In preferred embodiments the material is a keratinous material. More preferably the material comprises keratinous fibres. Preferably the material is hair. The hair may be human or animal hair. In especially preferred embodiments the method of the present invention is a method treating human hair. Most preferably it is a method of treating human hair growing on the head.

However it will be appreciated that the method of the present invention can also be used to treat hair that is not growing on the head, such as a wig or animal hair, for example wool.

The method of the present invention involves contacting the material, preferably hair, with a composition comprising an alpha-substituted aldehyde.

According to a second aspect of the present invention there is provided a hair care composition comprising an alpha-substituted aldehyde.

In preferred embodiments the method of the first aspect of the present invention involves contacting the material with the composition of the second aspect. Thus preferred features of the second aspect apply equally to the first aspect.

Preferred features of the first and second aspects of the invention will now be described. Any feature may apply to any other aspect as appropriate.

The composition of the second aspect of the present invention comprises an alpha-substituted aldehyde.

In one aspect of the present disclosure, there is provided a packaged hair colouring product comprising one or more compositions, wherein the one or more composition comprise at least one dye compounds and/or one dye precursor compounds and an alpha substituted aldehyde.

Any suitable alpha-substituted aldehyde may be included.

Suitable aldehydes for use herein have at least 2 carbon atoms. Preferably they have at least 3 carbon atoms.

Suitable aldehydes for use herein may have up to 36 carbon atoms, preferably up to 30 carbon atoms, more preferably up to 24 carbon atoms, preferably up to 20 carbon atom, for example up to 18 carbon atoms or up to 16 carbon atoms.

Some preferred aldehydes for use herein have from 3 to 20 carbon atoms, for example 3 to 16 carbon atoms.

Same preferred aldehydes for use herein have from 3 to 12 carbon atoms, for example 3 to 11 carbon atoms.