

ABSTRACT OF THE DISCLOSURE

2-substituted-1-naphthols when coupled with an oxidation dye precursor in an oxidative dye system produce a long lasting intense color to hair. Use of such couplers makes available to the colorist novel oxidation hair dyes which surprisingly show a color shift to the red. Dyestuffs prepared through use of the 2-substituted-1-naphthol couplers are substantially more acid-fast compared to like dyestuffs using a 1-naphthol coupler. Compositions and a method of dyeing hair are also disclosed.

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