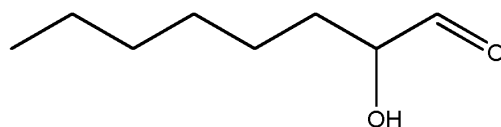


Claims

1. A method of combatting colour loss from a dyed material, the method comprising contacting the material with a composition comprising an alpha-substituted aldehyde.
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2. A method according to claim 1 wherein the material is a keratinous material.
3. A method according to claim 1 or claim 2 wherein the material is human hair or animal hair, preferably human hair.
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4. A method according to claim 3 wherein the material is growing human hair or animal hair, preferably growing human hair.
5. A hair care composition comprising an alpha-substituted aldehyde.
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6. A hair care composition according to claim 5 comprising two or more alpha-substituted aldehydes.
7. A method or composition according to any preceding claim wherein the composition comprising the alpha substituted aldehyde is selected from a shampoo composition, a conditioning composition, a hair styling composition, a hair permanent waving composition, a hair relaxing composition, a hair permanent straightening composition or a hair colouring composition.
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8. A method or composition according to any preceding claim wherein the composition comprising the amine salt further comprises 1 to 30 wt% of one or more surfactants, preferably one or more anionic surfactants.
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9. A method of colouring hair, the method comprising:
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 - (a) contacting the hair with a colouring composition; and
 - (b) contacting the hair with a composition comprising an alpha-substituted aldehyde.
10. A method or composition according to any preceding claim wherein the aldehyde is an α -hydroxy aldehyde.
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11. A method or composition according to any preceding claim wherein the aldehyde is selected from 2-hydroxypropanal, 2-hydroxyhexanal, 2-hydroxyoctanal, bromomalonaldehyde, 2-(2-hydroxyethoxy)acetaldehyde and glyceraldehyde.

12. A method or composition according to any preceding claim wherein the aldehyde is selected from 2-hydroxypropanal, 2-hydroxyhexanal, 2-hydroxyoctanal, bromomalonaldehyde and 2-(2-hydroxyethoxy)acetaldehyde.
13. A method or composition according to any preceding claim comprising a first alpha-substituted aldehyde having less than 10 carbon atoms and a second alpha-substituted aldehyde having 10 or more carbon atoms.
14. A method or composition according to claim 13 wherein the second alpha-substituted aldehyde is selected from 2-hydroxydecanal, 2-hydroxydodecanal and 2-hydroxytetradecanal.
15. A method or composition according to claim 13 wherein the first alpha-substituted aldehyde is selected from 2-hydroxypropanal, 2-hydroxyhexanal, 2-hydroxyoctanal, bromomalonaldehyde and 2-(2-hydroxyethoxy)acetaldehyde and the second alpha-substituted aldehyde is selected from 2-hydroxydecanal, 2-hydroxydodecanal and 2-hydroxytetradecanal.
16. A method or composition according to any preceding claim wherein the composition comprising the aldehyde further comprises an amine salt of a carboxylic acid.
17. A method or composition according to any preceding claim wherein the composition comprising the aldehyde further comprises a polycarboxylic acid derived chelating agent.
18. A method or composition according to any preceding claim wherein the composition comprising the aldehyde further comprises a succinimidyl ester.
19. A method or composition according to any preceding claim wherein the comprising the aldehyde further comprises a crosslinking agent comprising two or more maleic acid derived reactive moieties and a linker having two or more amino groups.
20. A method according to any of claims 9 to 16 wherein steps (a) and (b) are carried out simultaneously and the method involves contacting the hair with a colouring composition comprising an alpha-substituted aldehyde.

21. A method according to any of claims 9 to 16 wherein step (b) is carried out before step (a).
- 5 22. A method according to any of claims 9 to 16 wherein step (b) is carried out after step (a).
23. A method or composition according to any preceding claim which provides a significant reduction in colour loss after 1 to 3 washes such that the colour is visibly more intense compared with hair dyed by an equivalent method excluding the alpha substituted aldehyde.
- 10 24. A method or composition according to any preceding claim which provides a reduction in colour loss of at least 10% after three washes compared with hair dyed by an equivalent method excluding the alpha substituted aldehyde.
- 15 25. The use of an alpha-substituted aldehyde to combat colour loss from dyed hair.
26. The use according to claim 25 of two or more alpha-substituted aldehyde to combat colour loss from dyed hair.
- 20 27. The compound of formula



- 25 28. A method or use according to any of claims 1 to 4 or 7 to 26 which reduces colour loss by at least 20 %.
29. A packaged hair colouring product comprising one or more compositions wherein the one or more compositions together comprise at least one dye compound and/or one dye precursor compound and an alpha-substituted aldehyde.
- 30 30. A method according to claim 1 wherein the dyed material is a textile material, preferably a textile material comprising wool.
- 35 31. A method according to claim 1 or claim 30 which combats colour loss resulting from washing a dyed textile material in a laundry washing process.