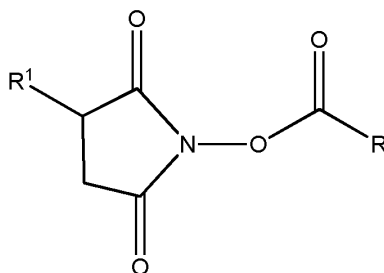


Claims

1. A method of treating a material, the method comprising the steps of:
 - (1) contacting the material with a composition comprising an electrophilic species selected from aldehydes, succinimidyl esters, and mixtures thereof;
 - (2) contacting the material with a composition comprising a chelating agent and/or a salt of an amine and/or a carboxylic acid.
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.
4. A method according to claim 3 wherein the material is growing human hair or animal hair, preferably growing human hair.
5. A method according to any preceding claim wherein step (1) is carried out before step (2).
6. A method according to any preceding claim wherein step (2) is carried out before step (1).
7. A method according to any preceding claim wherein steps (1) and (2) are carried out simultaneously and the material is contacted with a single composition comprising: an electrophilic species selected from aldehydes, succinimidyl esters and mixtures thereof; and a chelating agent and/or a salt of an amine and a carboxylic acid.
8. A hair care composition comprising an electrophilic species selected from aldehydes, succinimidyl esters and mixtures thereof; and a chelating agent and/or a salt of an amine and a carboxylic acid.
9. A method or composition according to any preceding claim wherein the aldehyde is a hydroxyl substituted aldehyde and/or an alpha-substituted aldehyde.
10. A method or composition according to any preceding claim wherein the aldehyde is selected from 2-hydroxypropanal, 2-hydroxyhexanal, 2-hydroxyoctanal or glyceraldehyde.

11. A method or composition according to any preceding claim comprising a first aldehyde having less than 10 carbon atoms and a second aldehyde having 10 or more carbon atoms.
- 5 12. A method or composition according to claim 15 wherein the second aldehyde is selected from 2-hydroxydecanal, 2-hydroxydodecanal and 2-hydroxytetradecanal.
- 10 13. A method or composition according to claim 15 wherein the first aldehyde is selected from 2-hydroxyhexanal, 2-hydroxyoctanal, 2-hydroxypropanal, glyceraldehyde, 2-hydroxybutanal, 3-hydroxybutanal, 4-hydroxybutanal, bromomalonaldehyde, 2-(2-hydroxyethoxy)acetaldehyde, 2-chloro octanal, 2-fluoro octanal, 2-bromo octanal, 6-hydroxyhexanal, 3-hydroxypropanal and 4-hydroxy-but-2-enal and the second aldehyde is selected from 2-hydroxydecanal, 2-hydroxydodecanal and 2-hydroxytetradecanal.
- 15 14. A method or composition according to any preceding claim wherein the succinimidyl ester is a compound of formula (IV):



(IV)

wherein R is an optionally substituted hydrocarbyl group having at least 5 carbon atoms; and R¹ is hydrogen or a sulfonate moiety.

- 25 15. A method or composition according to claim 14 wherein R is phenyl or CH₃(CH₂)_n wherein n is 5 to 10.
16. A method or composition according to any preceding claim wherein the chelating agent is a polycarboxylic acid derived chelating agent.
- 30 17. A method or composition according to any preceding claim wherein the chelating agent is selected from DTPA, GLDA and mixtures thereof.

18. A method or composition according to any preceding claim wherein the amine salt of a carboxylic acid is an amine salt of a carboxylic acid wherein the carboxylic acid has 4 to 10 carbon atoms.
- 5
19. A method or composition according to claim 18 wherein the amine salt is the diethanolamine or triethanolamine salt of octanoic acid or hexanoic acid.
20. A composition according to any of claims 8 to 19 which 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.
- 10
21. A composition according to any of claims 8 to 20 which further comprises 1 to 30 wt% surfactants, preferably anionic surfactants.
- 15
22. A composition according to any of claims 8 to 21 which further comprises a crosslinking agent comprising two or more maleic acid derived reactive moieties and a linker having two or more amino groups.
- 20
23. A method or composition according to any preceding claim which provides one or more benefits selected from increased gloss or shine, improved combability, improved strength, increased softness, reduced protein loss, improved thermal durability, increased chemical resistance, increased waviness and increased straightness.
- 25
24. A method or composition according to claim 23 wherein the benefit may be temporary, semi-permanent or permanent.
25. The use of an electrophilic species selected from aldehydes, succinimidyl esters and mixtures thereof; and a chelating agent and/or a salt of an amine and a carboxylic acid to combat colour loss from dyed hair.
- 30
26. 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; an electrophilic species selected from aldehydes, succinimidyl
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esters and mixtures thereof; and a chelating agent and/or a salt of an amine and a carboxylic acid.