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(54) Title: PROCESS FOR ONE-STEP COLOURING AND STRAIGHTENING HAIR

(57) Abstract: The present invention provides a method which achieves a simultaneous colouring and straightening of the hair in single step, utilizing a hair treatment composition comprising at least one carboxylic acid of formula (I) defined below and at least one direct dye: R-CO-COOH Formula (I) In another aspect, the invention is directed to the hair treatment composition and the use thereof for straightening and colouring the hair.

