We claim:

1. A method for bleaching hair comprising:

(a) applying to the hair a first formulation comprising a bleaching agent; and

(b) applying to the hair a second formulation comprising an active agent,

wherein the active agent is selected from the group consisting of:

acrylic acid and salts thereof, methacrylic acid and salts thereof, vinyl sulfonic acid and salts thereof and maleic acid and monomaleate salts thereof, and

wherein step (a) occurs simultaneously with step (b);

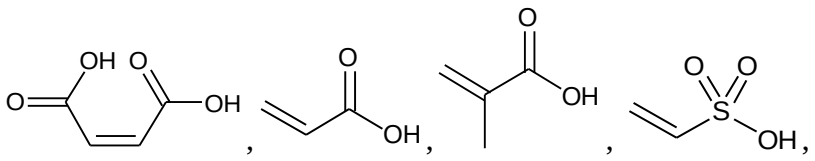
and wherein the active agent is present in an amount ranging from 0.1 wt% to 50 wt% of the first and the second formulations.

2. A method for bleaching hair comprising:

(a) applying to the hair a first formulation comprising a bleaching agent; and

(b) applying to the hair a second formulation comprising an active agent,

wherein the active agent is selected from the group consisting of:



and salts thereof, excluding 2,2'-(ethane-1,2-diylbis(oxy))bis(ethan-1-amine) di-maleate and

wherein step (a) occurs simultaneously with step (b);

and wherein the active agent is present in an amount ranging from 0.1 wt% to 50 wt% of the first and the second formulations.

3. The method of claim 1 or claim 2, wherein the second formulation further comprises one or more cosmetically acceptable excipients selected from the group consisting of water, surfactants, vitamins, natural extracts, preservatives, chelating agents, perfumes, antioxidants, proteins, amino acids, humectants, fragrances, emollients, penetrants, thickeners, viscosity

modifiers, hair fixatives, film formers, emulsifiers, opacifying agents, propellants, liquid vehicles, carriers, salts, pH adjusting agents, neutralizing agents, buffers, hair conditioning agents, anti-static agents, anti-frizz agents, anti-dandruff agents, and combinations thereof.

4. The method of claim 3, wherein the active agent is present in an amount ranging from 0.5 to 3 wt% of the second formulation.

5. The method of any one of claims 1-4, wherein the active agent is present in an amount ranging from 1 wt% to 25 wt% of the second formulation.

6. The method of any one of claims 1-3, wherein the active agent is present in an amount ranging from 1 wt% to 15 wt% of the second formulation.

7. The method of any one of claims 1-6, wherein the second formulation is in the form of a liquid, a gel, a cream, or a lotion.

8. The method of any one of claims 1-7, wherein step (b) is repeated one or more times.

9. The method of any one of claims 1-8, further comprising:

(c) rinsing, shampooing, and/or conditioning the hair, wherein step (c) occurs subsequent to steps (a) and (b).

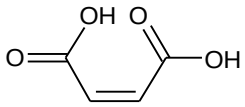
10. The method of any one of claims 1-9, wherein the first formulation and the second formulation are mixed at the time of use and prior to application.

11. A method for bleaching hair comprising:

(a) applying to the hair a first formulation comprising a bleaching agent; and

(b) applying to the hair a second formulation comprising an active agent,

wherein the active agent is:



or monomaleate salts thereof,

wherein step (a) occurs simultaneously with step (b);

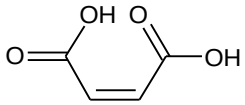
and wherein the active agent is present in an amount ranging from 0.1 wt% to 50 wt% of the first and the second formulations.

12. A method for bleaching hair comprising:

(a) applying to the hair a first formulation comprising a bleaching agent; and

(b) applying to the hair a second formulation comprising an active agent,

wherein the active agent is:



or salts thereof, excluding 2,2'-(ethane-1,2-diylbis(oxy))bis(ethan-1-amine) di-maleate,

wherein step (a) occurs simultaneously with step (b);

and wherein the active agent is present in an amount ranging from 0.1 wt% to 50 wt% of the first and the second formulations.

13. The method of claim 12, wherein the active agent is present in an amount ranging from 0.5 to 3 wt% of the second formulation.

14. The method of claim 12, wherein the active agent is present in an amount ranging from 1 wt% to 25 wt% of the second formulation.

15. The method of claim 12, wherein the active agent is present in an amount ranging from 1 wt% to 15 wt% of the second formulation.

16. The method of any one of claims 11-15, wherein the second formulation further comprises one or more cosmetically acceptable excipients selected from the group consisting of water, surfactants, vitamins, natural extracts, preservatives, chelating agents, perfumes, antioxidants, proteins, amino acids, humectants, fragrances, emollients, penetrants, thickeners, viscosity modifiers, hair fixatives, film formers, emulsifiers, opacifying agents, propellants, liquid vehicles, carriers, salts, pH adjusting agents, neutralizing agents, buffers, hair conditioning agents, anti-static agents, anti-frizz agents, anti-dandruff agents, and combinations thereof.