comprises incorporating in the precursor composition at least one salt that is capable of changing a position of a selective reflection band exhibited by the precursor composition in a cured state.

24. A method of shifting a selective reflection band exhibited by a chiral liquid crystal precursor composition in a cured state to a predetermined position, said composition comprising (i) one or more nematic compounds A and (ii) one or more chiral dopant compounds B which are capable of giving rise to a cholesteric state of the chiral liquid crystal precursor composition, wherein the method comprises incorporating in the precursor composition at least one salt in an amount that results in a shift of the selective reflection band to the predetermined position.

25. The method of claim 24, wherein the method further comprises determining a shift of the position of the selective reflection band as a function of an amount of the least one salt present in the precursor composition and selecting an amount that results in a shift of the selective reflection band to the predetermined position.

26. The method of any one of claims 24 and 25, wherein a position of the selective reflection band is shifted to a predetermined wavelength.

~~27. A chiral liquid crystal precursor composition with a predetermined shift of a selective reflection band exhibited by the precursor composition in a cured state, obtained by the method of any one of claims 24 to 26.~~

~~28. The precursor composition of claim 27, wherein the composition is in a cured state.~~

~~29.~~27. A method of changing a position of a selective reflection band exhibited by a chiral liquid crystal precursor composition in a cured state and of providing a marking on a substrate, wherein the method comprises:

a) applying onto a surface of the substrate a precursor composition as defined in any one of claims 1 to 21~~ and 27~~,

b) heating the applied composition to bring same to a chiral liquid crystal state; and

c) curing the composition in the chiral liquid crystal state.

~~30.~~28. The method of claim ~~29~~27, wherein (b) comprises heating the composition to a temperature in a range of from about 55°C to about 150°C.

~~31.~~29. The method of any one of claims ~~29~~ 27 and ~~30~~28, wherein (c) comprises applying UV radiation.

~~32.~~30. The method of any one of claims ~~29~~ 27 to ~~31~~29, wherein the composition is applied by at least one of spray coating, knife coating, roller coating, screen coating, curtain coating, gravure printing, flexography, offset printing, dry offset printing, letterpress printing, screen-printing, pad printing, continuous ink-jet printing, drop-on-demand ink-jet printing, and valve-jet printing.

~~33.~~31. The method of any one of claims ~~29~~ 27 to ~~32~~30, wherein the composition is applied in a form of at least one of an image, a picture, a logo, indicia, and a pattern representing a code selected from one or more of a 1-dimensional barcode, a stacked 1-dimensional barcode, a 2-dimensional barcode, a 3-dimensional barcode, and a data matrix.

~~34.~~32. The method of any one of claims ~~29~~ 27 to ~~33~~31, wherein the substrate is or comprises at least one of a label, packaging, a cartridge, a container that contains nutraceuticals, pharmaceuticals, foodstuffs or beverages, a banknote, a credit card, a stamp, a tax label, a security document, a passport, an identity card, a driver's license, an access card, a transportation ticket, an event ticket, a voucher, an ink-transfer film, a reflective film, an aluminum foil, and a commercial good.

~~35.~~33. The method of any one of claims ~~29~~ 27 to ~~34~~32, wherein at least two different precursor compositions are applied onto the substrate and are processed according to (b) and (c) either together or separately.

~~36.~~34. The method of claim ~~35~~33, wherein the precursor compositions differ with respect to the at least one salt comprised therein.

~~37.~~35. The method of any one of claims ~~35~~ 33 and ~~36~~34, wherein the precursor compositions differ with respect to concentrations of the at least one salt comprised therein.

~~38.~~36. A substrate which comprises at least two precursor compositions as defined in any one of claims 1 to 22, wherein the precursor compositions differ with respect to concentrations of the at least one salt and/or with respect to the at least one salt.