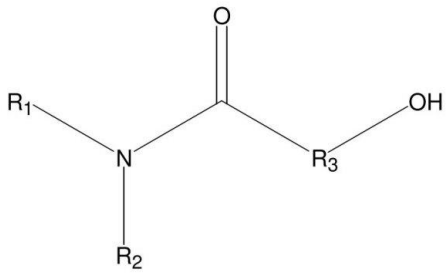
CLAIMS

1. A thickener or a gelling agent for thickening or gelling water, comprising 4-hydroxy-N-cyclohexyl, butyramide, 4-hydroxy-N-lauryl, butyramide and/or 4-hydroxy-N-myristyl, butyramide.

2. A gelling agent for gelling glycerin, comprising 4-hydroxy-N-octyl, butyramide and/or 4-hydroxy-N- lauryl, butyramide.

3. A humectant comprising a compound represented by formula (I):

[Formula 1]



(I)

wherein

R_1 is cyclohexyl, ethylhexyl, or linear or branched C8-C22 hydrocarbon group,

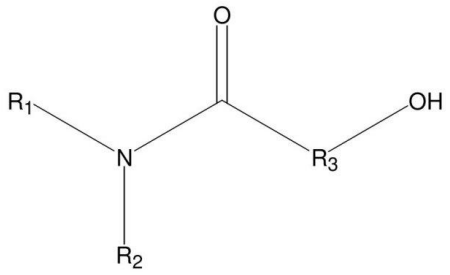
R_2 is H,

R_3 is linear or branched C2-C8 hydrocarbon group,

as a humectant ingredient.

4. A hair dye improving agent comprising a compound represented by formula (I):

[Formula 2]



(I)

wherein

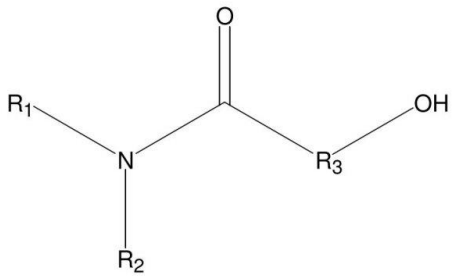
R_1 is a C6-C22 hydrocarbon group which is optionally substituted by hydroxyl group, carboxyl group and/or aldehyde group,

R_2 is H, or a C6-C22 hydrocarbon group which is optionally substituted by hydroxyl group, carboxyl group and/or aldehyde group,

R_3 is a linear or branched C2-C21 hydrocarbon group which is optionally substituted by hydroxyl group, carboxyl group and/or aldehyde group.

5. A cosmetic product for hair dyeing comprising a compound represented by formula (I):

[Formula 2]



(I)

wherein

R_1 is a C6-C22 hydrocarbon group which is optionally substituted by hydroxyl group, carboxyl group and/or aldehyde group,

R_2 is H, or a C6-C22 hydrocarbon group which is optionally substituted by hydroxyl group, carboxyl group and/or aldehyde group,

R_3 is a linear or branched C2-C21 hydrocarbon group which is optionally substituted by hydroxyl group, carboxyl group and/or aldehyde group.

6. A hair dye improving agent according to Claim 4 or a cosmetic product for hair dyeing according to Claim 5, a compound represented by formula (I) is a compound wherein

R_1 is cyclohexyl, ethylhexyl, or a linear or branched C8-C22 hydrocarbon group,

R_2 is H,

R_3 is a linear or branched C2-C8 hydrocarbon group.