

ABSTRACT

The present invention is an oxidative hair dye composition containing an alkaline agent and an oxidant, which contains (A) a carbonate, (B) an oxidative dye and (C) at least one sugar alcohol selected from the group consisting of sugar alcohols having 4 or more carbon atoms. The sugar alcohol (C) may be alditol. The oxidative dye (B) may contain at least one coupler that is selected from among 2,4-diaminophenoxyethanol, 5-amino-o-cresol, 2,6-diaminopyridine, 5-(2-hydroxyethylamino)-2-methylphenol, α -naphthol and salts of these compounds.