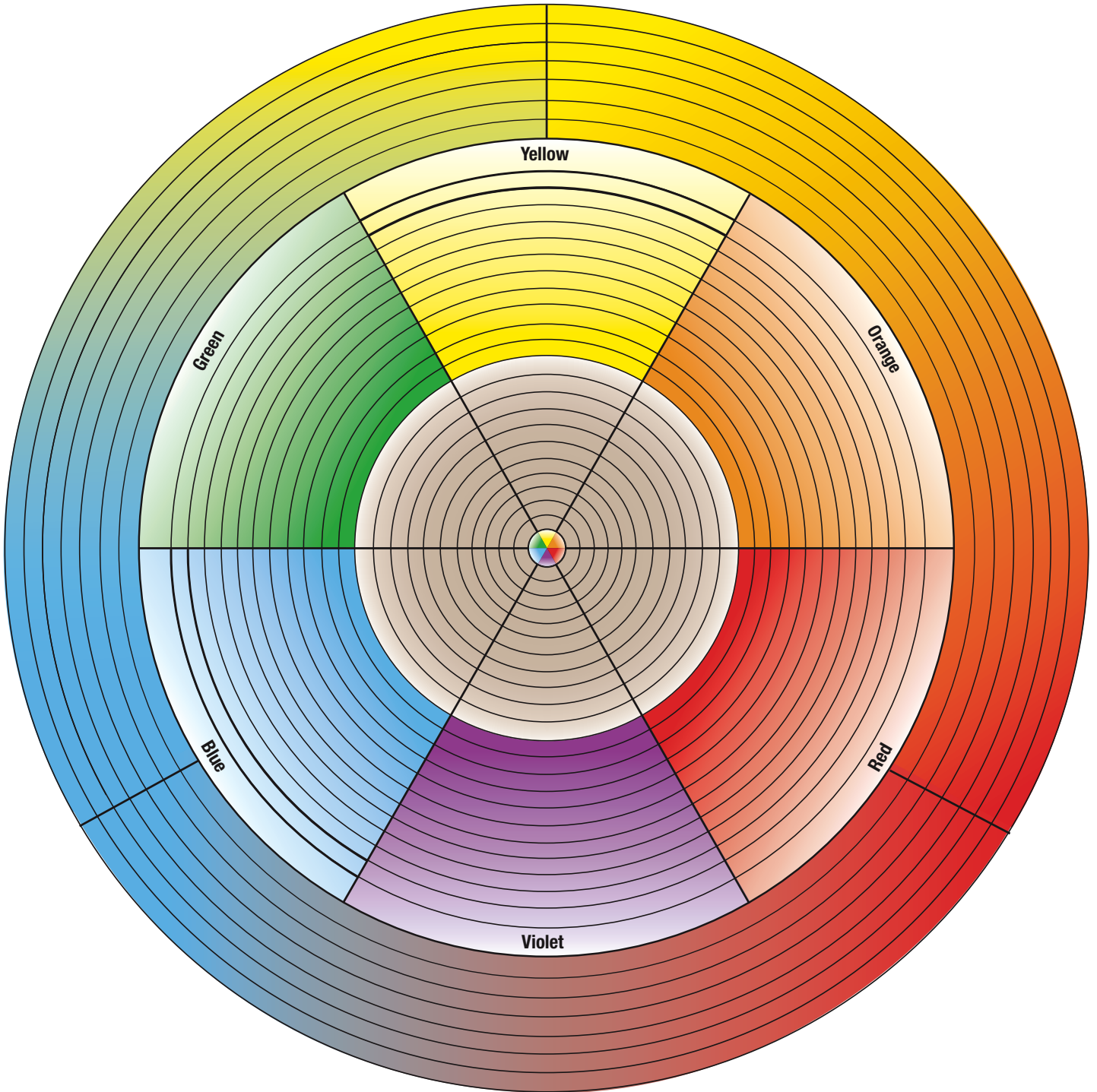
Remember that the final hair color result is a combination of the hair's underlying pigments and the artificial color used.

Stages of Decolorizing

Desired Level	Description	Natural Underlying Tone
10	Lightest Blonde	Pale Yellow
9	Very Light Blonde	Yellow
8	Light Blonde	Deep Yellow
7	Medium Blonde	Gold
6	Dark Blonde	Gold-Orange
5	Light Brown	Orange
4	Medium Brown	Red-Orange
3	Dark Brown	Red
2	Darkest Brown	Red-Brown
1	Black	Dark Red-Brown

Generally speaking, not all hair will travel through 10 stages of lightening to reach pale yellow. Each natural hair color begins the lifting process at a different stage. Only black would pass through all 10 stages of lightening to reach pale yellow.

THE COLOR WHEEL



IV. Color Principles

When combining colors, you will always get the same results from the same combination. Equal amounts of red and blue will make violet. Equal amounts of yellow and blue will make green and equal amounts of red and yellow will make orange.

There are two groups of color; primary and secondary. Primary colors are the fundamental elements of all color; mixing any other colors together cannot create them. All colors are created by some combination of the primary colors.

All colors are made from the three primary colors:

BLUE	<ul style="list-style-type: none">• Cool tone• Largest molecular size• First to leave the hair	RED	<ul style="list-style-type: none">• Warm tone• Color appears richer and warmer• Second in molecular size	YELLOW	<ul style="list-style-type: none">• Warm tone• Color appears lighter and brighter• Hardest to remove
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Equal portions of blue, red and yellow will create a neutral tone. Unequal portions of blue, red and yellow with red as the dominant color will produce a reddish tone.

Secondary colors are:

Colors that are made by mixing equal parts of primary colors.

• Blue+Red = Violet

• Red+Yellow = Orange

• Yellow+Blue = Green

These colors sit between the primary colors on the color wheel. Green and violet both have blue in them, so they are cool tones. Orange has red and yellow, so it is a warm tone.

Complementary colors:

These are colors that are found on the opposite side of the color wheel from each other. If these colors are mixed together they neutralize each other.

• Blue+Orange = Neutral Tone • Red+Green = Neutral Tone • Yellow+Violet = Neutral Tone

V. Hair and Its Characteristics

Creating illuminating hair color is influenced by the client's natural color and the hair's natural characteristics. Understanding these attributes will ensure success; consider these factors before you start any hair color service.

Texture is described as the diameter of the individual hair strand.

- Fine Hair – lacks body, you barely feel the strand, lightens easily, very fine hair can process darker when depositing
- Medium Hair – has good body, average response to lightening, responds well when color is deposited
- Coarse Hair – may look glassy, has greater resistance when lightening, may have a slightly lighter result when depositing

Porosity is the hair's ability to absorb moisture and affects the hair's response to haircolor.

- Non-Porous Hair – looks and feels glassy, has a tendency to resist lightening and may require additional processing time
- Normal Porosity – shiny, cuticle is intact and feels smooth, has average response to lightening
- Porous – hair is dull, cuticle open, rough, easy to lighten, prone to grab color and fade quickly

Adjusting formulas for porosity

- Healthy hair accepts warm tones and rejects cool tones – needs ash or natural to neutralize
- Porous hair accepts cool tones and rejects warm tones – needs red, orange or gold to neutralize

When coloring hair with porous ends, expect the faded areas to accept ash and reject warmth.

Formation is how the hair grows from the follicle and is a genetic trait. Hair is described as either straight, wavy or curly.

- Smooth hair reflects more light
- Curlier hair will diffuse the light, hair color may not reflect as strongly
- For excessively curly hair you may need a more intense tone



VI. Deepshine Conditioning Cream Color Level System

The International Level System

The numbering system for Deepshine® Conditioning Cream Color follows the international level system and is very easy to follow. The number before the decimal point identifies the 10 natural levels of darkness or lightness and the depth from light to dark. 1 represents black and 10 represents the lightest blonde.

For example

1 - Black
2 - Darkest brown
3 - Dark brown
4 - Medium brown
5 - Light brown
6 - Dark blonde
7 - Medium blonde
8 - Light blonde
9 - Very light blonde
10 - Ultra light blonde

Tone:

Refers to the hue within a color.

- Natural: Warm or cool
- Cool: Blue, violet, green
- Warm: Red, copper, gold

The letter or number after the decimal point will represent tone.

A or 1 – Ash...Neutralizes unwanted red, orange, brassy, gold and yellow tones ranging from green at the darkest levels, blue at the medium levels and pale violet at the lightest levels.

V or 2 – Violet...Intensifies deep, rich, cool violet tones at darker levels.

G or 3 – Gold...Provides warmth to any hair color and provides superior gray coverage.

C or 4 – Copper...Enhances warm gold and orange underlying pigments to rich, fiery copper tones.

M or 5 – Mahogany...Neutralizes deep red to orange underlying pigments to rich, cool red tones.

R or 6 – Red...Maximizes red to orange underlying pigments to create balanced, jewel-toned reds.

Ch or 8 – Chocolate...Advanced color shades that are made up of multiple base tones that go beyond primary and secondary pigments. These are customized polychromatic blends that take advantage of all primary and secondary tones.

Nc - Natural Cool Shade

•Any color that ends with .000 represents a Natural Cool shade. These tones are formulated with equal parts of all 3 primary color pigments, creating a true natural cool tone.

Nw - Natural Warm Shade

•Any color that ends with a .003 represents a Natural Warm shade. These tones are formulated with all 3 primary color pigments but have a slightly higher gold content that is identified by the 003.

NI - Natural Light Shade

•Any color that ends with .03 represents a Natural Light shade. These tones are formulated with all 3 primary color pigments but have an even higher amount of gold content than the Natural Warm series, resulting in more translucent coverage. When used alone on gray hair, the Natural Light series will achieve a gray blended effect.

SL - Super Lightener

•Super Lighteners are referred to as the SL series. These go beyond a level 10, and therefore do not have a preliminary number before the base tone. They are simply referred to as SL. The numbers that follow the decimal point identify the base tones in the same manner as the rest of the colors in the Deepshine® Color families.

ICM - Intense Color Modifiers

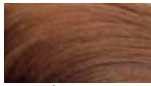



















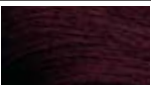



•Intense Color Modifiers (ICM) are pure pigment color intensifiers and drabbers that are designed to be added to any color formula. Yellow, orange and red enhance color pigment intensity. Violet, blue and green soften or neutralize natural underlying pigments.


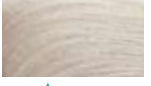

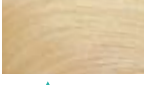






TAC - Triple Action Clear

•Triple Action Clear (TAC) can be used in any formula to achieve ½ to 1 extra level of lift.



natural levels	Nc/N	Nw	NI	A	B	G
10	 ▲10.000Nc/10N ○ ultra light blonde, blond ultra clair, rubio ultra claro	 ▲10.003Nw ultra light blonde, blond ultra clair, rubio ultra claro	 ▲10.03NI ultra light blonde, blond ultra clair, rubio ultra claro	 10.11 ○ intense platinum ash blonde, blond platinum cendré intense, rubio ceniza platino intenso	 ▲10.13B ○ ultra light beige blonde, blond beige ultra clair, rubio beige ultra claro	
9	 ▲9.000Nc very light blonde, blond très clair, rubio muy claro	 ▲9.003Nw very light blonde, blond très clair, rubio muy claro	 ▲9.03NI very light blonde, blond très clair, rubio muy claro	 ▲9.01A ○ very light ash blonde, blond cendré très clair, rubio ceniza muy claro	 ▲9.13B very light beige blonde, blond beige très clair, rubio beige muy claro	 ▲9.36 ○ very light golden blonde, blond doré très clair, rubio dorado muy claro ▲9.346G ○ very light golden copper blonde, blond cuivré doré très clair, rubio cobrizo dorado muy claro
8	 ▲8.000Nc/8N ○ light blonde, blond clair, rubio claro	 ▲8.003Nw light blonde, blond clair, rubio claro	 ▲8.03NI light blonde, blond clair, rubio claro	 ▲8.01A ○ light ash blonde, blond cendré clair, rubio ceniza claro	 ▲8.13B ○ light beige blonde, blond beige clair, rubio beige claro	 ▲8.36 light golden blonde, blond doré clair, rubio dorado claro
7	 ▲7.000Nc/7N ○ medium blonde, blond moyen, rubio medio	 ▲7.003Nw medium blonde, blond moyen, rubio medio	 ▲7.03NI medium blonde, blond moyen, rubio medio	 ▲7.01A ○ medium ash blonde, blond cendré moyen, rubio ceniza medio		 ▲7.36 ○ golden blonde, blond doré, rubio dorado
6	 ▲6.000Nc/6N ○ dark blonde, blond foncé, rubio oscuro	 ▲6.003Nw dark blonde, blond foncé, rubio oscuro	 ▲6.03NI dark blonde, blond foncé, rubio oscuro	 ▲6.01A ○ dark ash blonde, blond cendré foncé, rubio ceniza oscuro	 ▲6.13B dark beige blonde, blond beige foncé, rubio beige oscuro	 ▲6.36 dark golden blonde, blond doré foncé, rubio dorado oscuro
5	 ▲5.000Nc light brown, châtain clair, castaño claro	 ▲5.003Nw light brown, châtain clair, castaño claro	 ▲5.03NI light brown, châtain clair, castaño claro			 ▲5.36 ○ light golden brown, châtain doré clair, castaño dorado claro
4	 ▲4.000Nc/4N ○ medium brown, châtain moyen, castaño medio		 ▲4.03NI medium brown, châtain moyen, castaño medio	 ▲4.01A medium ash brown, châtain cendré moyen, castaño ceniza medio		
3	 ▲3.000Nc dark brown, châtain foncé, castaño oscuro					
2	 ▲2.000Nc darkest brown, châtain très foncé, castaño muy oscuro					
1	 ▲1.000Nc black, noir, negro					

C	M	R	V	CH
				 <p>▲ 8.8CH light caramel blonde, blond caramel clair, rubio caramel claro</p>
 <p>▲ 7.4C ○ copper blonde, blond cuivré, rubio cobrizo</p>  <p>▲ 7.43CG copper golden blonde, blond doré cuivré, rubio dorado cobrizo</p>  <p>▲ 7.44CC ○ intense copper blonde, blond cuivré intense, rubio cobrizo intenso</p>		 <p>▲ 7.6R medium red blonde, blond rouge moyen, rubio rojizo medio</p>  <p>▲ 7.64RC red copper blonde, blond cuivré rouge, rubio cobrizo rojizo</p>  <p>▲ 7.66RR ○ intense red blonde, blond rouge intense, rubio rojizo intenso</p>		 <p>▲ 7.8CH ○ medium caramel blonde, blond caramel moyen, rubio caramel medio</p>
 <p>▲ 6.4C ○ brilliant copper, cuivre éclatant, cobre luminoso</p>  <p>▲ 6.43CG brilliant copper gold, doré cuivré éclatant, dorado cobrizo luminoso</p>	 <p>▲ 6.5M ○ brilliant mahogany, acajou éclatant, caoba luminosa</p>	 <p>▲ 6.6R brilliant red, rouge éclatant, rojo luminoso</p>  <p>▲ 6.66RR ○ intense brilliant red, rouge éclatant intense, rojo luminoso intenso</p>		 <p>▲ 6.8CH ○ dark chocolate blonde, blond chocolat foncé, rubio chocolate oscuro</p>
 <p>▲ 5.4C copper, cuivre, cobre</p>	 <p>▲ 5.55MM intense mahogany, acajou intense, caoba intensa</p>	 <p>▲ 5.6R ○ red, rouge, rojo</p>	 <p>▲ 5.22VV light intense violet, violet intense clair, violeta intenso claro</p>	 <p>▲ 5.8CH ○ light chocolate brown, châtain chocolat clair, castaño chocolate claro</p>
 <p>▲ 4.4C ○ deep copper, cuivre profond, cobre profundo</p>	 <p>▲ 4.5M ○ deep mahogany, acajou profond, caoba profunda</p>	 <p>▲ 4.62RV deep red violet, violet rouge profond, violeta rojizo profundo</p>		 <p>▲ 4.8CH medium chocolate brown, châtain chocolat moyen, castaño medio</p>
			 <p>▲ 2.2V darkest violet, violet très foncé, violeta muy oscuro</p>	

SL
 <p>▲ SLOON neutral blonde, blond neutre, rubio neutro</p>
 <p>▲ SL01A ash blonde, blond cendré, rubio ceniza</p>
 <p>▲ SLO3G golden blonde, blond doré, rubio dorado</p>
 <p>▲ SL13B beige blonde, blond beige, rubio beige</p>
ICM
 <p>▲ Y yellow, jaune, amarillo</p>
 <p>▲ O orange, orange, naranja</p>
 <p>▲ R red, rouge, rojo</p>
 <p>▲ V violet, violet, violeta</p>
 <p>▲ B blue, bleu, azul</p>
 <p>▲ G green, vert, verde</p>

VII. Using Four Simple Steps to Successfully Formulate Gray Coverage

1. Determine the natural level
2. Determine the desired level
3. Determine the tonal value desired
4. Determine whether you are lifting or depositing

Step 1: Determine the natural level

You must first accurately analyze the client's natural hair color level. Using the Deepshine® Color Guide, select a swatch that is closest to the client's natural hair color. Fan out the swatch and blend it into the hair closest to the scalp. This is also the perfect time to determine the percentage of gray that is present in the hair.

Percentage of gray and characteristics: Because hair color shades will appear one way on gray hair and a different way on pigmented hair, it is important to determine the amount of gray present and if the client's gray is tenacious.

When determining the percentage of gray in your client's hair, ask yourself if you see the natural hair first or the gray hair? If you see gray first, it is over 50% gray; if you see the natural hair, it is under 50% gray.

Step 2: Determine the desired level

Before establishing the desired level, determine what the client's expectations are and his or her level of commitment to maintenance. When deciding on the desired level, there are three simple results that can be achieved on virgin hair with Deepshine Conditioning Cream Color:

- Lighten or darken the natural haircolor
- Match the natural haircolor level
- Cover or blend gray hair

Step 3: Determine the tonal value desired

What tone or hue does your client like? The swatches from the Deepshine Color Guide are extremely helpful when determining the best tone for your client. By removing and placing the swatch close to the eyes, both you and your client can decide which tone and level best complement his or her skin and eye color. The final hair color result is a combination of the artificial color molecules and the underlying pigment of the natural hair. You must decide if you want your final result to neutralize the underlying pigment or enhance it.

Step 4: Determine whether you are lifting or depositing

This will determine which Deepshine Shine Enhancing Cream Developer to use. In order to select the appropriate Cream Developer, first determine whether you need to lift or deposit.

- 10 Volume (3%).....For optimum gray coverage or to lift up to one level (and when depositing)
- 20 Volume (6%).....To lift natural level up to two levels
- 30 Volume (9%).....To lift natural level up to three levels
- 40 Volume (12%).....To lift natural level up to four levels and when using the Super Lighteners
- Balancing Lotion (1.9%).....Mixed with Deepshine Demi for deposit only

When the Deepshine Shine Enhancing Cream Developers are mixed with Deepshine Conditioning Cream Color, their acidity ensures a low pH for maximum tone, depth and color durability.

Note: Remember, for the most natural results, always formulate within 1-2 levels of the natural level.



VIII. General Timing, Mixing Ratios and Application Guidelines

Mixing Ratios

- Standard formula mixing is 1 part color to 1½ parts developer
- For Super Lighteners mix 1 part color to 3 parts developer

Triple Action Clear

For additional ½ level of lift use Triple Action Clear

- Mix ¼ oz. (7 ml) Triple Action Clear + ¾ oz. (22 ml) desired level + 1½ oz. (45 ml) developer

For additional 1 level of lift with the Super Lighteners

- Mix ½ oz. (15 ml) Triple Action Clear + ½ oz. (15 ml) Super Lightener + 3 oz. (90 ml) developer

For up to 4 levels of lift with NO deposit

- 1 part Triple Action Clear + 3 parts of selected developer

Intense Color Modifiers

- You can use up to ¼ oz. of formula with the Intense Color Modifiers

Additional Mixing Ratio Examples:

1 oz. (30 ml) color + 1½ oz. (45 ml) developer

1½ oz. (45 ml) color + 2¼ oz. (67 ml) developer

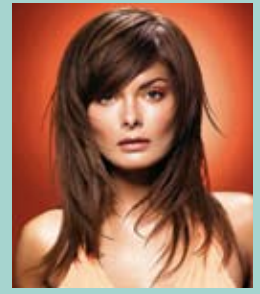
2 oz. (60 ml) color + 3 oz. (90 ml) developer

2½ oz. (75 ml) color + 3¾ oz. (112 ml) developer

Standard processing times

- Standard application: 35 minutes up to 45 minutes for coarse or resistant hair
- Maximum gray coverage: 45 minutes
- Super Lighteners: 45 minutes





Applications

Virgin application: When lifting the hair two levels or more.

Option A

- Divide the hair into four equal sections from ear to ear and from the center of the forehead to the nape of the neck
- Take ¼-inch partings and apply the color ¼ to ½ inch away from the re-growth area through the mid-shaft and ends
- Process for 15 minutes; for the SLs, process 25 minutes. Wipe off excess color on mid-shaft and ends
- Mix a new application of the color formula. Apply to the re-growth area through mid-shaft and ends and process an additional 20 minutes; for SLs, re-mix and process an additional 20 minutes
- Rinse, shampoo and condition

Option B

- Divide the hair into four equal sections from ear to ear and from forehead to the nape of the neck
- Take ¼-inch partings and apply the color ½ inch from the re-growth area through the mid-shaft and ends
- Re-mix formula using a lower volume of developer and immediately apply to the re-growth area
- Process 35–45 minutes
- Rinse, shampoo and condition

Note: Remember that, when added to the formula, Triple Action Clear will give ½ to 1 level of extra lift and help eliminate unwanted underlying pigmentation.

Retouch Application

- Divide hair into four equal sections
- Take ¼-inch partings and apply color to the re-growth area. We recommend Deepshine Demi for pull-through on mid-shaft and ends. Time 10–20 minutes

*Note: With SLs, always apply the color around the hairline last.

IX. Gray Coverage

Refer back to the Four Simple Steps for Formulating Gray Coverage; below are additional tips.

When it comes to gray coverage, many salon colorists are challenged with finding a natural series that appeals to their clients. Either the tones are too cool and opaque or too warm and translucent. Rusk takes on this challenge by creating a new conditioning cream hair color that provides the best of both worlds. We have three specially formulated Natural Series:

- Natural Cool and **Natural Warm** achieve maximum gray coverage.
- Natural Light is the most translucent of the three. Used alone, the gray will appear blended. Mix with the Natural Warm or Natural Cool series for maximum coverage.

Coverage Versus Blending

“Coverage” is often defined as every hair being the same color. “Blending” is defined as the white or gray hair appearing one level lighter than the pigmented hair, resulting in color variation. On hair that is less than 50% gray, full coverage is virtually impossible unless the natural hair is darkened.

Percentage of Gray

When formulating under 50% gray: Use $\frac{1}{4}$ part Nc or Nw shade + $\frac{3}{4}$ part target shade.

When formulating over 50% gray: Use $\frac{1}{2}$ part Nc or Nw shade + $\frac{1}{2}$ part target shade.

When formulating for over 70% gray: Formulate one level darker than target level. Mix $\frac{1}{2}$ Nc or Nw shade + $\frac{1}{2}$ target shade. (This is recommended for fashion series copper, red, violet, mahogany and chocolate.)

The Nc, Nw and NI shade series give beautiful, youthful results for gray coverage or gray blending.

10 volume developer is recommended for gray coverage and when target shade is within 1–2 levels of natural color.

20 volume developer is recommended for resistant hair.

Timing: 45 minutes for best results.

X. Blonding with Deepshine Conditioning Cream Color

Deepshine Super Lighteners

Rusk makes single-process blonding an achievable reality. The Super Lighteners provide maximum lightening and toning in one simple process. They can achieve up to four levels of lift on natural levels 6,7,8.

Super Lighteners are the ultimate in single-process blonding with four toning options:

- SLG golden blondes
- SLA cool platinum blondes
- SLB soft beige blondes
- SLN lightest natural blondes

Mixing

Use 1 part Super Lightener to 3 parts 30 or 40 volume Shine Enhancing Cream Developer.

Processing

Process at room temperature for 45 minutes. Heat is not recommended.

Triple Action Clear

Can be added to achieve up to an additional $\frac{1}{2}$ level of lift with any Deepshine color formula, and can be used to increase the lifting power of any Super Lightener up to one level. Triple Action Clear can be used alone with any Shine Enhancing Cream Developer to give the hair a sunkissed look.

Mixing

- Additional $\frac{1}{2}$ level of lift with standard color cream formula:
Formulate with $\frac{1}{4}$ TAC to $\frac{3}{4}$ desired shade and $1\frac{1}{2}$ parts developer
- Additional 1 level of lift with Super Lighteners:
Formulate with $\frac{1}{2}$ TAC and $\frac{1}{2}$ selected Super Lightener and 3 parts developer
- For up to 4 levels of lift without tonal deposit:
Formulate 1 part TAC with 3 parts selected developer. Results are controlled lift without color deposit

XI. Formula Adjustments

Fashion colors have a tendency to fade between retouches, most often because the hair has become over-porous. Below are some formula adjustments that will help eliminate color fading.

Once the retouch has been applied, use Deepshine® Demi for pull-through on mid-shaft and ends or add ¼ oz. fresh Deepshine Conditioning Cream Color of choice into the existing mixture in the bowl. Do not add any additional developer. Time for 15 to 20 minutes.

This is also an opportunity to use the Intense Color Modifiers, whether for color fading or eliminating ash or warm tones. The Intense Color Modifiers are an excellent way to customize your formula. You can use up to ¼ of your formula with the Intense Color Modifiers.

Color Correction: Re-pigmentation is used when going from light to dark or when the hair has faded more than 2 levels. This type of application will take longer, but you will achieve beautiful hair color results and a very happy client.

1. Choose the formula that best fits the level you are returning to
 2. Mix the re-pigmentation formula; taking thin partings, apply sparingly to the hair
 3. Once the application is complete, process for 15 to 20 minutes
 4. Wipe the color off the hair with a towel
 5. Apply your final Deepshine Cream Color formula to the hair (a strand test is suggested first)
 6. Time 35 minutes
 7. Rinse and shampoo with the appropriate Rusk shampoo and conditioner
- *Remember, what you are replacing is warmth (yellow, orange, red). These tones ensure healthy, natural shiny hair; however, this result may first appear too warm for your client. Corrective color often requires more than one visit to the salon before the desired result is achieved.

The chart below provides you with the re-pigmentation formula for each level.

Level 9 Very Light Blonde

¾ oz. (22 ml) 9.3G + ¼ oz. (7 ml) Yellow Intense Color Modifier + 1½ oz. (45 ml) 10 volume developer

Level 8 Light Blonde

¾ oz. (22 ml) 8.3G + ¼ oz. (7 ml) 9.34GC + 1½ oz. (45 ml) 10 volume developer

Level 7 Medium Blonde

½ oz. (15 ml) 8.3G + ½ oz. (15 ml) 9.34GC + 1½ oz. (45 ml) 10 volume developer

Level 6 Dark Blonde

½ oz. (15 ml) 7.3G + ½ oz. (15 ml) 7.43CG + 1½ oz. (45 ml) 10 volume developer

Level 5 Light Brown

½ oz. (15 ml) 6.3G + ½ oz. (15 ml) 6.43CG + 1½ oz. (45 ml) 10 volume developer

Level 4 Medium Brown

1 oz. (30 ml) 6.43CG + 1 ½ oz. (45 ml) 10 volume developer

Level 3 Dark Brown

¾ oz. (22 ml) 4.4C + ¼ oz. (7 ml) 4.62RV + 1½ oz. (45 ml) 10 volume developer

Level 2 Darkest Brown

½ oz. (15 ml) 4.4C + ½ oz. (15 ml) 4.62RV + 1½ oz. (45 ml) 10 volume developer

Level 1 Black


½ oz. (15 ml) 4.4C + ½ oz. (15 ml) 2.2V + 1½ oz. (45 ml) 10 volume developer



XII. Deepshine Demi Ammonia-Free Tone-On-Tone Cream Color

Rusk Deepshine® Demi Advanced Marine Therapy Ammonia-Free Tone-on-Tone Cream Color is a marine mineral-enriched formula that rebuilds, rebalances and renews the natural integrity of the hair during the coloring process. Rusk's 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.

Deepshine Demi is excellent for refreshing the mid-shaft and ends, for toning, and for the client who does not want the commitment of permanent haircolor.

Available in 28 shades plus Clear, and is denoted on all charts with a  symbol.

Clear can be mixed with any Deepshine Demi shade to create a color that is one level lighter and more translucent. Clear can also be used alone for added intense shine and condition.

Note: When mixing equal parts of two levels together to make another shade, the final color will have more depth of tone, whereas when mixing equal parts of a level and Clear, the final color would appear more translucent.

To intensify or balance a formula, you can use up to ¼ oz. of formula with the Intense Color Modifiers.

Elimin8™ Color Corrector is recommended to remove Deepshine Demi if necessary.



Standard mix:

1 oz. (30 ml) Demi color + 1½ oz. (45 ml) balancing lotion
1½ oz. (45 ml) Demi color + 2¼ oz. (67 ml) balancing lotion

**Application and timing:**

On natural hair: Scalp to ends for 20-30 minutes
On color-treated hair: Mid-shaft and ends for 10-20 minutes
To tone bleached or highlighted hair: 10-15 minutes
For corrective re-pigmentation: 10-15 minutes

Re-pigmentation:

You can choose Deepshine® Demi for corrective re-pigmentation when going from light to dark or when the hair has faded more than 2 levels.

When tinting back to the following levels, the formulas below are recommended as the first step in re-pigmentation:

Level 9 - ¾ oz. (22 ml) 9G + ¼ oz. (7 ml) 9GC + 1½ oz. (45 ml) balancing lotion

Level 8 - ¼ oz. (7 ml) 7G + ¾ oz. (22 ml) 9GC + 1½ oz. (45 ml) balancing lotion

Level 7 - ½ oz. (15 ml) 7G + ½ oz. (15 ml) 9GC + 1½ oz. (45 ml) balancing lotion

Level 6 - ¾ oz. (22 ml) 7G + ¼ oz. (7 ml) 6C + 1½ oz. (45 ml) balancing lotion

Level 5 - ¼ oz. (7 ml) 22 ml 5G + ¾ oz. (22 ml) 6C + 1½ oz. (45 ml) balancing lotion

Level 4 - ½ oz. (15 ml) 6C + ½ oz. (15 ml) 5G + 1½ oz. (45 ml) balancing lotion

Level 3 - ¾ oz. (22 ml) 4C + ¼ oz. (7 ml) 6RR + 1½ oz. (45 ml) balancing lotion

- Apply liberally to dry hair
- Time for 10-15 minutes
 - Wipe off color with a towel (or shampoo lightly, then dry)
 - Strand test final formula
 - Time final formula for 35 minutes
 - Shampoo and condition with one of Rusk's recommended products

XIII. Corrective Color

More and more salons are advertising corrective color. This service will continue to grow as more women purchase hair color at retail and do not like the color results. Elimin8™ quickly and easily removes oxidized hair color without compromising the integrity of the hair. Elimin8 can be used for subtle color changes or for all-over color removal while maintaining the condition of the hair.



What is Elimin8?

- Innovative color corrector
- Gently removes artificial hair color
- Non-progressive, precise control formula
- No ammonia, peroxide, bleach, or formaldehyde
- Has no unpleasant odor
- Designed to be used for full or slight color correction.
- When mixed, PH is 3.0

What does it do?

- Gently removes any level of permanent, oxidative hair color, no matter how long it has been in the hair, without altering the hair's natural pigment
- Exclusive SHSA complex reverses the bonds of oxidative dye molecules, allowing for safe and effective color removal
- Conditioning catalyst promotes unsurpassed shine and condition
- Thick, creamy consistency ensures quick, easy, and precise application

Full Color Correction

- Simple 2-step process
- Combine equal parts of #1 (color reducer) and #2 (conditioning catalyst)
- Bottle or bowl and brush application may be used
- Can be used with or without heat
- Process up to 20 minutes
- Rinse and shampoo twice using Rusk Sensories™ Brilliance™ Grapefruit and Honey Color Protecting Shampoo
- Apply step 3 processing lotion (or 10 volume developer) for 10 minutes. This will activate any remaining color molecules left in the hair. If all color is not removed, repeat process

Partial Color Correction

- Mix equal parts of #1 color reducer with #2 conditioning catalyst. Mix only as much as needed
- With gloved hands, apply Elimin8 only to the areas requiring correction
- Cover with a plastic cap and process with or without heat for up to 20 minutes. Strand test is recommended to determine processing time
- Rinse for 3 to 5 minutes and shampoo twice with Rusk Sensories™ Brilliance™ Grapefruit and Honey Color Protecting Shampoo and towel dry
- Apply step 3 processing lotion and process for 10 minutes. Condition with Rusk Sensories™ Calm™ Guarana and Ginger 60-Second Hair Revive
- If sufficient color is removed, dry hair and proceed with color. If all color is not removed, repeat process

Slight Shade Alteration

- Mix ¼ oz. (7 ml) #1 color reducer with ¼ oz. (7 ml) #2 conditioning catalyst to 1 oz. (30 ml) of Rusk Sensories™ Brilliance™ Grapefruit and Honey Color Protecting Shampoo
- Wearing gloves, apply to damp, towel-dried hair
- Apply only to the areas of the hair that require adjusting and work into a lather
- When desired shade has been reached, rinse thoroughly and shampoo with Rusk Sensories™ Clarify™ Rosemary and Quillaja Detoxifying Shampoo followed by Rusk Sensories™ Calm™ Guarana and Ginger 60-Second Hair Revive

Key Points for Successful Color Correction with Elimin8

- Elimin8™ Color Corrector has been developed to remove oxidative dye molecules. Since most semi-permanent colors are a combination of direct dyes and oxidative dyes, Elimin8 may only partially remove them.
- When using heat to process, use the warm dryer setting, as a high or hot setting may cause scalp irritation.
- Always use Rusk Sensories™ Calm™ Guarana and Ginger 60-Second Hair Revive or Rusk Sensories™ Brilliance™ Grapefruit and Honey Leave-In Color Protector after an Elimin8 service. This will help to protect the hair and return it to a more normal state.
- Always strand-test color formulas to be used prior to application. Remember, porous hair will absorb color more readily and the results of the color may be slightly darker. You may need to formulate 1 to 2 levels lighter than your desired result.
- Elimin8 will remove all oxidative color and expose the level and tone that the permanent color achieved.

Hair Coloring Precautions

- Administer a patch test 48 hours prior to any hair color service
- Do not add any color if any abrasions are present on scalp
- Perform a strand test to preview hair color results
- Wear gloves
- Do not allow the color to come into contact with the client's eyes
- Do not overlap the hair color
- Do not use water that is too hot

Patch Test

This is an easy way to detect hypersensitivity.

- Cleanse the area behind the ear or bend of the elbow
- Prepare color using mixing ratio for strand test
- Apply with cotton swab
- Leave on for 48 hours
- If no reaction has occurred, proceed with the hair coloring service

A simple strand test will help eliminate costly mistakes.
Follow the recommended procedure below.

Strand Test

A strand test is a very helpful tool prior to any hair coloring service.
This can save you much time and guarantee positive results.

- Mix ½ oz. (15 ml) of color + ¾ oz. (22 ml) of desired developer
- Apply mixture to a small section of hair in an area that can be hidden easily
- Use a foil to isolate the strand and mixture
- Process for the full processing time
- Shampoo with Rusk shampoo of your choice; no conditioner is necessary.
- Results will determine whether any adjustments to the formulation are necessary for precise results.



Elimin8 Color Corrector Q&A

What if I've chosen a color formula that is too dark, after I've already used Elimin8™ Color Corrector? Can I use it again?

Yes, if the formula is slightly too dark or too ash, follow the directions for slight corrections. Start by mixing ¼ oz. of part 1 color reducer + ¼ oz. of part 2 conditioning catalyst + 1 oz. Rusk Sensories™ Brilliance™ Grapefruit and Honey Color Protecting Shampoo. Wearing gloves, apply to damp, towel-dried hair. Apply only to the areas of the hair that require lightening, and work into a lather. To determine timing, a strand test is recommended.

Can I apply color immediately after an Elimin8 Color Corrector application?

Yes, Elimin8 Color Corrector was developed to be used before a color application. We recommend you always strand test and remember to always formulate at least one level lighter.

How many times can I apply Elimin8 on the same client in one sitting?

The number of times will depend on the condition of the hair and scalp. We do not recommend doing more than two to three applications within a 24-hour period. As with any chemical service, we recommend you do a test strand each time.



Once the product has been mixed, how quickly must it be used?

Elimin8 is most effective during the first thirty minutes after mixing.

What happens if you don't apply the third step (processing lotion) after desired color removal has been achieved?

If all of the oxidative dyes have not been removed, the hair may slowly re-darken from air exposure. By applying the processing lotion, any areas that still retain dye will re-darken so you can tell if another color corrective service is necessary. This can save you and your client a return trip for another color corrective service.

Does Elimin8 contain peroxide, ammonia, bleach, or formaldehyde?

No, Elimin8 is completely free of peroxide, ammonia, bleach, and formaldehyde.

What will the condition of the hair be like after Elimin8 has been used?

Since Elimin8 does not contain any harsh ingredients, the condition of the hair will appear as if it had not undergone a color corrective service.

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Call the Rusk[®] hotline 800.USE.RUSK for professional help with all of your haircolor questions.

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