

### Color Shock

>>Rusk Deepshine Direct is a collection of bold hair colors that condition hair with the company's advanced marine therapy. The cream can be applied directly from the tube allowing the colorist to place multiple shades on the same strands, without color "bleeding," for unique finished results.

Deepshine Direct is ammonia- and peroxide-free and requires no developer. The application method creates unlimited color creativity. The line includes five direct colors: purple, pink, red yellow and teal. The new Icy White shade is applied on pre-shampooed damp hair and is used as a toner to eliminate yellow tones from blonde or gray hair.

Pastel shades can be created by combining one part Deepshine Direct shade with up to two parts Deepshine Color Care Hydrate Conditioner. Visit [rusk1.com](http://rusk1.com) for more details.



### Winning Beautifully

>>AGE Beautiful, the anti-aging hair color by Zotos, offered stylists the opportunity to win \$1,000 at the **Premiere Show** in Orlando by entering professional and salon info into one of four i-Pads at the AGE Beautiful booth. **Angie Frost**, co-owner of **Studio 162** in Massena, New York was the \$1,000 winner. Studio 162 is a full-service salon that also includes a workout room with classes ranging from aerobics to belly dancing. Frost has been a stylist for 13 years and this was her third visit to Premiere Orlando.

"There is a mountain of information on everything from new cuts and colors, to nails and waxing services. I've learned so much that I can apply to the business side of my salon. We have implemented an online booking system and have used marketing techniques straight from the Orlando show. It has made a huge impact on our business," Frost said of her experience at the show.

### Shades of Fall

>>As clients shift to warm brunette hair color shades for fall, L'Oréal Professionnel is offering new Fall Mocha shades in both the INOA and Majirel brands.

The new Mocha INOA shades are 5.8/5M, 6.8/6M and 7.8/7M. The new Majirel shades are 4.8/4M, 5.8/5M, 6.8/6M, 7.8/7M and 8.8/8M.

L'Oréal Professionnel colorist **Jason Backe** says, "I love using the ammonia-free INOA or Majirel Fall Mocha shades because I am able to transform beachy blondes with a rich mocha, add dimension with mocha lowlights and enhance a natural brunette base for an incredible look." Visit [lpsapro.com](http://lpsapro.com).



L'Oréal Professionnel has introduced new Fall Mocha shades to the INOA and Majirel brands.

winter

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### Restorative Remedies

Split end menders, masks and deep conditioners for dry, damaged or chemically treated hair.

- 1 LEAVE-IN CREAM by GK Hair. Delivers moisture with a concentrated dose of Jojoba to strengthen and protect strands. [gkhair.com](http://gkhair.com)
- 2 RICH REPAIR 60-SEC TREATMENT by Gokhale. Helps regenerate and repair even severely damaged hair. [gokhale-northamerica.com](http://gokhale-northamerica.com)
- 3 KERATHIN TREATMENT by Aloxi. Strengthening reconstructor restores, adds luster and improves manageability. [aloxi.com](http://aloxi.com)
- 4 INTENSE SPRAY CONDITIONER by Schwarzkopf Professional. Protein-lipids help restore the physical properties of hair's natural lipid barrier. [schwarzkopf.com](http://schwarzkopf.com)
- 5 COCONUT PAPAYA ULTRA HYDRATING BALM by Bain de Terre. Balm infuses hair with moisture for lasting shine and softness. [baindeterre.com](http://baindeterre.com)
- 6 FOREVER BLONDE ORNAMENTIC REPAIR by John Paul Mitchell Systems. Lightweight, multitasking corrector provides deep hydration and nutrients to revive chemically treated blondes. [johnpaulmitchell.com](http://johnpaulmitchell.com)
- 7 MOST REPAIR THERAPY TREATMENT by KMS California. Penetrates to reconstruct, strengthen and restores strands. [kmsca.com](http://kmsca.com)
- 8 NEVO DEEP TREATMENT by Pravana. Combines hydrating ingredients and natural proteins to help lock in color, soothe the scalp and equalize porosity. [pravana.com](http://pravana.com)
- 9 SOY TRIL-WHEAT LEAVE IN CONDITIONER by Sassy Hair. Nourishing moisturizer and protein treatment reconstructs, moisturizes and combats environmental stress. [sassyhair.com](http://sassyhair.com)
- 10 COLOR CARE MOISTURE MASQUE by Redken. Deep conditioning complex. Deep conditioning strands with

5 COCONUT PAPAYA ULTRA HYDRATING BALM by Bain de Terre. Balm infuses hair with moisture for lasting shine and softness. [baindeterre.com](http://baindeterre.com)