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(54) **Method for coloring hair**

(57) A method for coloring hair is described, which includes using traditional professional instruments and utilizing hair dyes available on the market, comprising dividing, on the head of an individual, the mass of hair into a plurality of sections (1-4) to be treated individually,

coloring the hair starting from a first section (1) of the head continuing with the next remaining sections (2-4) using said traditional professional instruments, said traditional professional instruments comprising at least one brush (6, 10, 60).

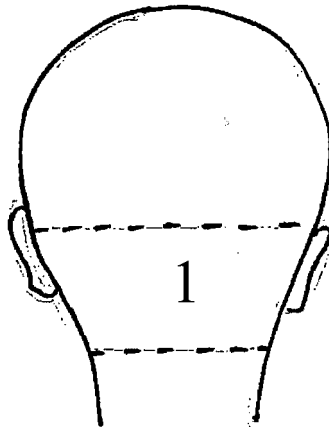


FIG. 2a

Description

[0001] The present invention relates to a method for coloring hair.

[0002] Before a coloring session, hair generally has roots having the client's natural color, with a large intermediate area of the artificial color obtained through previous treatments and, finally, with a portion close to the ends tending to be more worn and faded.

[0003] The application of dye occurs by means of common-use professional instruments which typically include a scale, bowls provided with adhesive labels on which writing is allowed, thus distinguishing the dyes used, standard brushes, one or more "tail" combs, clips for isolating hair and finally aluminium foil sheets or papers.

[0004] Known coloring processes include a first step in which the dye is applied on the root and, once complete, a so-called "setting" time transpires. The client is then seated at the sink, his/her hair is wetted, and the color is distributed along the length and on the ends for the required time indicated for the specific dye.

[0005] Such a method is practical and fast, however it is harmful for the hair both in aesthetic and cosmetic terms. Coloring indeed requires an adequate and scientific setting time which should never be reduced because, contrarily, the coloring action would only be partly completed, thus not providing an optimal final result.

[0006] Furthermore, the technique for applying dye on hair is often approximate and does not include brushing the various locks in a preferential direction, even though it tends to move the brush from the ends to the root. By so operating, there is no guarantee of dye uniformity, the hair fiber is attacked and more often the duration of the color fades quickly.

[0007] Publication XP-002722264 describes a method for coloring hair which includes dividing the mass of hair into four sections and applying color from the root to the end of the hair.

[0008] It is the object of the present invention to provide a method for coloring hair that meets the needs indicated while overcoming the limitations and/or drawbacks of the known art.

[0009] According to the invention, such an object is achieved by a method for coloring hair as described in claim 1.

[0010] The features of the present invention will become apparent from the following detailed description of an embodiment thereof, shown by way of non-limiting example in the accompanying drawings, in which:

figures 1a, 1b, 1c show a first step of the method for coloring hair according to the present invention;
figures 2a, 2b, 2c show a second step of the method for coloring hair;
figure 3 shows a third step of the method for coloring hair;
figure 4 shows a fourth step of the method for coloring hair;

figure 5 shows a diagrammatic graphic depiction of the method for coloring hair.

[0011] Figures 1a, 1b, 1c show a first step of the method for coloring hair.

[0012] Common-use professional instruments are supposed to be used, which include at least one standard brush 10. Preferably, a kit of the instruments also comprises a scale, bowls provided with adhesive labels on which writing is allowed to distinguish the dyes used, one or more "tail" combs, clips for isolating hair and finally aluminium foil sheets or papers.

[0013] As shown in figure 1a, the client's mass of hair to be colored is divided down the middle so as to expose the root 17 of the hair and, at the same time, so that two side portions may be identified, a right portion 18 and a left portion 19. Root 17 means that portion of hair which is just a few months old and, starting from the skin, extends lengthwise typically over 2-3cm and is of the client's natural hair color, which may comprise a given percentage of white hair.

[0014] At this point, a first dye is distributed with a suitable color shade which will form the base shade of the whole final coloring. The technique for applying the first dye on the hair includes a first sub-step (fig. 1b) in which the dye is distributed on the root by means of a brush 10, passing the brush along the direction of a separation line of the two side portions 18, 19, and a second sub-step (fig. 1c) in which brush 10 in vertical position is moved transverse to said separation line thus indenting the dye transversally.

[0015] Application may also be carried out in the absence of white hair, in this case contact is avoided with the scalp without however omitting coloring the root.

[0016] A "T" subdivision of the client's mass of hair is made on his/her head in a second step. Such a subdivision allows a plurality of head sections to be defined, which will be treated individually in the following steps. As shown in figures 2a, 2b, 2c, 2d, in particular, there is an occipital section 1, a parietal section, in turn divided into right 2 and left 3 sections, and a frontal section 4.

[0017] In a third step, a second and a third dye are chosen and applied to the occipital section 1. Work is done in particular in said section 1 by choosing a lock of hair each time on a surface of skin of approximately 2-3cm² (fig. 3). Starting from a first lock 5, turning it upward, the second dye is applied by brushing the bottom part 51 of lock 5 by means of a new brush 6, proceeding from the root toward the ends and ensuring the brush penetrates deep, as shown in figure 3.

[0018] The second dye may be applied over the whole length of the hair of the first lock 5, thus reaching the ends, and it may be applied in the same manner up to a given fraction (e.g. 1/4, 1/2, 3/4) of the length, depending on the specific case and on the final desired result.

[0019] At this point, the first lock 5 is turned downward and the third dye is applied to the top part 52 of lock 5 by means of a brush 60. The third dye is distributed to-

ward the bottom, proceeding again from the root toward the ends and ensuring the brush penetrates deep (fig. 4).

[0020] In this step, a given amount of the first, second and third dyes are mixed together, thus resulting in a plurality of shaded and multifaceted gradations given by combining the three color shades of the three dyes. Typically, the first dye is a darker shade, thus forming the base coloring shade, the third dye will be the lightest shade, because it represents the part of hair exposed to atmospheric agents, and the second dye is halfway between the two shades, since the bottom part of the locks, which are more protected and hidden, would naturally be darker.

[0021] Once the first lock 5 is completed, a second lock, a third lock, and so on are colored in the same manner, up to completing the area of the occipital section 1.

[0022] In a fourth step, a decoloring agent is chosen and applied, which serves to induce lightened areas in the three color shades obtained before. By choosing again one lock of hair at a time, for example starting from a first lock, such a step may include different methods for applying the decoloring agent. Such methods allow respective types of streaking to be obtained, which differ for example in width and/or in distance between one streak and another. Streak width means their transverse dimension with respect to hair length. Preferably, streaks may be distinguished in small, medium or large streaks, if they are proportionate to the lock. Instead, as far as the distance between each streak and streak is concerned, streaks that are more or less close to each other can be made.

[0023] The type of decoloring agent is chosen according to the final desired result from one case to the next. More or less strong decolorization is obtained in the area involved by varying the concentration of oxidants contained in the decoloring agent (e.g. 10, 20, 30 volumes).

[0024] The application of the decoloring agent may also be carried out by following various known techniques, e.g. the technique called "tricotage". Such a technique may be performed in a standard manner, i.e. by distributing the decoloring agent on the top surface of the lock using the brush, or in a deeper manner, i.e. by distributing the decoloring agent both on the top and bottom surface of the lock again with the brush but also with the aid of the back of the other hand, on which a given amount of decoloring agent has been deposited. Another manner for carrying out "tricotage" consists of not considering the locks individually but the whole section 1, thus distributing the decoloring agent by brushing it close to the ends.

[0025] Furthermore, the lightening effect may be varied on the length of the hair, by gradually intensifying it over a fraction (e.g. 1/4, 1/2, 3/4) of the hair length.

[0026] At this point, the last three steps described above, i.e. the third, fourth and fifth steps, are repeated for the remaining sections of the client's head, and thus for the right 2 and left 3 parietal sections, and the frontal section 4. The types of dye and the color shades chosen for the third and fourth steps of the method, respectively,

may vary from section to section. The frontal section 4 is preferably treated with dyes with lighter shades, in order to recreate the natural hair lightening of such a section 4 due to the greater exposure thereof to the sun.

[0027] Once the coloring method is complete, a setting period is to transpire which is preferably no less than 20 minutes. At this point, the hair is washed and the excess dye is removed.

[0028] If a further product is applied on the hair, e.g. a conditioner, a further treatment can be carried out by means of a hair activator, which serves the function of defragmenting the particles of said possible further product thus facilitating easy rinsing without removing the dye.

[0029] Advantageously, the above-described steps of the method for coloring hair are written down and outlined in a suitable diagrammatic graphic depiction 100, as shown in figure 5. The diagrammatic graphic depiction 100 comprises a data section 101 adapted to be filled with the client's information (such as for example name, family name, email and telephone number). Such information serves to associate a given client with a specific coloring result.

[0030] The diagrammatic graphic depiction 100 also comprises a section 102 with the information on the first dye and a plurality of sections 103-106 with the information on the occipital section 1, the parietal section 2, 3, and the frontal section 4, respectively.

[0031] In particular, written in each section 103-106 is the information on the second dye, the third dye and the decoloring agent. Each section 103-106 indeed comprises at least two boxes 20, 21 in which the color shade of the second and third dyes are noted, respectively; each of the at least two boxes is further located close to two squares 22, 23 in which the respective types of dye (e.g. the manufacturer) are noted.

[0032] Moreover, the boxes 20, 21 in which the color shades are noted are also narrow and long and graphically depict the lock of hair extended in length, from the roots (right end of the boxes) to the ends (left end of the boxes). Thereby, by tracing transverse lines, it is possible to graphically indicate in which fraction (e.g. 1/4, 1/2, 3/4) of the length of hair in a given head section the corresponding dye is to be applied.

[0033] Using further symbols (e.g. arrows), any type of indication on the method for coloring hair can be inserted into the boxes 20, 21.

[0034] Each section 103-106 further comprises a section 24 in turn comprising a square 25, in which the type of decoloring agent is noted, a further paper 26 in which the oxidant concentration is noted, and a plurality of check boxes 27 adapted to be checked off to indicate which decolorization type and method to be carried out. For example, such check boxes 27 may indicate the width of the streaks (small, medium, large), their spacing (very close, close, distant) or again the "tricotage" method to be operated (standard, deep, etc.).

[0035] The diagrammatic graphic depiction 100 is such as to allow a professional, who knows how to interpret it

and therefore read the instructions contained therein, to exactly replicate the same final coloring result by following the above-described method for coloring hair.

[0036] The method for coloring hair according to the present invention ensures optimal results in terms of quality and dye uniformity, the hair fiber is not attacked and the color duration is longer due to the adequate setting time, because the coloring action is fully completed.

Claims

1. A method for coloring hair including using traditional professional instruments and utilizing hair dyes available on the market, comprising dividing, on the head of an individual, the mass of hair into a plurality of sections (1-4) to be treated individually, coloring the hair starting from a first section (1) of the head continuing with the successive remaining sections (2-4) using said traditional professional instruments, said traditional professional instruments comprising at least one brush (6, 10, 60),

characterized in that

the mass of hair is divided down the middle so as to expose the root (17) of the hair and, at the same time, so that two side portions may be identified, a right portion (18) and a left portion (19),

a first hair dye is distributed on the root (17) by means of a first brush (6) by passing the brush first along the direction of one separation line of the two side portions (18, 19) of the mass of hair, and then along the direction transverse to said separation line so as to transversally indent the dye,

once the application of said first dye has been completed, the mass of hair is divided into an occipital section (1), a parietal section (2, 3), in turn divided into right and left, and a frontal section (4), said division occurring according to the different exposure of the head to light,

a lock of hair is chosen each time for each of said sections (1-4) of the head and, starting with a first lock (5), by turning it upward, a second dye is applied by brushing the bottom part (51) of said lock (5) by means of a second brush (10); by keeping said first lock (5) downward, a third dye is then applied to the top part (52) of said lock (5) by means of a third brush (60), once said first lock (5) is finished, a second lock, a third lock, and so on, are dyed in the same manner, up to completing the area in each section (1-4),

a given amount of the first, second and third dyes mixing together, thus resulting in a plurality of shaded and multifaceted gradations given by combining the three color shades of the three dyes,

the dye types and shades being variable according to the section (1,4),

the application of the color on the hair in each section of the head (1-4) being carried out by brushing, with

said brush (10, 60), from the root of the hair toward the ends.

2. A method for coloring hair according to claim 1, **characterized in that** it includes, after the application of said first, second and third dyes, the application of a decoloring agent by means of a further brush, by choosing one lock of hair at a time, starting from a first lock, creating streaks that differ in width and/or in distance between one streak and another, once said first lock is completed, coloring a second lock, a third lock, and so on, in the same manner up to completing the area in each section (1-4), thus generating lightened areas in the three color shades previously applied.
3. A method for coloring hair according to claim 2, **characterized in that** a setting time of no less than 20 minutes is to transpire once coloring is complete, washing is carried out and after the removal of the excess dye, a further treatment by means of a hair activator can be carried out.
4. A method for coloring hair according to any of the preceding claims, **characterized in that** steps of the method are written down and outlined in a suitable diagrammatic graphic depiction (100) comprising a data section (101) adapted to be filled with the client's information, a section (102) adapted to be filled with the information on the first dye and a plurality of sections (103-106) adapted to be filled with the information on the first occipital section (1), the second parietal section (2, 3), and the fourth frontal section (4), respectively.
5. A method for coloring hair according to claim 4, **characterized in that** each section (103-106) of the diagrammatic graphic depiction (100) comprises at least two boxes (20, 21) adapted to note the color shade of said second and third dyes, respectively, said at least two boxes (20, 21) being located close to two squares (22, 23) adapted to note the respective types of dye.
6. A method for coloring hair according to claim 5, **characterized in that** said boxes (20, 21) in which the color shades are noted, graphically depict the length of the hair from the roots to the ends, such that by tracing transverse lines it is possible to graphically indicate in which fraction of the hair length of a given head section (1-4) the corresponding dye is to be applied.
7. A method for coloring hair according to claims 5 and 6, **characterized in that** any type of indication on the method for coloring hair can be inserted into the boxes (20, 21).

8. A method for coloring hair according to claims 4-6, **characterized in that** each section (103-106) further comprises a section (24) in turn comprising a square (25) adapted to note the type of decoloring agent, a further square (26) adapted to note the oxidant concentration and a plurality of check boxes (27) adapted to be checked off to indicate which decolorization type and method is to be carried out.

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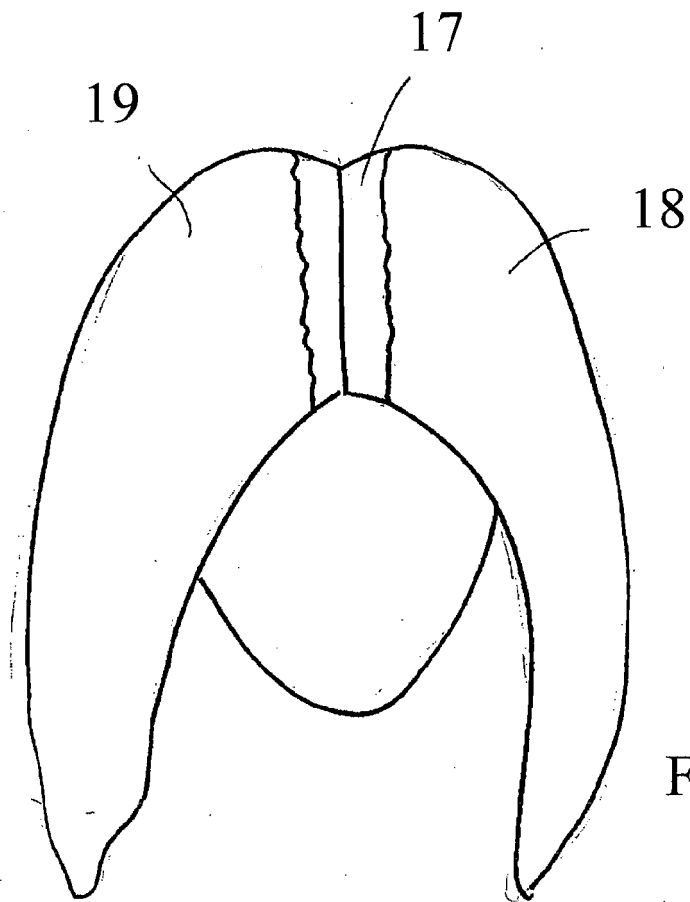


FIG. 1a

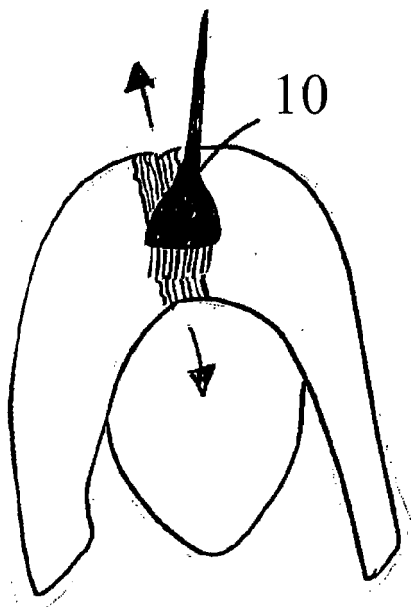


FIG. 1b

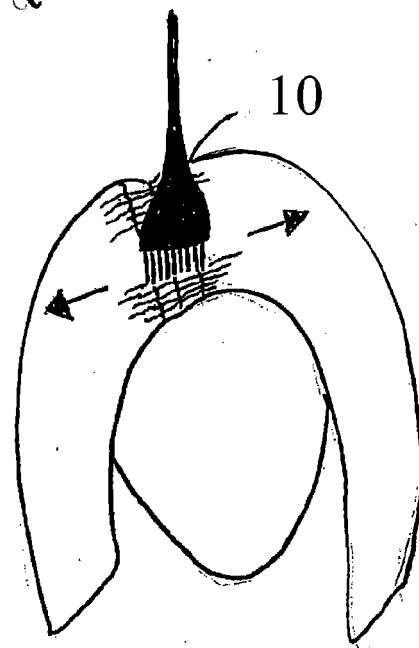


FIG. 1c

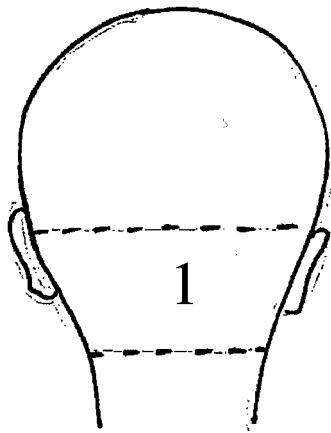


FIG. 2a

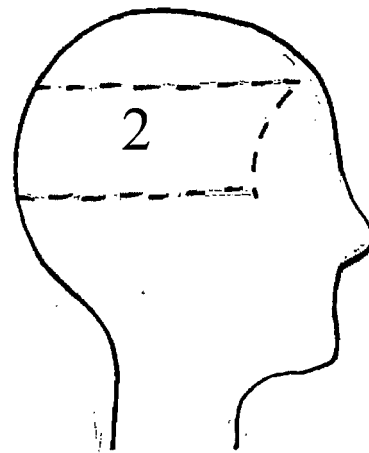


FIG. 2b

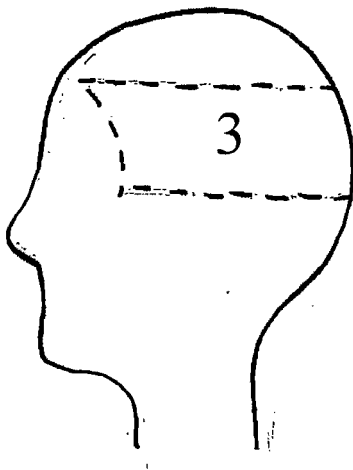


FIG. 2c

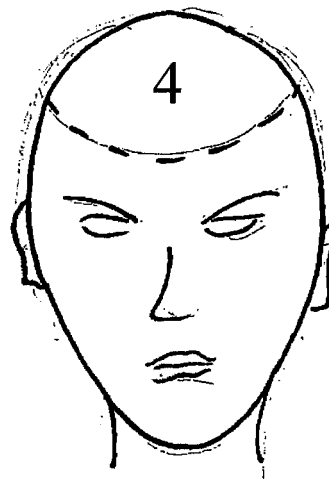


FIG. 2d

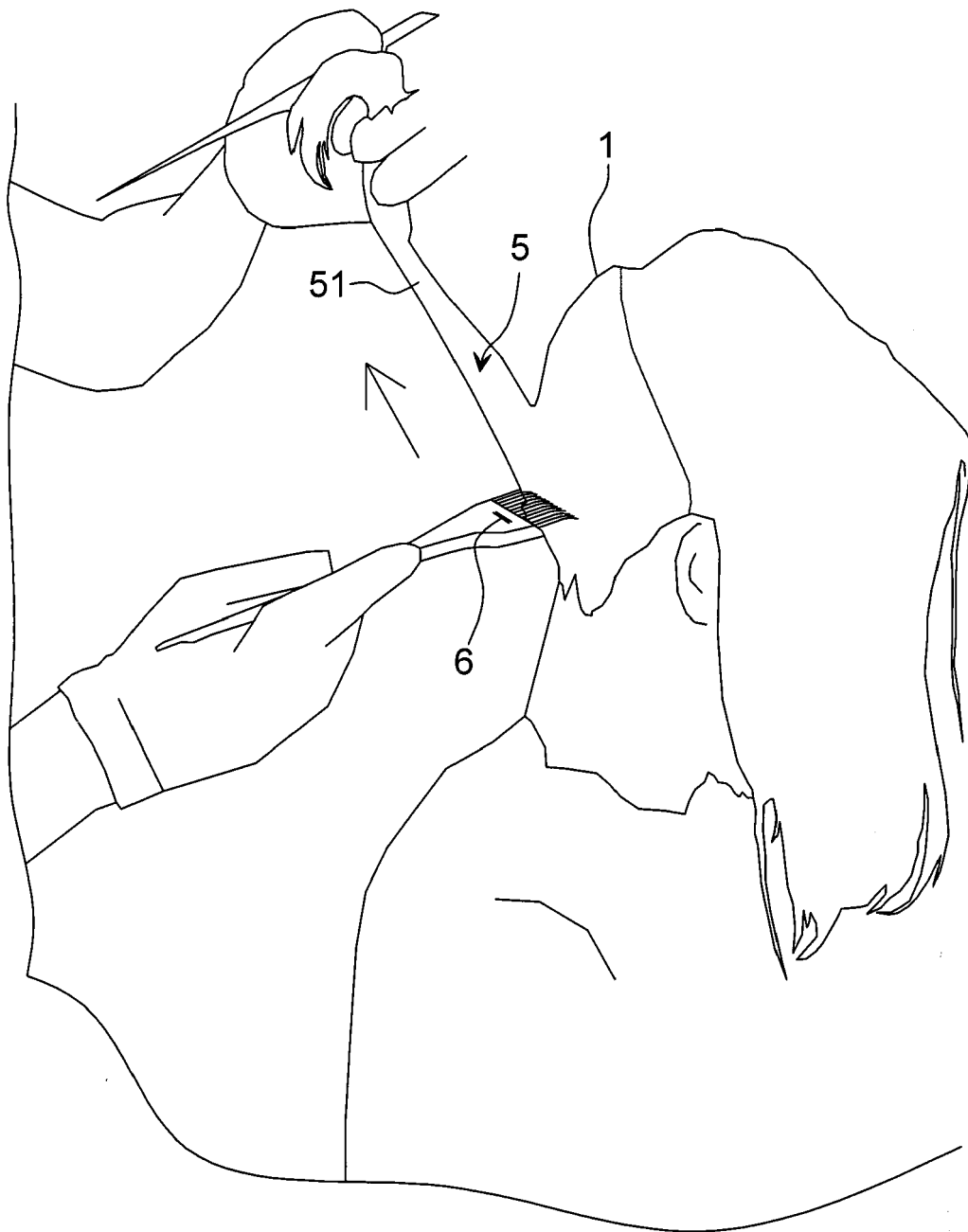


FIG.3

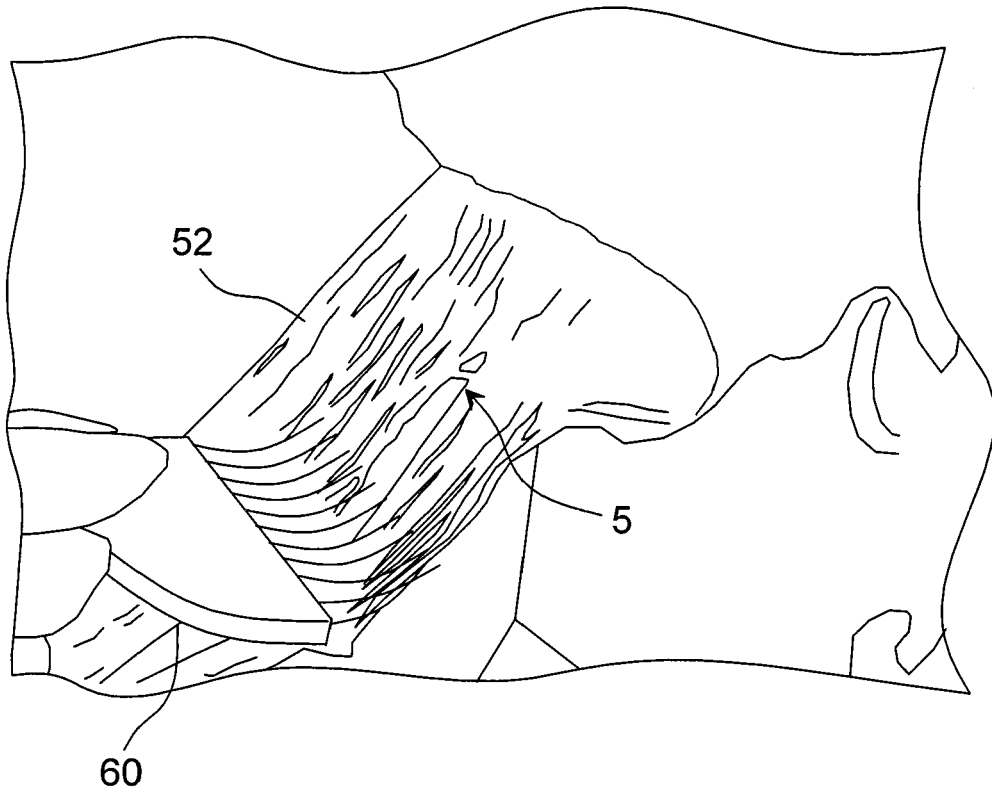


FIG.4

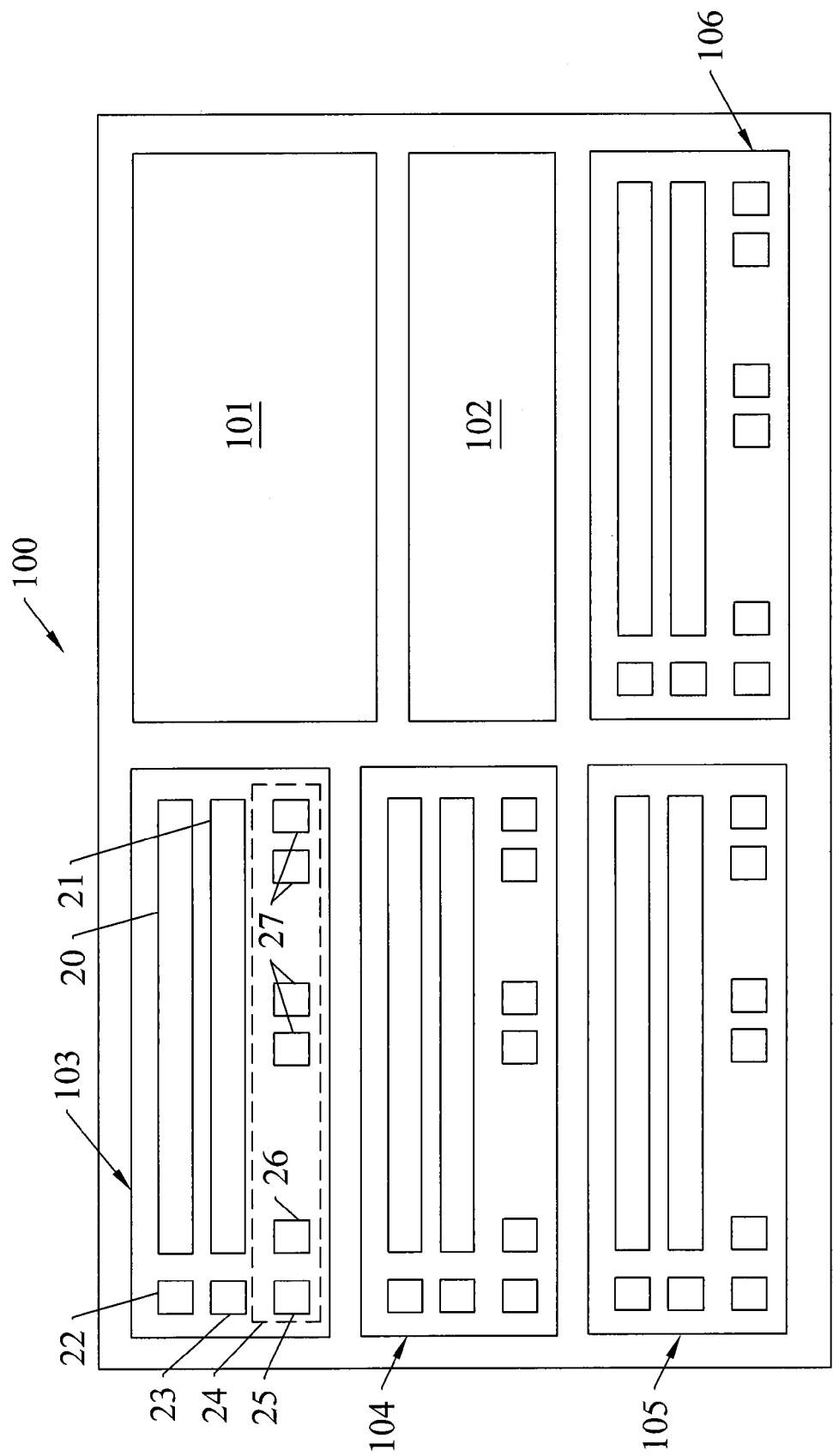


FIG.5