Claims

1. A method for semi−permanent hair straightening, comprising the following steps:
   a) Application on hair of a solution containing glyoxylic acid;
   b) Permanence of substance in contact with hair for 15 to 120 minutes;
   c) Hair drying;
   d) Hair straightening with hair straightening iron at temperature of 200+/-50 C°.

2. The method as claimed in claim 1, further comprising prewashing with basic pH shampoo before the step a); and rinsing after step d).

3. The method as claimed in claim 1 or 2, further comprising hair washing with acid pH washing after the step d).

4. The method as claimed in any one of claims 1 to 3, wherein the step b) has average duration of 60+/-30 minutes.

5. The method as claimed in any one of claims 1 to 4, wherein the glyoxylic acid is dissolved in aqueous solution.

6. The method as claimed in claim 5, wherein the glyoxylic acid is dissolved in aqueous solution in ponderal ratio between 5% and 25% in weight.

7. The method as claimed in any one of claims 1 to 6, wherein the glyoxylic acid is emulsified in oily solution.

8. The method as claimed in any one of claims 1 to 7, wherein the glyoxylic acid is mixed with at least one of substances selected from the group consisting of potassium iodide, dihydroxyacetone, ozonized Jojoba oil and 2,4-hexadienal.