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(54) Title: PROCESS FOR DYEING KERATIN FIBRES USING AT LEAST ONE PARTICULAR 2-AZO(BENZ)IMIDAZOLIUM DYE AND AT LEAST ONE FLUORESCENT DYE

(57) Abstract: The present invention relates to a process for dyeing keratin fibres, in particular human keratin fibres such as the hair, using one or more particular 2-azo(benz)imidazolium dyes and one or more fluorescent dyes. The present invention also relates to a cosmetic composition comprising the dyes defined above, and also to a multi-compartment device containing said dyes. The present invention also relates to the use of said dyes for dyeing light keratin fibres, especially human keratin fibres such as the hair, in chestnut-brown, dark chestnut-brown, brown, brown with a glint, or even black, without using an additional dye other than those defined above.



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Process for dyeing keratin fibres using at least one particular 2-azo(benz)imidazolium dye and at least one fluorescent dye

5 The present invention relates to a process for dyeing keratin fibres, in particular human keratin fibres such as the hair, using one or more particular 2-azo(benz)imidazolium dyes and one or more fluorescent dyes.

The present invention also relates to a cosmetic composition comprising the dyes defined above, and also to a multi-compartment device containing said dyes.

10 The present invention also relates to the use of said dyes for dyeing light keratin fibres, especially human keratin fibres such as the hair, in chestnut-brown, dark chestnut-brown, brown, brown with a glint, or even black, without using an additional dye other than those defined above.

Many people have sought for a long time to modify the colour of their hair and in particular to mask their grey hair.

15 It is especially known practice to dye keratin fibres, in particular human keratin fibres, with dye compositions containing oxidation dye precursors, which are generally known as oxidation bases. These oxidation bases are colourless or weakly coloured compounds, which, when combined with oxidizing products, may give rise to coloured compounds via a process of oxidative condensation.

20 The shades obtained with these oxidation bases may be modified by combining them with couplers or colour modifiers. The variety of molecules used in the oxidation bases and couplers allows a wide range of colours to be obtained.

25 Another well-known method consists in obtaining semi-permanent dyeing by applying to the keratin fibres direct dyes, which are coloured and colouring molecules that have affinity for said fibres.

The direct dyes conventionally used are chosen from nitrobenzene, anthraquinone, nitropyridine, azo, xanthene, acridine, azine and triarylmethane direct dyes. The chemical species may be nonionic, anionic (acidic dyes) or cationic (basic dyes). The direct dyes may also be natural dyes.

30 Conventional direct dyeing processes consist in applying to keratin fibres dye compositions comprising direct dyes. After application, a leave-on time is

observed so as to allow the dye molecules to penetrate by diffusion into the fibres. On conclusion of the process, the fibres are rinsed.

5 In contrast with oxidation dyeing, these direct dyeing processes have a tendency to better protect the integrity of the fibres. The resulting colourings are generally chromatic, but, however, are only semi-temporary. The nature of the interactions that bind the direct dyes to the keratin fibres and their desorption from the surface and/or the core of the fibre are responsible for their weak dyeing power.

10 Although a wide range of colours is currently accessible, it generally proves necessary to combine three dyes of complementary colours - trichromatic principle - in order to obtain a natural shade (see, for example, WO 95/15144 and WO 95/01772). This tripartite combination does not, however, show good persistence with respect to repeated shampooing. It generally, or even systematically, induces an unaesthetic changing of the colour, which the consumer finds dissuasive.

15 Thus, these colourings may furthermore not be sufficiently fast in the face of external agents such as light or perspiration.

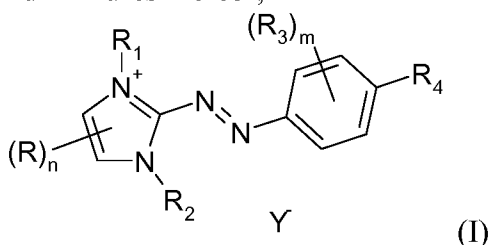
20 Thus, there is a real need to develop processes for the direct dyeing of keratin fibres, in particular of human keratin fibres such as the hair, which do not have the drawbacks mentioned above, i.e. which make it possible especially to lead to natural colourings that have good properties, especially in terms of chromaticity, power, intensity, sheen and selectivity, and which are persistent with respect to shampooing.

25 Another aim of the invention is thus to be able to dye light keratin fibres efficiently in chestnut-brown, dark chestnut-brown, brown or brown with a glint or even black, by mixing direct dyes, and preferably only two types of direct dye.

30 The Applicant has found, surprisingly, that a process for dyeing keratin fibres using one or more particular 2-azo(benz)imidazolium dyes and one or more specific fluorescent dyes makes it possible to achieve the objectives mentioned above; especially to lead to natural chestnut-brown, dark chestnut-brown, brown, brown with a glint or even black colourings, which are not only powerful and shiny, but also shampoo-resistant.

One subject of the present invention is especially a process for dyeing keratin fibres, in particular human keratin fibres such as the hair, comprising the application to said keratin fibres of the following ingredients:

(a) one or more 2-azo(benz)imidazolium dyes chosen from the compounds of formula (I) below, the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof,



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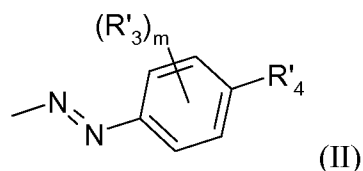
in which formula (I):

- R, which may be identical or different, represent an optionally substituted linear or branched C₁ to C₆ alkyl radical;
- n denotes an integer equal to 0, 1 or 2,
 when n is equal to 2, the two radicals R may form, with the carbon atoms to which they are attached, an optionally substituted, saturated or unsaturated 6-membered ring, preferably benzo,
- R₁ and R₂, which may be identical or different, represent an optionally substituted, saturated or unsaturated, linear or branched C₁ to C₆ alkyl radical;
- R₃, which may be identical or different, represent:
 - a C₁ or C₂ alkyl radical, preferably a methyl radical,
 - a hydroxyl radical,
 - a nitro radical (-NO₂),
 - an amino radical (-NH₂),
 - a halogen atom, preferably a chlorine atom,
 - a linear or branched C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkoxy radical, such as a methoxy radical,
 - or alternatively, when R₃ is borne by the carbon atom located ortho to R₄, R₃ may form with R₄ a saturated or unsaturated, 5- or 6-membered, optionally substituted and preferably unsubstituted heterocycle, which may contain one or two non-adjacent heteroatoms such as oxygen and/or nitrogen,
- m denotes an integer ranging from 0 to 4,
 when m is equal to 2, 3 or 4, two adjacent radicals R₃ may form, with the carbon atoms to which they are attached, a 6-membered aromatic ring, preferably benzo, optionally substituted with one or more hydroxyl or amino groups,

30

- R₄ represents:
 - a hydrogen atom,
 - a linear or branched C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkoxy radical, such as a methoxy radical, or
 - 5 - a radical –NR₅R₆ in which R₅ and R₆, which may be identical or different, represent, independently of each other:
 - a hydrogen atom,
 - a linear or branched C₁ to C₆ alkyl radical, optionally substituted with one or more hydroxyl groups or a (di)(C₁-C₆)alkylamino group,
 - 10 ○ a phenyl optionally substituted with one or more radicals chosen from the following radicals: i) amino, ii) (di)(hydroxy)(C₁-C₆)alkylamino, iii) C₁ to C₆ alkoxy, iv) (C₁-C₆)acylamino optionally substituted with a carboxyl radical, v) carboxyl and vi) aromatic or non-aromatic, saturated or unsaturated, 5- or 6-membered heterocycles, optionally substituted with one or more radicals, which may be identical or different, chosen from C₁ to C₆ alkyl radicals, optionally substituted phenyls, and C₁ to C₆ alkyl carboxylate radicals,
 - 15 ○ R₅ and R₆ may form, with the nitrogen atom that bears them, a saturated or unsaturated, 4- to 8-membered heterocycle,
 - 20 ○ or alternatively, when two radicals R₃ are borne on carbons located ortho to R₄, each of the two R₃ may form, respectively, with R₅ or R₆ a 6-membered ring; preferably, the phenyl group substituted with R₃ and R₄ represents a julolidine group, or
 - a radical of formula (II)

25



in which:

m has the same meaning as previously,

R'₃, which may be identical or different, represent:

- 30 ○ a chlorine atom,
- a C₁ to C₃ alkyl radical,
- an amino radical, or

- a radical OR_7 , with R_7 representing a hydrogen atom or a C_1 or C_2 alkyl radical,

when m is equal to 2, 3 or 4, two adjacent radicals R'_3 may form, with the carbon atoms to which they are attached, a 6-membered aromatic ring, preferably benzo, optionally substituted with one or more groups chosen from hydroxyl and amino groups,

R'_4 represents:

- a hydrogen atom,
- a hydroxyl radical,
- a linear or branched C_1 to C_4 and preferably C_1 to C_2 alkoxy radical, such as a methoxy or ethoxy radical,
- a radical $-NR'_5R'_6$ in which R'_5 and R'_6 , which may be identical or different, represent, independently of each other, a linear or branched C_1 to C_6 , preferably C_1 to C_4 and more preferentially C_1 to C_2 alkyl radical, optionally substituted with one or more hydroxyl groups, or
- when two radicals R'_3 are borne on carbons located ortho to R'_4 , each of the two R'_3 may form, respectively, with R'_5 or R'_6 a 6-membered ring; preferably, the phenyl group substituted with R'_3 and R'_4 represents a julolidine group, and

- Y^- represents an anionic counterion or a mixture of organic or inorganic anions which ensure the electrical neutrality of the compounds of formula (I); and
- (b) one or more fluorescent dyes; said fluorescent dyes being direct dyes chosen from cyanin dyes, styryl/hemicyanin dyes, naphthalimide dyes, and mixtures thereof; it being understood that the 2-azo(benz)imidazolium dye(s) (a) and the fluorescent dye(s) (b) are applied to said keratin fibres together or sequentially.

Another subject of the invention is a cosmetic composition comprising:

- (a) one or more 2-azo(benz)imidazolium dyes chosen from the compounds of formula (I), as defined previously, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof; and
- (b) one or more fluorescent dyes, as defined previously.

The combination of particular 2-azo(benz)imidazolium dye(s) and of fluorescent dye(s) makes it possible especially to obtain natural colourings that have

good dyeing properties, especially in terms of chromaticity, power, intensity, sheen and selectivity.

Furthermore, the process and the composition according to the invention make it possible to dye light keratin materials efficiently in chestnut-brown, dark chestnut-brown, brown, brown with a glint or even black, by mixing direct dyes, and
5 in particular only the dyes (a) and (b) as defined previously, without the need to use an additional (or complementary) dye other than (a) or (b).

Moreover, the colourings obtained by means of the process and the composition according to the invention show good resistance to the various attacking
10 factors to which the hair may be subjected, such as light, bad weather, washing and perspiration. They are in particular persistent with respect to shampooing, especially after at least three shampoo washes.

A subject of the present invention is also a multi-compartment device comprising a first compartment containing one or more 2-azo(benz)imidazolium dyes
15 (a) chosen from the compounds of formula (I) as defined previously, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, and a second compartment containing one or more fluorescent dyes (b) as defined previously.

Another subject of the invention is the use of fluorescent dye(s), as defined
20 previously, combined with 2-azo(benz)imidazolium dye(s) chosen from the compounds of formula (I), as defined previously, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, for the
25 dyeing of light keratin fibres, especially human keratin fibres such as the hair, in chestnut-brown, dark chestnut-brown, brown, brown with a glint or even black, without using an additional dye other than (a) or (b).

Other subjects, characteristics, aspects and advantages of the invention will emerge even more clearly on reading the description and the examples that follow.

30 For the purposes of the present invention and unless otherwise indicated:

- the *dyes* according to the invention absorb light in the visible range, i.e. at a wavelength λ_{abs} particularly between 400 and 700 nm inclusive;
- for the purposes of the present invention, the term "*direct dye*" means natural and/or synthetic dyes, which are soluble in the cosmetic medium, other than

oxidation dyes; they are dyes which will diffuse superficially on the keratin fibres;

- 5 ▪ for the purposes of the present invention, the term "*fluorescent dye*" means a dye which is a coloured molecule (which absorbs visible light) and which itself imparts colour, and which, in contrast to a conventional dye, transforms the absorbed energy into light of a longer wavelength emitted in the visible part of the spectrum; in particular, the "*fluorescent*" dyes of the invention are capable of absorbing light in the visible range at a wavelength λ_{abs} of between 350 and 800 nm and of re-emitting in the visible range at a longer wavelength λ_{em} than that absorbed, of between 400 and 800 nm; the difference between the absorption and emission wavelengths, also known as the Stoke's shift, is between 1 nm and 100 nm. More preferentially, the fluorescent dyes of the invention are dyes that are capable of absorbing at a wavelength λ_{abs} of between 420 nm and 550 nm and of re-emitting in the visible range at a wavelength λ_{em} of between 470 and 600 nm;
- 10 ▪ the "*fluorescent dyes*" according to the present invention are to be differentiated from optical brighteners. Optical brighteners, also known as "*brighteners*" or "*fluorescent brighteners*" or "*fluorescent brightening agents*" or "*fluorescent whitening agents or FWA*" or "*whiteners*" or "*fluorescent whiteners*", are colourless compounds, which do not impart a colour and are consequently not dyes since they do not absorb in the visible light range, but only absorb in the ultraviolet range (wavelength ranging from 200 to 400 nm) and transform the absorbed energy into fluorescent light of a longer wavelength emitted in the visible part of the spectrum in the blue range. The colour impression is then generated only by the purely fluorescent light that is predominantly blue (wavelength ranging from 400 to 500 nm).
- 15 ▪ the "*blue-violet*" dyes according to the invention are dyes which absorb light in the visible spectrum and which appear blue visually, i.e. which absorb light at an absorption wavelength λ_{max} greater than 550 nm and less than or equal to 700 nm, in particular λ_{max} between 560 nm and 700 nm, preferably in the blue range, i.e. λ_{max} between 580 and 650 nm;
- 20 ▪ the term "*(hetero)aryl*" means aryl and heteroaryl groups;
- 25 ▪ the "*aryl*" or "*heteroaryl*" radicals or the aryl or heteroaryl part of a radical may be substituted with at least one substituent borne by a carbon atom, chosen from:
- 30

- 5 - a C₁-C₆ and preferably C₁-C₄ alkyl radical optionally substituted with one or more radicals chosen from hydroxyl, C₁-C₂ alkoxy, C₂-C₄ (poly)hydroxyalkoxy, acylamino, amino substituted with two C₁-C₄ alkyl radicals, which may be identical or different, optionally bearing at least one hydroxyl group, or the two radicals possibly forming, with the nitrogen atom to which they are attached, a saturated or unsaturated, optionally substituted 5- to 7-membered and preferably 5- or 6-membered heterocycle optionally comprising another nitrogen or non-nitrogen heteroatom;
- 10 - a halogen atom such as chlorine;
- a hydroxyl or thiol group;
- a C₁-C₆ alkoxy or C₁-C₆ alkylthio radical;
- a (poly)hydroxy(C₂-C₆)alkoxy radical;
- an amino radical;
- 15 - a 5- or 6-membered heterocycloalkyl radical, preferentially morpholino, piperazino, piperidino or pyrrolidino, which is optionally substituted with a (C₁-C₄) alkyl radical, preferentially methyl;
- a 5- or 6-membered heteroaryl radical, preferentially imidazolyl, optionally substituted with a (C₁-C₄)alkyl radical, preferentially methyl;
- 20 - an amino radical substituted with one or two identical or different C₁-C₆ alkyl radicals, optionally bearing at least:
 - i) a hydroxyl group,
 - 25 ii) an amino group optionally substituted with one or two optionally substituted C₁-C₃ alkyl radicals, said alkyl radicals possibly forming with the nitrogen atom to which they are attached a saturated or unsaturated, optionally substituted 5- to 7-membered heterocycle, optionally comprising at least one other nitrogen or non-nitrogen heteroatom,
 - iii) a quaternary ammonium group -N⁺R'R''R''', M⁻ for which R', R'' and R''' , which may be identical or different, represent a C₁-C₄ alkyl group and M⁻ represents an anionic counterion,
 - 30 iv) or an optionally cationic 5- or 6-membered heteroaryl radical, preferentially imidazolium, optionally substituted with a (C₁-C₄)alkyl radical, preferentially methyl;

- an acylamino radical (-N(R)-C(O)-R') in which the R radical is a hydrogen atom or a C₁-C₄ alkyl radical optionally bearing at least one hydroxyl group and the R' radical is a C₁-C₂ alkyl radical;
 - a carbamoyl radical ((R)₂N-C(O)-) in which the R radicals, which may be identical or different, represent a hydrogen atom or a C₁-C₄ alkyl radical optionally bearing at least one hydroxyl group;
 - an alkylsulfonylamino radical (R'-S(O)₂-N(R)-) in which the R radical represents a hydrogen atom or a C₁-C₄ alkyl radical optionally bearing at least one hydroxyl group and the R' radical represents a C₁-C₄ alkyl radical, or a phenyl radical;
 - an aminosulfonyl radical ((R)₂N-S(O)₂-) in which the R radicals, which may be identical or different, represent a hydrogen atom or a C₁-C₄ alkyl radical optionally bearing at least one hydroxyl group;
 - a carboxyl radical in the acid or salified form (preferably salified with an alkali metal or a substituted or unsubstituted ammonium);
 - a cyano group;
 - a nitro or nitroso group;
 - a polyhaloalkyl group, preferably trifluoromethyl;
- the cyclic or heterocyclic part of a non-aromatic radical may be substituted with at least one substituent chosen from the following groups:
- hydroxyl;
 - C₁-C₄ alkoxy, C₂-C₄ (poly)hydroxyalkoxy;
 - C₁-C₄ alkyl;
 - alkylcarbonylamino (R-C(O)-N(R')-) in which the radical R' is a hydrogen atom or a C₁-C₄ alkyl radical optionally bearing at least one hydroxyl group, and the radical R is a C₁-C₂ alkyl radical or an amino radical optionally substituted with one or two C₁-C₄ alkyl groups, which may be identical or different, themselves optionally bearing at least one hydroxyl group, said alkyl radicals possibly forming, with the nitrogen atom to which they are attached, a saturated or unsaturated, optionally substituted 5- to 7-membered heterocycle optionally comprising at least one other nitrogen or non-nitrogen heteroatom;
 - alkylcarbonyloxy (R-C(O)-O-) in which the radical R is a C₁-C₄ alkyl radical or an amino group optionally substituted with one or two identical

or different C₁-C₄ alkyl groups themselves optionally bearing at least one hydroxyl group, said alkyl radicals possibly forming with the nitrogen atom to which they are attached a saturated or unsaturated, optionally substituted 5- to 7-membered heterocycle, optionally comprising at least one other nitrogen or non-nitrogen heteroatom;

5

- alkoxy carbonyl (R-X-C(O)-) in which the radical R is a C₁-C₄ alkoxy radical, X is an oxygen atom or an amino group optionally substituted with a C₁-C₄ alkyl group itself optionally bearing at least one hydroxyl group, said alkyl radical possibly forming with the nitrogen atom to which it is attached a saturated or unsaturated, optionally substituted 5- to 7-membered heterocycle, optionally comprising at least one other nitrogen or non-nitrogen heteroatom;

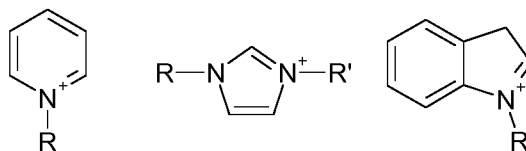
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- a cyclic or heterocyclic radical, or a non-aromatic part of an aryl or heteroaryl radical, which may also be substituted with one or more oxo groups;
- an "aryl" radical represents a monocyclic or polycyclic, fused or non-fused carbon-based group containing from 6 to 22 carbon atoms, at least one ring of which is aromatic; preferentially, the aryl radical is a phenyl, biphenyl, naphthyl, indenyl, anthracenyl or tetrahydronaphthyl;
- a "cationic heteroaryl radical" is a heteroaryl group as defined previously, which comprises an endocyclic or exocyclic cationic group,

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- when the charge is endocyclic, it is included in the electron delocalization via the mesomeric effect; for example, it is a pyridinium, imidazolium or indolinium group:

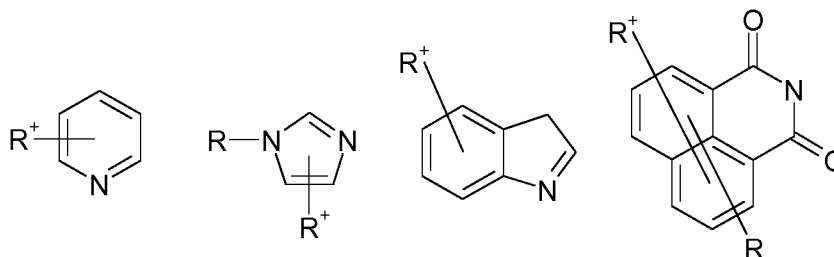


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with R and R' being a heteroaryl substituent as defined previously and particularly a (hydroxy)(C₁-C₈)alkyl group, such as methyl;

- when the charge is exocyclic, it is not included in the electron delocalization via the mesomeric effect; for example, it is an ammonium or phosphonium substituent R⁺, such as trimethylammonium, which is outside the heteroaryl, such as pyridyl, indolyl, imidazolyl or naphthalimidyl, in question:

30



with R being a heteroaryl substituent as defined below and R⁺ an ammonium R_aR_bR_cN⁺-, phosphonium R_aR_bR_cP⁺- or ammonium R_aR_bR_cN⁺-(C₁-C₆)alkylamino, R_aR_bR_cN⁺-(C₁-C₆)alkyl or R_aR_bR_cN⁺-(C₁-C₆)alkoxy group with R_a, R_b and R_c, which may be identical or different, being a (C₁-C₈)alkyl group such as methyl;

- 5
- a "*heteroaryl radical*" represents a 5- to 22-membered, monocyclic or polycyclic, fused or non-fused group, comprising from 1 to 6 heteroatoms chosen from nitrogen, oxygen and sulphur atoms, at least one ring of which is aromatic; preferentially, a heteroaryl radical is chosen from acridinyl, benzimidazolyl, benzobistriazolyl, benzopyrazolyl, benzopyridazinyl, benzoquinolyl, benzothiazolyl, benzotriazolyl, benzoxazolyl, pyridinyl, tetrazolyl, dihydrothiazolyl, imidazopyridinyl, imidazolyl, indolyl, isoquinolyl, naphthoimidazolyl, naphthoxazolyl, naphthopyrazolyl, oxadiazolyl, oxazolyl, oxazolopyridyl, phenazinyl, phenoxazolyl, pyrazinyl, pyrazolyl, pyrilyl, pyrazoyltriazyl, pyridyl, pyridinoimidazolyl, pyrrolyl, quinolyl, tetrazolyl, thiadiazolyl, thiazolyl, thiazolopyridinyl, thiazoylimidazolyl, thiopyrylyl, triazolyl, xanthylyl and the ammonium salt thereof;

10

 - a "*heterocyclic radical*" is a radical which may contain one or two unsaturations, but is a monocyclic or polycyclic, fused or non-fused, 5- to 22-membered non-aromatic radical comprising from 1 to 6 heteroatoms chosen from nitrogen, oxygen and sulfur atoms;

15

 - a "*heterocycloalkyl radical*" is a heterocyclic radical comprising at least one saturated ring;

20

 - an "*alkyl*" radical is a linear or branched C₁-C₁₀, in particular C₁-C₈, more particularly C₁-C₆ and preferably C₁-C₄, hydrocarbon-based radical;

25

 - the expression "*optionally substituted*" applied to the alkyl radical implies that said alkyl radical may be substituted with one or more radicals chosen from the following radicals: i) hydroxyl, ii) C₁-C₄ alkoxy, iii) R-Z-C(X)-Y- with X, Y and Z representing an oxygen or sulfur atom or N(R'), or alternatively X and/or Z

30

- represent a bond, R and R', which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group, preferably X represents an oxygen atom, iv) amino optionally substituted with one or two identical or different C₁-C₄ alkyl radicals, said alkyl radicals possibly forming, with the nitrogen atom that bears them, a 5- to 7-membered heterocycle, optionally comprising another nitrogen or non-nitrogen heteroatom; v) or a quaternary ammonium group N⁺R'R''R''', M⁻ for which R', R'' and R''', which may be identical or different, represent a C₁-C₄ alkyl group, or alternatively -N⁺R'R''R''' forms a heteroaryl such as imidazolium optionally substituted with a C₁-C₄ alkyl group and M⁻ represents the anionic counterion, vi) carboxyl C(O)OH, vii) carboxylate C(O)O⁻, M⁺ with M⁺ representing a cationic counterion such as alkali metal or alkaline-earth metal, viii) sulfonic -SO₃H, ix) sulfonate -SO₃⁻, M⁺ with M⁺ as defined previously, and x) cyano;
- an “*alkoxy radical*” is an alkyl-oxy radical for which the alkyl radical is a linear or branched C₁-C₈ and preferentially C₁-C₆ hydrocarbon-based radical;
 - when the alkoxy group is optionally substituted, this implies that the alkyl group is optionally substituted as defined above;
 - the term “*organic or mineral acid salt*” more particularly means the salts chosen from a salt derived from i) hydrochloric acid HCl, ii) hydrobromic acid HBr, iii) sulfuric acid H₂SO₄, iv) alkylsulfonic acids: Alk-S(O)₂OH such as methylsulfonic acid and ethylsulfonic acid; v) arylsulfonic acids: Ar-S(O)₂OH such as benzenesulfonic acid and toluenesulfonic acid; vi) citric acid; vii) succinic acid; viii) tartaric acid; ix) lactic acid; x) alkoxy-sulfonic acids: Alk-O-S(O)-OH such as methoxy-sulfonic acid and ethoxy-sulfonic acid; xi) aryloxy-sulfonic acids such as toluenoxy-sulfonic acid and phenoxy-sulfonic acid; xii) phosphoric acid H₃PO₄; xiii) acetic acid CH₃C(O)-OH; xiv) triflic acid CF₃SO₃H; and xv) tetrafluoroboric acid HBF₄;
 - the term “*anionic counterion*” means an anion or an anionic group derived from an organic or mineral acid which counterbalances the cationic charge of the dye; more particularly, the anionic counterion is chosen from: i) halides such as chloride or bromide; ii) nitrates; iii) sulfonates, including C₁-C₆ alkylsulfonates: Alk-S(O)₂O⁻ such as methylsulfonate or mesylate and ethylsulfonate; iv) arylsulfonates: Ar-S(O)₂O⁻ such as benzenesulfonate and toluenesulfonate or tosylate; v) carboxylates Alk-C(O)-OH with Alk representing a (C₁-C₆)alkyl group optionally substituted

- with one or more hydroxyl or carboxylate groups such as citrate; vi) succinate; vii) tartrate; viii) lactate; ix) alkyl sulfates: Alk-O-S(O)O^- such as methyl sulfate and ethyl sulfate; x) aryl sulfates: Ar-O-S(O)O^- such as benzene sulfate and toluene sulfate; xi) alkoxy sulfates: $\text{Alk-O-S(O)}_2\text{O}^-$ such as methoxy sulfate and ethoxy sulfate; xii) aryloxy sulfates: $\text{Ar-O-S(O)}_2\text{O}^-$; xiii) phosphates $\text{O=P(OH)}_2\text{O}^-$, $\text{O=P(O}^-)_2\text{-OH}$, $\text{O=P(O}^-)_3$, $\text{HO-[P(O)(O}^-)]_w\text{-P(O)(O}^-)_2$ with w being an integer; xiv) acetate; xv) triflate; xvi) borates such as tetrafluoroborate; xvii) sulfate $\text{S(O)}_2\text{O}_2^-$ or SO_4^{2-} ; xviii) hydrogen sulfate HSO_4^- ; xix) carbonate; xx) hydrogen carbonate; xxi) perchlorate (ClO_4^-) and (xxii) dianionic mineral salts such as a zinc tetrachloride;
- the anionic counterion, derived from the organic or mineral acid salt, ensures the electrical neutrality of the molecule; thus, it is understood that when the anion comprises several anionic charges, then the same anion may serve for the electrical neutrality of several cationic groups in the same molecule or else may serve for the electrical neutrality of several molecules; for example, a dye which contains two cationic groups may contain either two "*singly charged*" anionic counterions or a "*doubly charged*" anionic counterion such as $(\text{O}^-)_2\text{S(O)}_2$ or $\text{O=P(O}^-)_2\text{-OH}$;
- In particular, the anionic counterions are chosen from halides such as chloride, bromide, fluoride or iodide; a hydroxide; a sulfate; a hydrogen sulfate; a linear or branched $\text{C}_1\text{-C}_6$ alkyl sulfate, such as the methylsulfate or ethylsulfate ion; carbonates and hydrogen carbonates; carboxylic acid salts such as formate, acetate, citrate, tartrate and oxalate; linear or branched $\text{C}_1\text{-C}_6$ alkylsulfonates, such as the methylsulfonate ion; arylsulfonates for which the aryl part, preferably phenyl, is optionally substituted with one or more $\text{C}_1\text{-C}_4$ alkyl radicals, for instance 4-tolylsulfonate; alkylsulfonates such as mesylate;
- the term "*chemical oxidizing agent*" means any oxidizing agent other than atmospheric oxygen conventionally used in the field. Thus, mention may be made of hydrogen peroxide, urea peroxide, alkali metal bromates, persalts such as perborates and persulfates, and also enzymes, among which mention may be made of peroxidases, 2-electron oxidoreductases such as uricases, and 4-electron oxygenases such as laccases. Preferably, the chemical oxidizing agent is hydrogen peroxide.
 - Moreover, the addition salts that may be used in the context of the invention are especially chosen from salts of addition with a cosmetically acceptable base such as the basifying agents as defined below, for instance alkali metal hydroxides, such

as sodium hydroxide or potassium hydroxide, aqueous ammonia, amines or alkanolamines;

- the expression "*at least one*" is equivalent to "*one or more*";
- the limits of a range of values are included in that range, in particular in the expressions "*between*" and "*ranging from ... to ...*"; and
- the expression "inclusive" for a range of values means that the limits of that range are included in the defined range.

(a) 2-Azo(benz)imidazolium dyes

10 The process for dyeing keratin fibres and the cosmetic composition according to the present invention use, or comprise, (a) one or more 2-azo(benz)imidazolium dyes chosen from the compounds of formula (I), as defined previously, the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates
15 thereof such as hydrates, and mixtures thereof.

In particular, the dyes of formula (I) are blue, violet or green, and dull or chromatic.

Preferably, the 2-azo(benz)imidazolium dye(s) chosen from the compounds of formula (I) are dyes which absorb light in the blue-violet range, preferably in the
20 blue range.

Preferably, n is equal to 0 or 2. According to one particular embodiment, n is 0. According to another embodiment, n is 1.

According to another particular embodiment, n is 2. More particularly, according to this embodiment, the two radicals R form, with the carbon atoms to which they are attached, an optionally substituted, saturated or unsaturated, 6-
25 membered ring, preferably an optionally substituted, unsaturated 6-membered ring such as benzo, and more preferentially an unsubstituted, unsaturated 6-membered ring such as unsubstituted benzo.

Preferably, R , which may be identical or different, represent an unsubstituted linear or branched C_1 to C_3 alkyl radical.
30

Preferably, R_1 and R_2 are identical and represent an unsubstituted C_1 to C_2 alkyl radical, and more preferentially a methyl radical.

Preferably:

- R₄ represents a radical –NR₅R₆ in which R₅ and R₆, which may be identical or different, represent:
- a hydrogen atom,
 - a linear or branched C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkyl radical, optionally substituted with a hydroxyl group or a (di)(C₁-C₆)alkylamino group, and preferably (di)(C₁-C₂)alkylamino,
 - a phenyl radical optionally substituted with one or more radicals, in particular in the ortho and/or para position, chosen from:
 - amino radicals,
 - (di)(hydroxy)(C₁-C₆)alkylamino, preferably (di)(hydroxy)(C₁-C₄)alkylamino and more preferentially (di)(hydroxy)(C₁-C₂)alkylamino radicals, such as a (di)hydroxyethylamino or (di)ethylamino radical,
 - C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkoxy radicals, such as a methoxy radical, or else
 - R₅ and R₆ form, together with the nitrogen atom that bears them, a saturated or unsaturated, 4- to 8-membered and preferably 5- to 6-membered heterocycle, and more preferentially a saturated 5-membered ring, such as a piperidine ring; and more preferentially, R₄ represents a radical –NR₅R₆, in which R₅ and R₆, which may be identical or different, represent: i) a hydrogen atom, ii) a (C₁-C₄)alkyl radical, iii) a phenyl radical which is substituted, in particular in the para position, with a group chosen from amino and (di)(C₁-C₄)alkylamino, or R₅ and R₆ form, together with the nitrogen atom that bears them, a saturated, 4- to 8-membered and preferably 5- to 6-membered heterocycle, and even more preferentially a saturated 5-membered ring, such as piperidino.
- According to a first preferred embodiment:
- n represents an integer equal to 0 or 2,
 - when n is equal to 2, the two radicals R form, with the carbon atoms to which they are attached, an optionally substituted, saturated or unsaturated, 6-membered ring, preferably an optionally substituted, unsaturated 6-membered ring, and more preferentially an unsubstituted, unsaturated 6-membered ring, and
 - R₁ and R₂ are identical and represent a methyl radical.
- According to a second preferred embodiment:
- n represents an integer equal to 0 or 2,

- when n is equal to 2, the two radicals R form, with the carbon atoms to which they are attached, an optionally substituted, saturated or unsaturated, 6-membered ring, preferably an optionally substituted, unsaturated 6-membered ring, and more preferentially an unsubstituted, unsaturated 6-membered ring,
- 5 - R₁ and R₂ are identical and represent a methyl radical, and
- R₄ represents a radical -NR₅R₆ in which R₅ and R₆, which may be identical or different, represent, independently of each other:
- a hydrogen atom,
 - a linear or branched C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkyl radical, optionally substituted with a hydroxyl group or a (di)(C₁-C₆)alkylamino group, and preferably (di)(C₁-C₂)alkylamino, or
 - a phenyl radical which is optionally substituted, in particular in the ortho and/or para position, with one or more radicals chosen from:
 - amino radicals,
 - 15 ○ (di)(hydroxy)(C₁-C₆)alkylamino, preferably (di)(hydroxy)(C₁-C₄)alkylamino and more preferentially (di)(hydroxy)(C₁-C₂)alkylamino radicals, such as a (di)hydroxyethylamino or (di)ethylamino radical,
 - C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkoxy radicals, such as a methoxy radical,
 - 20 ○ (C₁-C₆)acylamino radicals optionally substituted with a carboxyl radical, preferably (C₁-C₄)acylamino optionally substituted with a carboxyl radical, and more preferentially (C₁-C₂)acylamino optionally substituted with a carboxyl radical, such as an acetylamino radical (CH₃CONH-) or a radical -NH-CO-(CH₂)₂-CO₂H, and
 - 25 ○ saturated or unsaturated, 5- or 6-membered and preferably 5-membered heterocycles, such as a pyrrole ring, which are optionally substituted with one or more radicals, which may be identical or different, chosen from C₁ to C₆ alkyl radicals, phenyl radicals optionally substituted with a halogen, such as chlorine, and C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkyl carboxylate radicals, such as ethyl carboxylate,
 - 30
 - R₅ and R₆ may form, with the nitrogen atom that bears them, a saturated or unsaturated, 4- to 8-membered and preferably 5- to 6-membered heterocycle, and more preferentially a saturated 5-membered ring, such as a pyrrolidine ring,

- when two radicals R_3 are borne on carbons located ortho to R_4 , each of the two R_3 may form, respectively, with R_5 or R_6 a 6-membered ring; preferably, the phenyl group substituted with R_3 and R_4 represents a julolidine group.

According to a third particular embodiment, R_4 represents a radical $-NR_5R_6$ in which R_5 and R_6 , which may be identical or different, represent:

- a hydrogen atom,
 - a linear or branched C_1 to C_6 , preferably C_1 to C_4 and more preferentially C_1 to C_2 alkyl radical, optionally substituted with a hydroxyl group or a (di)(C_1 - C_6)alkylamino group, and preferably (di)(C_1 - C_2)alkylamino,
 - a phenyl radical optionally substituted with one or more radicals, in particular in the ortho and/or para position, chosen from:
 - amino radicals,
 - (di)(hydroxy)(C_1 - C_6)alkylamino, preferably (di)(hydroxy)(C_1 - C_4)alkylamino and more preferentially (di)(hydroxy)(C_1 - C_2)alkylamino radicals, such as a (di)hydroxyethylamino or (di)ethylamino radical,
 - C_1 to C_6 , preferably C_1 to C_4 and more preferentially C_1 to C_2 alkoxy radicals, such as a methoxy radical, or else
 - R_5 and R_6 form, together with the nitrogen atom that bears them, a saturated or unsaturated, 4- to 8-membered and preferably 5- to 6-membered heterocycle, and more preferentially a saturated 5-membered ring, such as a pyrrolidine ring;
- and more preferentially, R_4 represents a radical $-NR_5R_6$, in which R_5 and R_6 , which may be identical or different, represent: i) a hydrogen atom, ii) a (C_1 - C_4)alkyl radical, iii) a phenyl radical which is substituted, in particular in the para position, with a group chosen from amino and (di)(C_1 - C_4)alkylamino, or R_5 and R_6 form, together with the nitrogen atom that bears them, a saturated, 4- to 8-membered and preferably 5- to 6-membered heterocycle, and even more preferentially a saturated 5-membered ring, such as pyrrolidino.

According to a fourth preferred embodiment:

- n represents an integer equal to 0 or 2,
- when n is equal to 2, the two radicals R form, with the carbon atoms to which they are attached, an optionally substituted, saturated or unsaturated, 6-membered ring, preferably an optionally substituted, unsaturated 6-membered ring, in particular benzo, and more preferentially unsubstituted benzo,
- R_1 and R_2 are identical and represent a methyl radical,

- 5
- R₄ represents a hydrogen atom or a linear or branched C₁ to C₄ and preferably C₁ to C₂ alkoxy radical, and more preferentially a methoxy radical, or when R₃ is borne by the carbon atom located ortho to R₄, R₃ forms with R₄ a saturated or unsaturated, 5- or 6-membered, unsubstituted heterocycle, containing two non-adjacent heteroatoms such as oxygen and/or nitrogen.

According to a fifth preferred embodiment:

- 10
- n represents an integer equal to 0 or 2,
 - when n is equal to 2, the two radicals R form, with the carbon atoms to which they are attached, an optionally substituted, saturated or unsaturated, 6-membered ring, preferably an optionally substituted, unsaturated 6-membered ring, in particular benzo, and more preferentially unsubstituted benzo,
 - R₁ and R₂ are identical and represent a methyl radical, and
 - R₄ represents a radical of formula (II) as defined previously.

15

Preferably, R₃, which may be identical or different, represent, independently of each other:

- 20
- a hydrogen atom,
 - a methyl radical,
 - a hydroxyl radical,
 - a nitro radical,
 - an amino radical,
 - a chlorine atom,
 - a linear or branched C₁ to C₄ and preferably C₁ to C₂ alkoxy radical, and more preferentially a methoxy radical,
- 25
- when R₃ is borne by the carbon located ortho to R₄, R₃ may form with R₄ a saturated or unsaturated, 5- or 6-membered, optionally substituted and preferably unsubstituted heterocycle, and
- when m is equal to 2, 3 or 4, two adjacent radicals R₃ may form, with the carbon atoms to which they are attached, an unsubstituted 6-membered aromatic ring, preferably benzo.

30

Y⁻ denotes a cosmetically acceptable anionic counterion or mixture of anions intended to ensure the electrical neutrality of the compounds of formula (I).

The term “*anionic counterion or mixture of anions intended to ensure the electrical neutrality of the compounds of formula (I)*” means an anion or an anionic

group derived from an organic or mineral acid salt, which counterbalances the cationic charge of the compound.

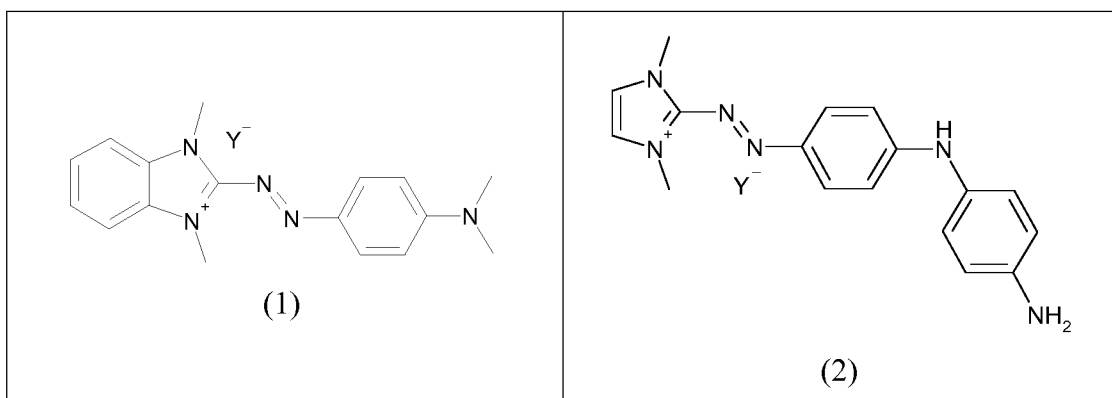
Preferably, Y^- is chosen from i) halides such as chloride, bromide, fluoride or iodide; ii) hydroxides; iii) sulfates; iv) hydrogen sulfates; v) linear or branched C_1 to C_6 alkyl sulfates, such as the methylsulfate or ethylsulfate ion; vi) carbonates and hydrogen carbonates; vii) carboxylic acid salts such as formate, acetate, citrate, tartrate and oxalate; viii) linear or branched C_1 - C_6 alkylsulfonates, such as the methylsulfonate ion; ix) arylsulfonates for which the aryl part, preferably phenyl, is optionally substituted with one or more C_1 to C_4 alkyl radicals, for instance 4-tolylsulfonate; x) alkylsulfonyls such as mesylate; xi) the perchlorate ion; and mixtures thereof.

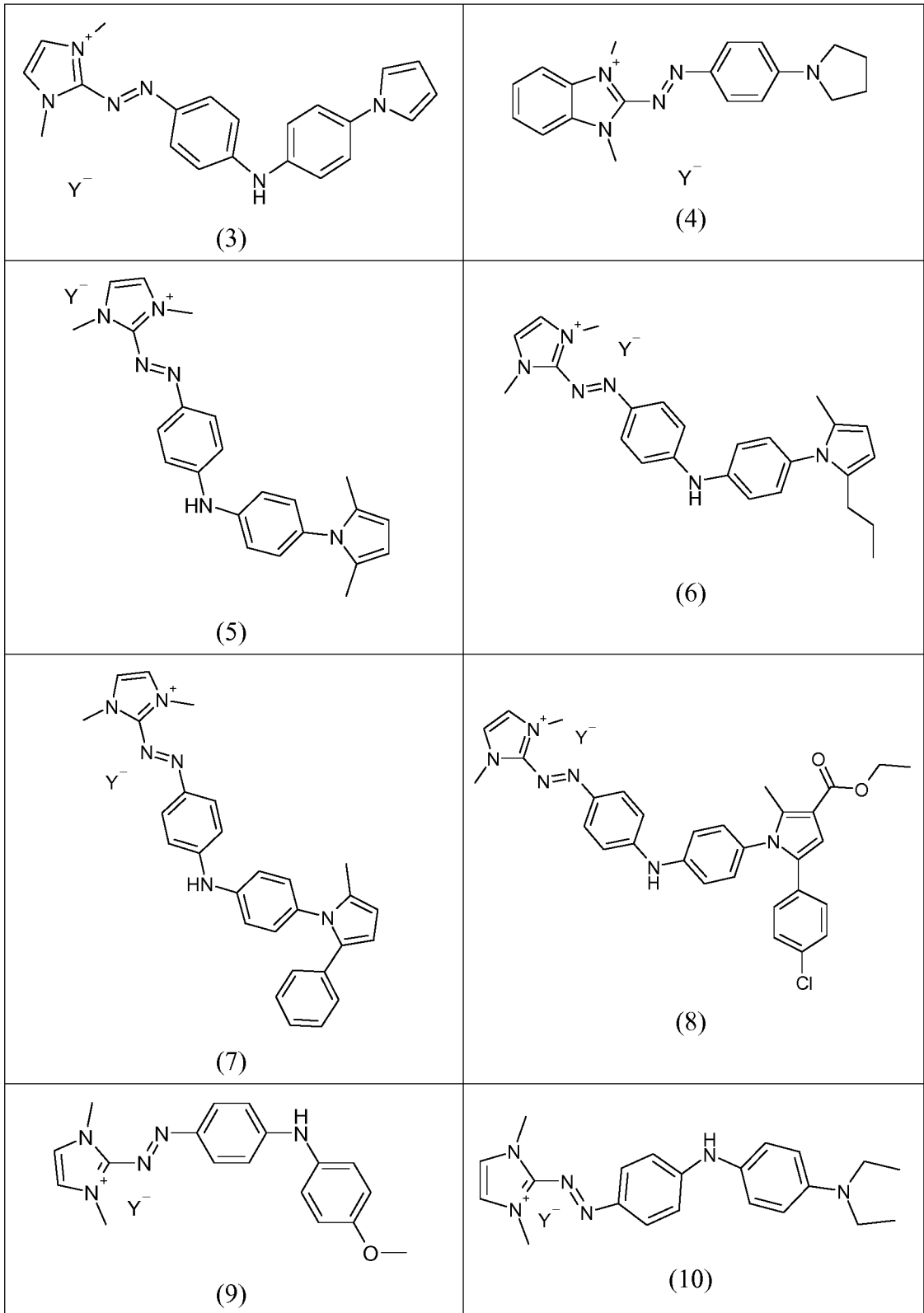
Y^- , derived from an organic or mineral acid salt, ensures the electrical neutrality of the molecule; thus, it is understood that when the anion comprises several anionic charges, then the same anion may serve for the electrical neutrality of several cationic groups in the same molecule or else may serve for the electrical neutrality of several molecules.

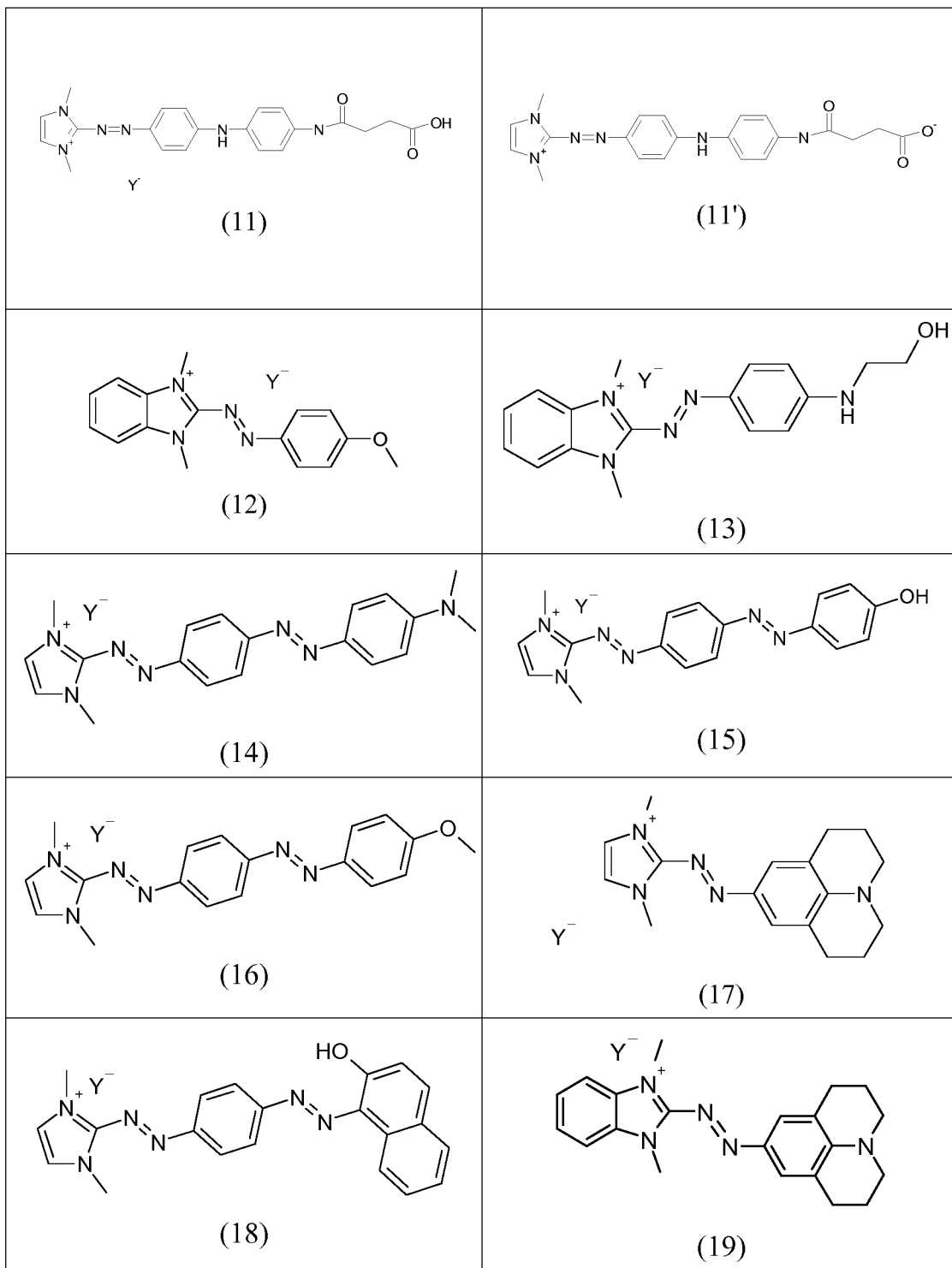
More preferentially, Y^- is chosen from halides, sulfates, acetate and the perchlorate ion, and mixtures thereof.

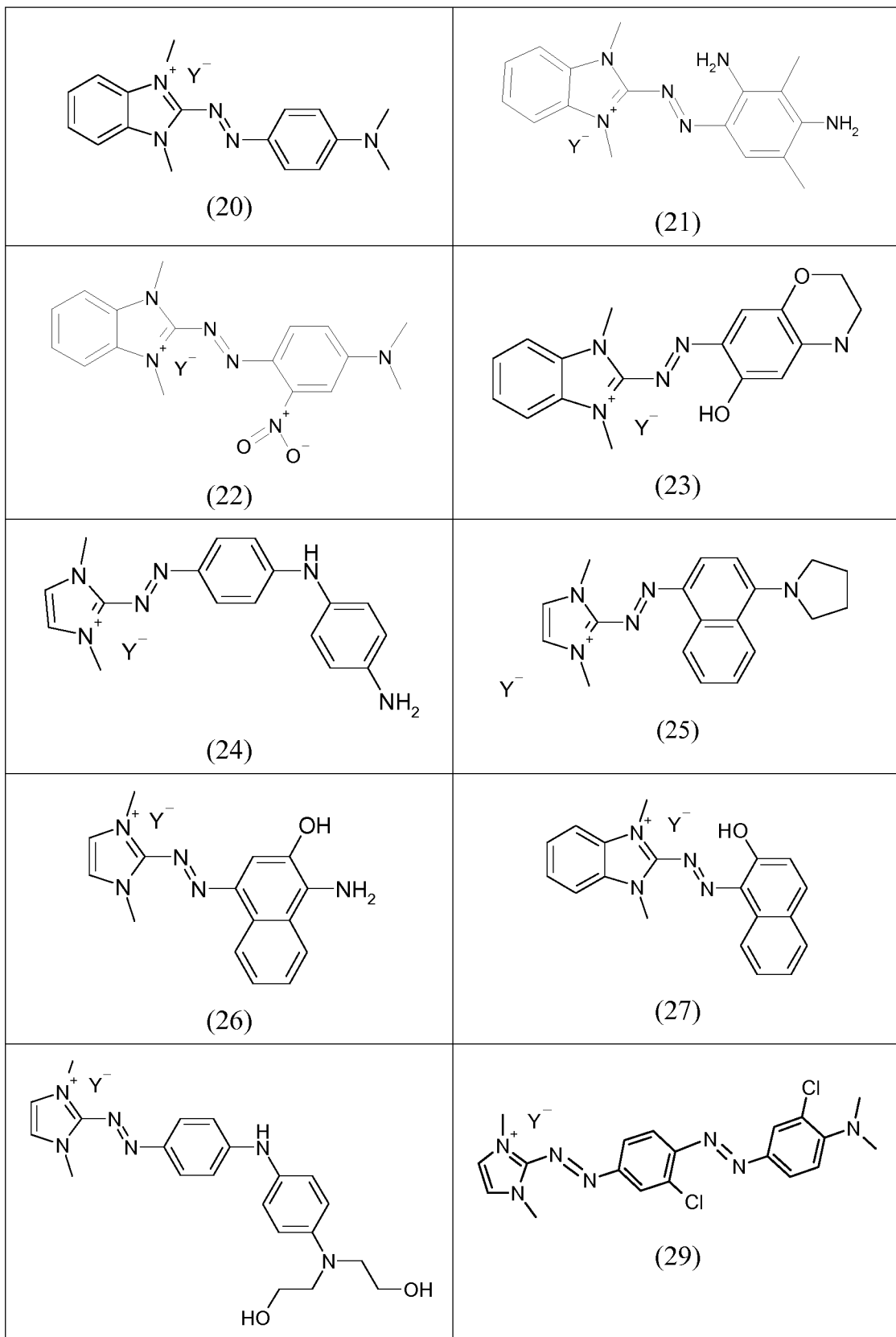
The compounds of formula (I) may also be in the form of solvates, for example a hydrate or a solvate of a linear or branched alcohol such as ethanol or isopropanol.

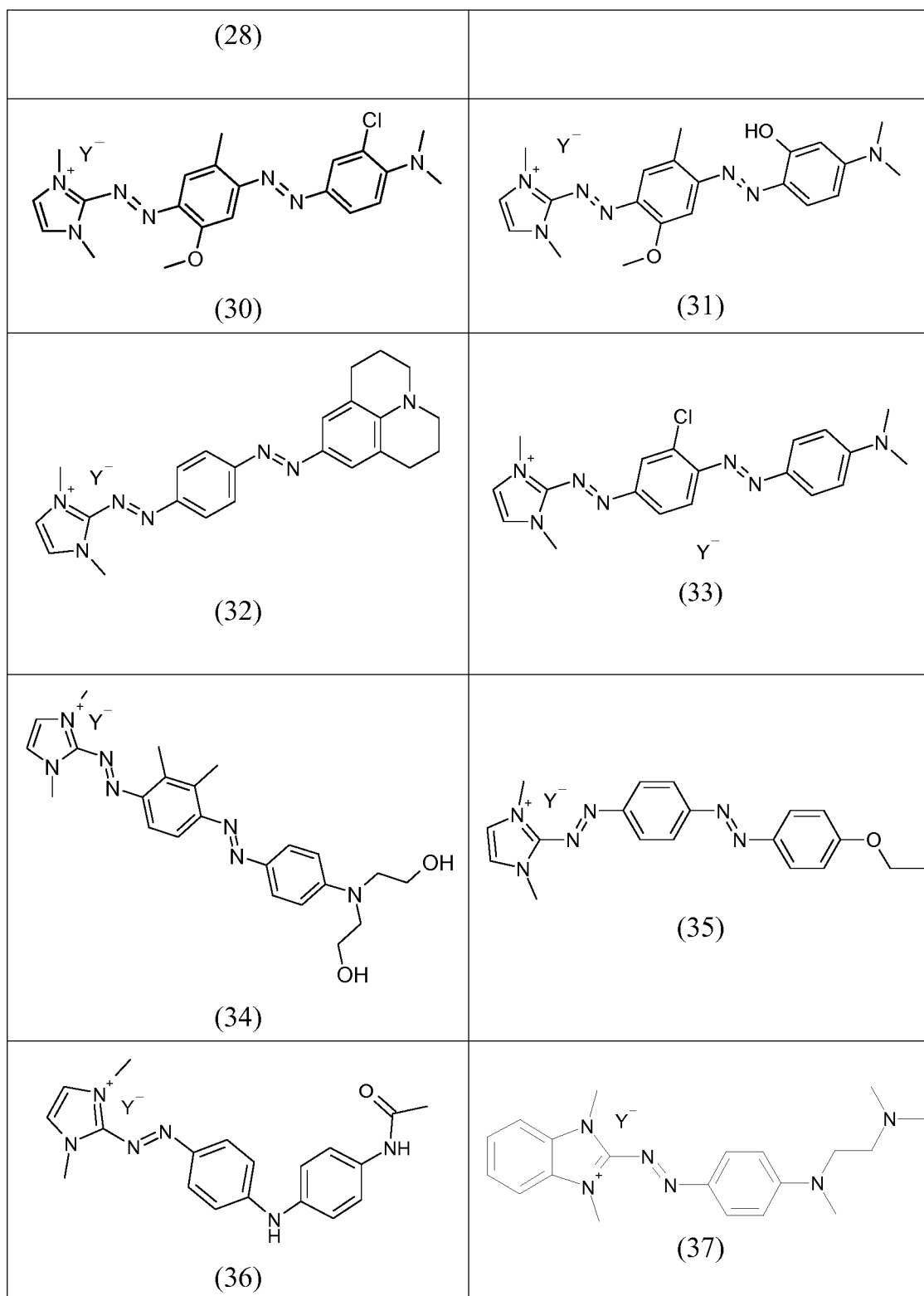
Preferably, the 2-azo(benz)imidazolium dye(s) are chosen from the following compounds, the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof:







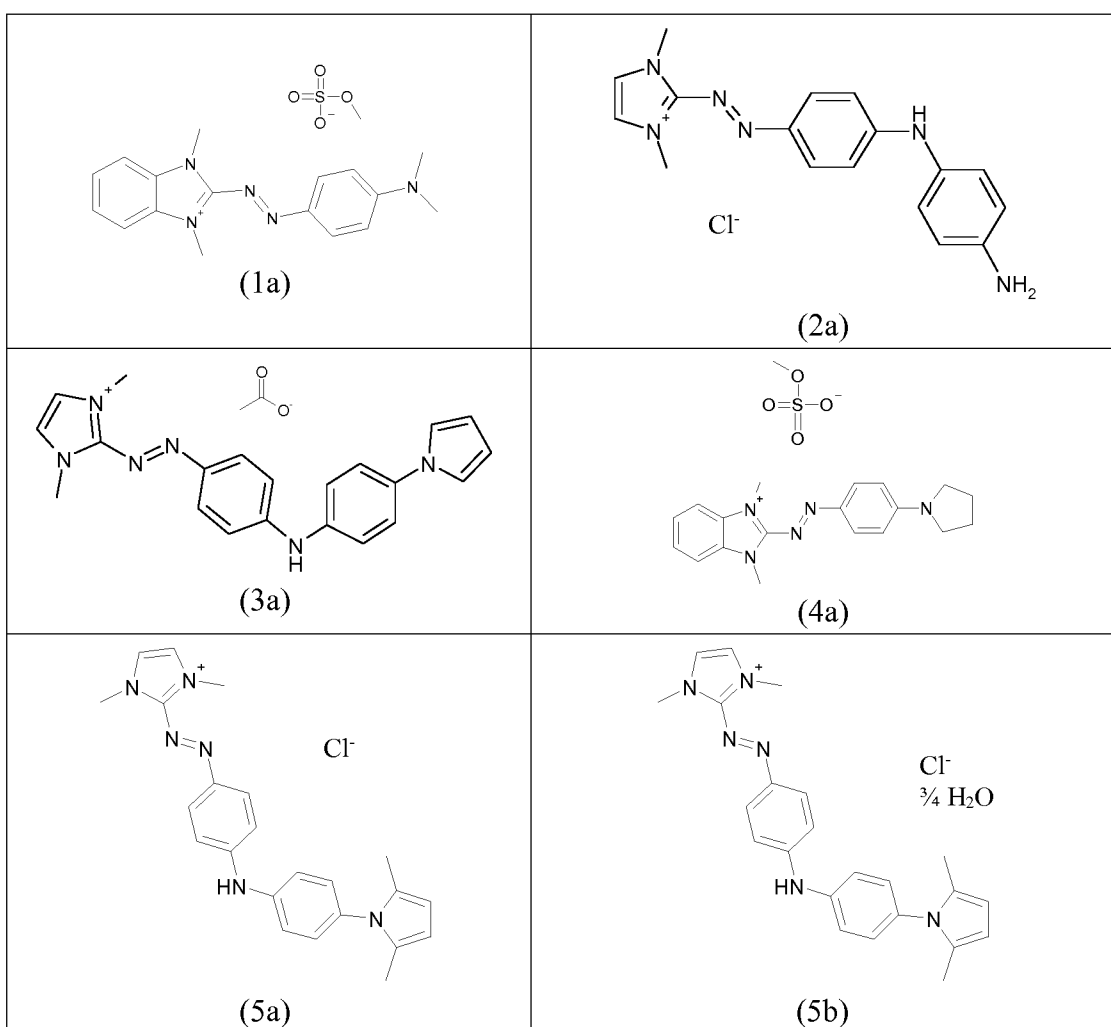


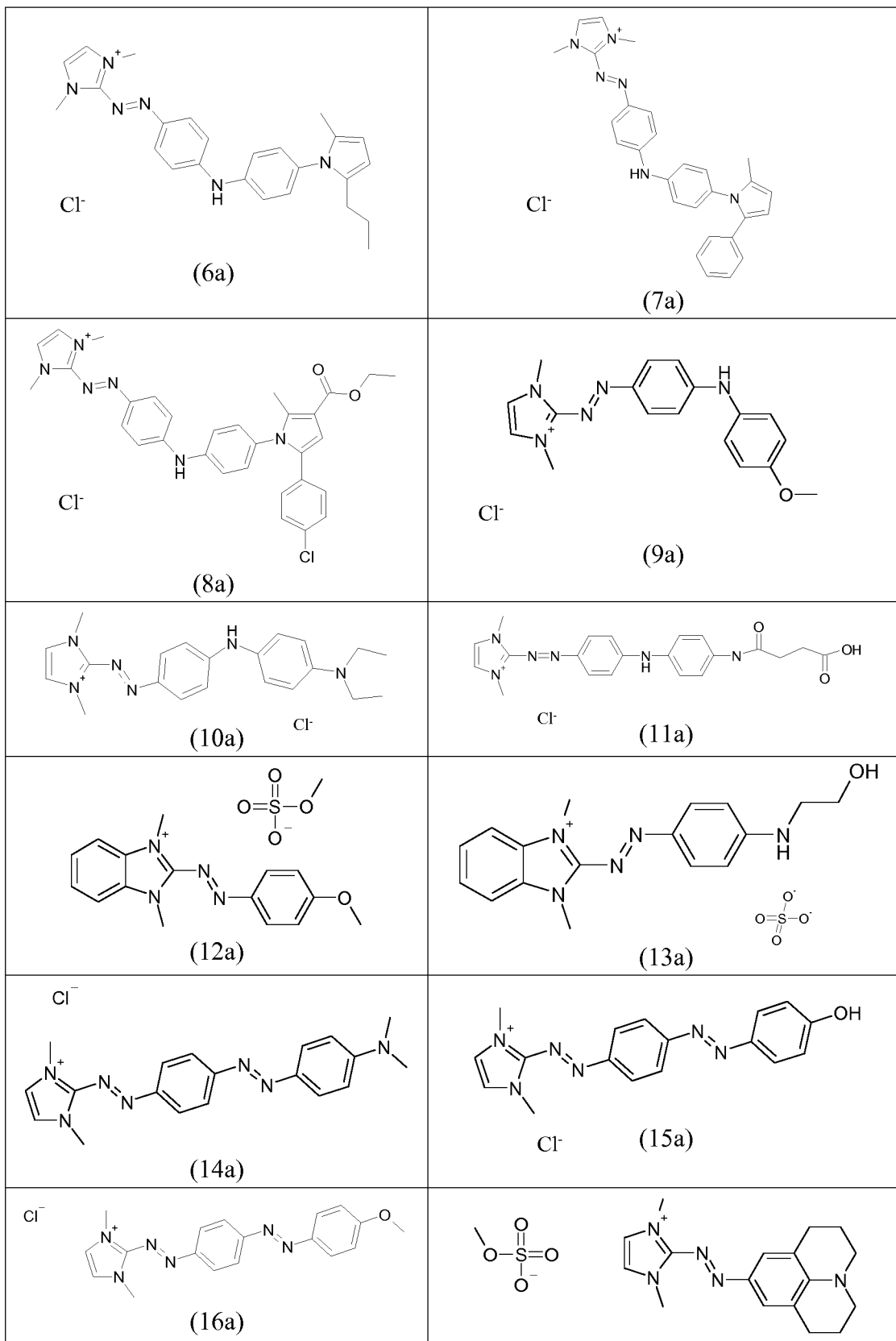


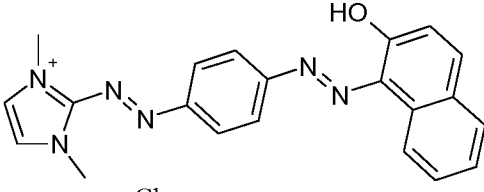
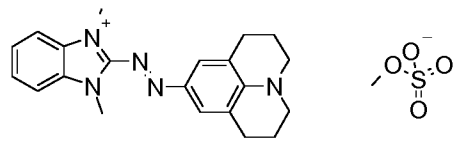
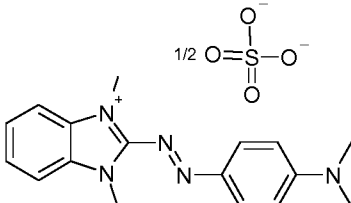
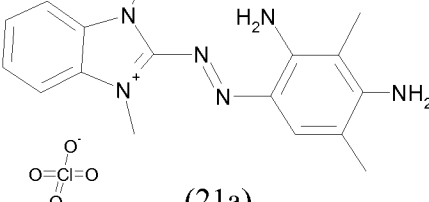
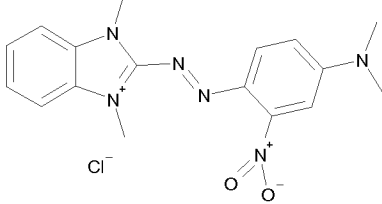
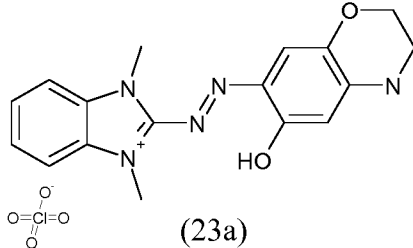
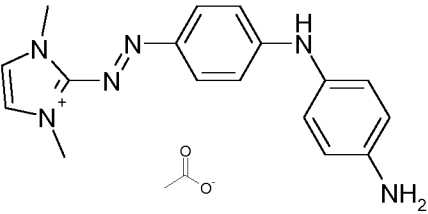
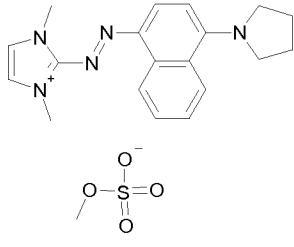
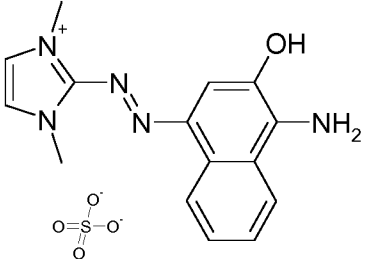
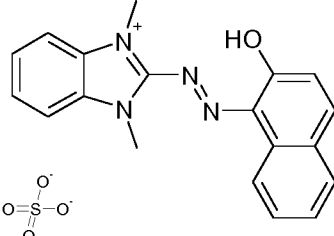
Y⁻ being as defined previously.

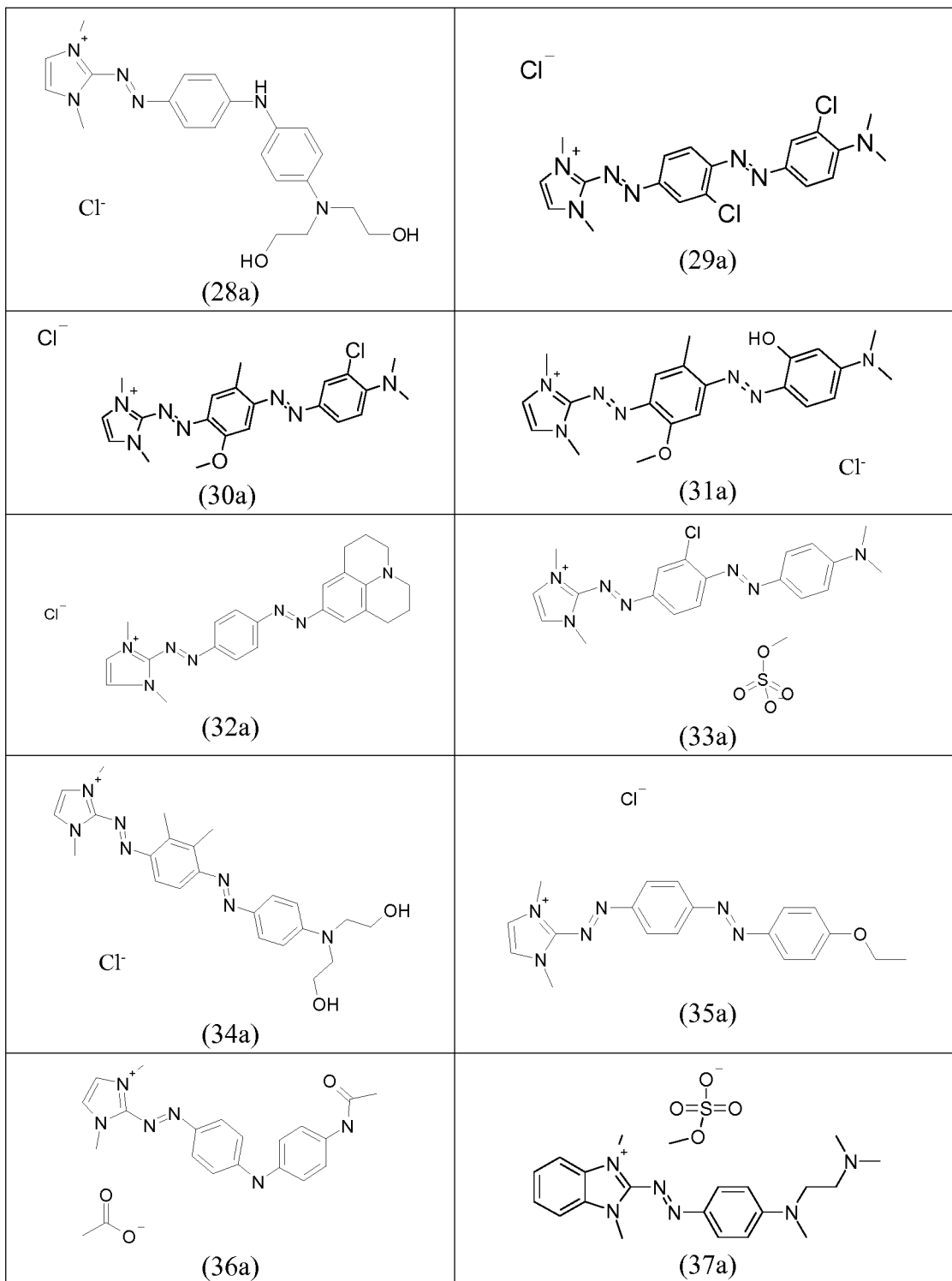
Preferably, the 2-azo(benz)imidazolium dye(s) are chosen from compounds (2), (4) and (9) defined above.

5 More preferentially, the 2-azo(benz)imidazolium dye(s) are chosen from the following compounds, the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof:





 <p>(18a)</p>	<p>(17a)</p>  <p>(19a)</p>
 <p>(20a)</p>	 <p>(21a)</p>
 <p>(22a)</p>	 <p>(23a)</p>
 <p>(24a)</p>	 <p>(25a)</p>
 <p>(26a)</p>	 <p>(27a)</p>



According to a particularly preferred embodiment, the 2-azo(benz)imidazolium compound(s) are chosen from the compounds of formula (I) in which:

- n denotes an integer equal to 0 or 2,
- when n is equal to 2, the two radicals R form, with the carbon atoms to which they are attached, an unsubstituted benzo ring,
- R₁ and R₂ are identical and represent a methyl radical,
- 5 - m is equal to 0,
- R₄ represents a radical -NR₅R₆ in which R₅ and R₆, which may be identical or different, represent, independently of each other:
 - a hydrogen atom,
 - a phenyl substituted with an amino radical or a methoxy radical,
 - 10 • a C₁-C₂ alkyl radical optionally substituted with a hydroxyl radical or a dimethylamino radical, or
 - R₅ and R₆ may form, with the nitrogen atom that bears them, a saturated 5-membered heterocycle, and
- Y⁻ is as defined previously.

15 Preferably, the 2-azo(benz)imidazolium dye(s) are chosen from compounds (2a), (4a), (9a), (13a) and (37a), as defined previously, the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the solvates thereof, and mixtures thereof.

20 (b) Fluorescent dyes

The process for dyeing keratin fibres and the composition according to the present invention also use, or comprise, (b) one or more fluorescent dyes; said fluorescent dyes being direct dyes chosen from cyanin dyes, styryl/hemicyanin dyes, naphthalimide dyes, and mixtures thereof.

25 More particularly, the fluorescent dye(s) of the invention are other than fluorescent dyes comprising a disulfide bond. More preferentially, the fluorescent dye(s) of the invention are direct dyes and do not comprise a bond containing contiguous identical heteroatoms.

Mention may also be made of the fluorescent dyes described in EP
30 1 133 975, WO 03/029 359, EP 860 636, WO 95/01772, WO 95/15144, EP 714 954 and those listed in the encyclopaedia *The chemistry of synthetic dyes* by K. Venkataraman, 1952, Academic Press, vol. 1 to 7, in *Kirk Othmer's encyclopaedia Chemical Technology*, in the chapter "Dyes and Dye Intermediates", 1993, Wiley and Sons, and in various chapters of *Ullmann's Encyclopedia of Industrial Chemistry* 7th

edition, Wiley and Sons, especially in *Ullmann's Encyclopedia of Industrial Chemistry* in the chapter "Fluorescent Dyes", 2005, Wiley-VCH Verlag GmbH & Co. KGaA, Weinheim 10.1002/143560007.a11_279; in *The Handbook — A Guide to Fluorescent Probes and Labeling Technologies*, 10th Ed Molecular Probes/Invitrogen – Oregon 2005 circulated by Internet or in the preceding printed editions.

Preferably, the fluorescent dye(s) of the invention are cationic.

More preferentially, the fluorescent dyes are direct and cationic; and better still, the fluorescent dye(s) (b) are chosen from styryl or hemicyanin cationic dyes.

10 Better still, the fluorescent dyes of the invention absorb light in the yellow, orange and red range, preferably in the absorption wavelength λ_{abs} between 400 nm and 500 nm inclusive.

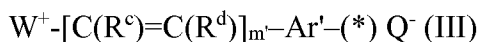
15 According to one variant, the fluorescent dyes of the invention contain at least one cationic radical borne by, or included in, at least one of the fluorescent chromophores.

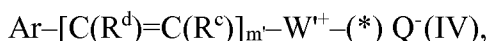
Preferably, the cationic radical is a quaternary ammonium; better still, the cationic charge is endocyclic.

These cationic radicals are, for example, a cationic radical:

- bearing an exocyclic (di/tri)(C₁-C₈)alkylammonium charge, or
- 20 - bearing an endocyclic charge, such as the following cationic heteroaryl groups: acridinium, benzimidazolium, benzobistriazolium, benzopyrazolium, benzopyridazinium, benzoquinolium, benzothiazolium, benzotriazolium, benzoxazolium, bipyridinium, bis-tetrazolium, dihydrothiazolium, imidazopyridinium, imidazolium, indolium, isoquinolium, naphthoimidazolium, 25 naphthoxazolium, naphthopyrazolium, oxadiazolium, oxazolium, oxazolopyridinium, oxonium, phenazinium, phenoxazolium, pyrazinium, pyrazolium, pyrazoyltriazolium, pyridinium, pyridinoimidazolium, pyrrolium, pyrylium, quinolium, tetrazolium, thiadiazolium, thiazolium, thiazolopyridinium, thiazoylimidazolium, thiopyrylium, triazolium or xanthylium.

30 According to a preferred variant of the invention, the fluorescent dyes of the invention bear at least one cationic chromophore and comprise at least one cationic ammonium radical such as polymethine chromophores chosen from formulae (III) and (IV) below:



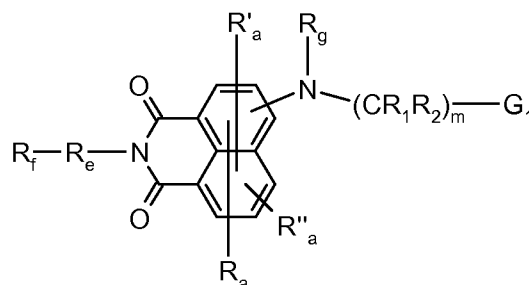


in which formulae (III) and (IV):

- 5 • W^{+} represents a cationic heteroaryl group, in particular comprising a quaternary ammonium optionally substituted with one or more ($\text{C}_1\text{-C}_8$)alkyl groups optionally substituted in particular with one or more hydroxyl groups;
- W^{++} represents a divalent heteroaryl radical as defined for W^{+} ;
- Ar represents an aryl group such as phenyl or naphthyl, optionally substituted preferably with i) one or more halogen atoms such as chlorine or fluorine; ii) one or more ($\text{C}_1\text{-C}_8$)alkyl and preferably $\text{C}_1\text{-C}_4$ alkyl groups such as methyl; iii) one or more hydroxyl groups; iv) one or more ($\text{C}_1\text{-C}_8$)alkoxy groups such as methoxy; v) one or more hydroxy($\text{C}_1\text{-C}_8$)alkyl groups such as hydroxyethyl, vi) one or more amino or (di)($\text{C}_1\text{-C}_8$)alkylamino groups, preferably with the $\text{C}_1\text{-C}_4$ alkyl part optionally substituted with one or more hydroxyl groups, such as (di)hydroxyethylamino, vii) with one or more acylamino groups; viii) one or more heterocycloalkyl groups such as piperazinyl, piperidyl or 5- or 6-membered heteroaryl such as pyrrolidinyl, pyridyl and imidazolyl;
- 10 • Ar' is a divalent aryl radical as defined for Ar;
- m' represents an integer between 1 and 4 inclusive, in particular, m' is 1 or 2; better still 1;
- 20 • R^{c} and R^{d} which may be identical or different, represent a hydrogen atom or optionally a substituted ($\text{C}_1\text{-C}_8$)alkyl and preferably $\text{C}_1\text{-C}_4$ alkyl group, or alternatively R^{c} is contiguous with W or W' and/or R^{d} is contiguous with Ar or Ar' and form, with the atoms that bear them, a (hetero)cycloalkyl; in particular, R^{c} is contiguous with W^{+} or W^{++} and they form a (hetero)cycloalkyl such as cyclohexyl;
- 25 • Q^{-} is an organic or mineral anionic counterion;
- (*) represents the part of the fluorescent chromophore that is bonded to the rest of the dye.

30 Preferably, W^{+} or W^{++} is an imidazolium, pyridinium, benzimidazolium, pyrazolium, benzothiazolium or quinolinium radical optionally substituted with one or more identical or different $\text{C}_1\text{-C}_4$ alkyl radicals.

According to a particularly preferred embodiment of the invention, the fluorescent chromophore(s) of the dye (III) or (IV) are those defined previously with $\text{m}' = 1$, Ar representing a phenyl group substituted para to the styryl group -



(VII)

in which formulae (V), (VI) and (VII):


- R_1 and R_2 , which may be identical or different, represent a hydrogen atom or a C_1 - C_6 alkyl group; preferentially a hydrogen atom;
- G_1 represents a hydrogen atom or a group chosen from NH_2 and OH ;
- 5 • R_a , R'_a , R''_a , R'''_a , R_b , R'_b , R''_b and R'''_b , which may be identical or different, represent a) a hydrogen atom, b) a halogen atom, a group from among: c) amino, d) (C_1-C_4) alkylamino, e) (C_1-C_4) dialkylamino, f) cyano, g) carboxyl $-C(O)OH$ or carboxylate $-C(O)O^-$, Q^+ , h) hydroxyl $-OH$ or alkoxide $-O^-Q^+$, i) (poly)halo(C_1 - C_6)alkyl such as trifluoromethyl, j) acylamino, k) (C_1-C_6) alkoxy, l) $(C_1$ - C_6)alkylthio, m) (poly)hydroxy(C_2-C_4)alkoxy, n) (C_1-C_6) alkylcarbonyloxy, o) (C_1-C_6) alkoxycarbonyl, p) (C_1-C_6) alkylcarbonylamino, q) acylamino, r) carbamoyl, s) (C_1-C_6) alkylsulfonylamino, t) aminosulfonyl, u) $-SO_3H$ or sulfonate $-SO_3^-$, Q^+ or v) (C_1-C_6) alkyl optionally substituted with a group chosen from (C_1-C_6) alkoxy, hydroxyl, cyano, carboxyl, amino, (di)(C_1 - C_4)alkylamino, or alternatively the two alkyl radicals borne by the nitrogen atom of the amino group form a 5- to 7-membered heterocycle optionally comprising another nitrogen or non-nitrogen heteroatom; in particular, R_a , R'_a , R''_a , R'''_a , R_b , R'_b , R''_b and R'''_b represent a hydrogen or halogen atom or a (C_1-C_4) alkyl group, preferably a hydrogen atom;
- 10
- 15
- 20 • or alternatively two groups R_a and R'_a ; R_b and R'_b borne by two adjacent carbon atoms together form a benzo or indeno ring, a fused heterocycloalkyl or fused heteroaryl group; the benzo, indeno, heterocycloalkyl or heteroaryl ring being optionally substituted with a halogen atom, an amino, (C_1-C_4) alkylamino, (C_1-C_4) dialkylamino, nitro, cyano, carboxyl, hydroxyl or trifluoromethyl group, an acylamino, (C_1-C_4) alkoxy (poly)hydroxy(C_1-C_4)alkoxy, (C_1-C_4) alkylcarbonyloxy, (C_1-C_4) alkoxycarbonyl or (C_1-C_4) alkylcarbonylamino radical, an acylamino, carbamoyl or alkoxyalkylsulfonylamino radical, an
- 25

- aminosulfonyl radical, or a (C₁-C₆)alkyl radical optionally substituted with: a group chosen from (C₁-C₆)alkoxy, hydroxyl, cyano, carboxyl, amino, (C₁-C₄)alkylamino and (C₁-C₄)dialkylamino, or alternatively the two alkyl radicals borne by the nitrogen atom of the amino group form a 5- to 7-membered heterocycle optionally comprising another nitrogen or non-nitrogen heteroatom; preferentially, R_a and R'_a together form a benzo group;
- 5
- or alternatively, two groups R_i and R_a; and/or a group R'_i and R'_a together form a fused (hetero)cycloalkyl, preferentially cycloalkyl such as cyclohexyl;
 - R_g represents a hydrogen atom, a (hetero)aryl(C₁-C₄)alkyl group or a (C₁-C₆)alkyl group that is optionally substituted; preferentially, R_b represents a hydrogen atom or a (C₁-C₃)alkyl or benzyl group;
 - 10
 - R_e represents a covalent bond, a linear or branched, optionally substituted (C₁-C₈)alkylene or (C₂-C₈)alkenylene hydrocarbon-based chain, preferably R_e represents an unsubstituted (C₁-C₆)alkylene;
 - 15
 - R_f represents a hydrogen atom, a (C₁-C₄)alkoxy group, an amino group R₃R₄N-, a quaternary ammonium group M', R₃R₄R₅N⁺- in which R₃, R₄ and R₅, which may be identical or different, represent a (C₁-C₄)alkyl group or R₃R₄N- represents an optionally substituted heteroaryl group, preferentially an optionally substituted imidazolyl group, or alternatively M', R₃R₄R₅N⁺- represents an optionally substituted cationic heteroaryl group, preferentially an imidazolium group optionally substituted with a (C₁-C₃)alkyl group;
 - 20
 - G represents i) a group -NR_cR_d, ii) -OR with R representing a) a hydrogen atom, b) an optionally substituted, preferentially unsubstituted (C₁-C₆)alkyl group, c) an optionally substituted (hetero)aryl group, d) an optionally substituted (hetero)aryl(C₁-C₆)alkyl group such as benzyl, e) optionally substituted (hetero)cycloalkyl, f) optionally substituted (hetero)cycloalkyl(C₁-C₆)alkyl; according to a particular embodiment, G represents a group -NR_cR_d, according to another particular embodiment, G represents a (C₁-C₆)alkoxy group;
 - 25
 - or alternatively when G represents -NR_cR_d, two groups R_c and R'_a and/or R_d and R_a together form a saturated heteroaryl or heterocycle, optionally substituted with one or more (C₁-C₆)alkyl groups, preferentially a 5- to 7-membered heterocycle containing one or two heteroatoms chosen from nitrogen and oxygen; more preferentially, the heterocycle is chosen from morpholinyl, piperazinyl, piperidyl and pyrrolidinyl groups;
 - 30

- 5
- R_c and R_d , which may be identical or different, represent a hydrogen atom or a group from among: a) optionally substituted (hetero)aryl such as phenyl, b) optionally substituted (hetero)aryl(C₁-C₄)alkyl, c) optionally substituted (hetero)cycloalkyl, d) optionally substituted (hetero)cycloalkyl(C₁-C₄)alkyl, f) (C₂-C₅)alkyl or g) (C₁-C₈)alkyl which is optionally substituted, preferably optionally substituted with a hydroxyl, carboxyl, carboxylate, sulfate or sulfonate group;

10 or alternatively two adjacent radicals R_c and R_d borne by the same nitrogen atom together form an optionally substituted heterocyclic or optionally substituted heteroaryl group;

- R_i and R'_i , which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkyl group;

- 15
-  represents a (hetero)aryl group fused to the phenyl ring; or alternatively is absent from the phenyl; preferentially, when the ring is present, the ring is a benzo;

- 20
- m represents an integer between 1 and 18 inclusive, particularly an integer between 1 and 14 inclusive; preferentially an integer between 2 and 10 inclusive; more preferentially an integer between 3 and 8; more particularly an integer between 4 and 6;

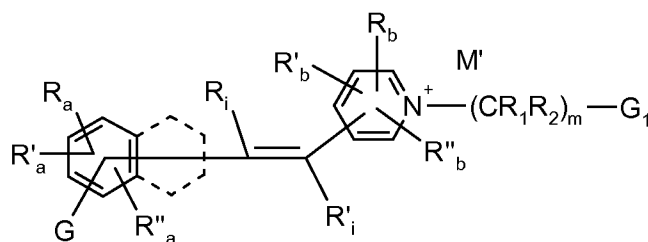
- M' represents an anionic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye;

- 25
- Q^+ represents a cationic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye such as alkali metal, alkaline-earth metal or ammonium;

it being understood that when the dye comprises a carboxylate, sulfonate or alkoxide group, then M' and Q^+ may be absent to ensure the electrical neutrality of said dye.

30 According to one embodiment, the fluorescent dyes of the invention are of formula (V) as defined previously.


According to a preferred embodiment, the fluorescent dye(s) of the invention are chosen from the styryl dyes of formula (VIII) below, and also the organic or mineral, acid or base salts thereof, the optical isomers, geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates:



(VIII)

in which formula (VIII) G, G₁, R_a, R'_a, R''_a, R_b, R'_b, R''_b, R_i, R'_i, R₁, R₂ and m are as defined previously for (V).

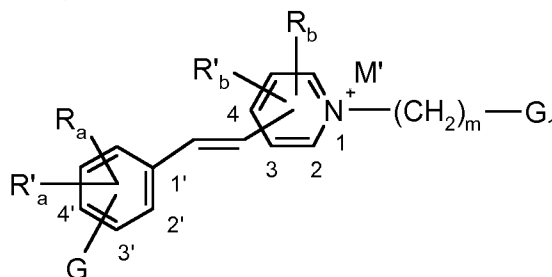
In particular, the dye(s) of the invention are chosen from those of formula (VIII) for which:

- 5
- R₁ and R₂, which may be identical or different, represent a hydrogen atom;
 - R_i and R'_i, which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkyl group, preferably hydrogen;
 - R_a, R'_a and R''_a, which may be identical or different, represent a hydrogen atom, a halogen atom such as fluorine, or an -OH, -O⁺Q⁺, (C₁-C₆)alkoxy, nitro, or cyano group, with Q⁺ as defined previously;
- 10
- R_b, R'_b and R''_b, which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group;
 - or alternatively two contiguous radicals R_b and R'_b form, together with the carbon atoms that bear them, a benzo group that is condensed or fused to the pyridinium group, said benzo group possibly being substituted; preferably, said benzo group is unsubstituted;
- 15
- G represents a group -NR_cR_d or (C₁-C₆)alkoxy group which is optionally substituted, preferentially unsubstituted; according to a particular embodiment, G represents a group -NR_cR_d, according to another particular embodiment, G represents a (C₁-C₆)alkoxy group;
- 20
- R_i and R'_i, which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkyl group;
- 25
-  represents an aryl or heteroaryl group fused to the phenyl ring; or alternatively is absent from the phenyl ring; preferentially, when the ring is present, the ring is a benzo;

- m represents an integer between 1 and 18 inclusive; particularly an integer between 2 and 16 inclusive; preferentially an integer between 3 and 10; more preferentially an integer between 4 and 6;
- R_c and R_d , which may be identical or different, represent a hydrogen atom, a (C₂-C₄)alkyl group or a substituted (C₁-C₈)alkyl group, preferably (C₂-C₄)alkyl substituted in particular with one or more groups chosen from i) cyano, ii) (C₁-C₃)alkoxy, iii) hydroxyl and iv) (C₁-C₃)alkylcarbonyl, preferably with one or more hydroxyl groups; and
- M' representing an anionic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye;

it being understood that when the dye comprises an alkoxide group, then M' and Q^+ may be absent to ensure the electrical neutrality of said dye.

Preferably, the fluorescent dye(s) (b) of the invention are chosen from the styryl dyes of formula (IX) below, and also the organic or mineral, acid or base salts thereof, the optical isomers, geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates:



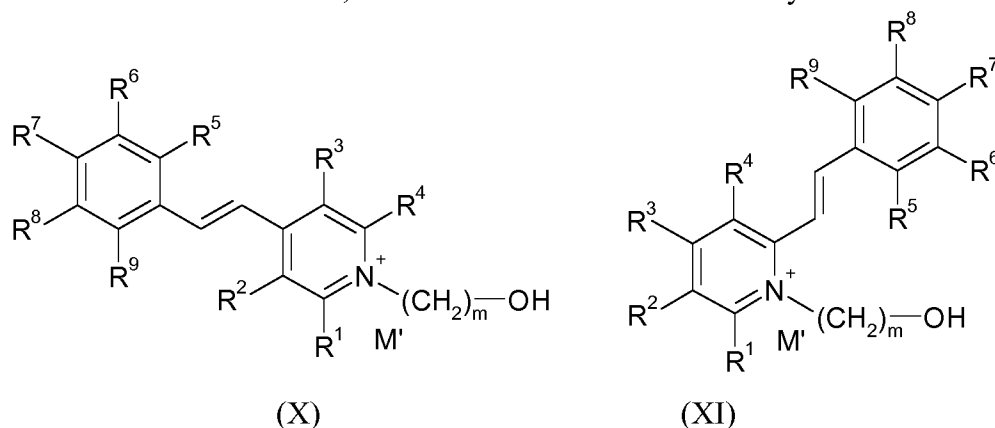
(IX)

in which formula (IX) G, G₁, R_a, R'_a, R_b, R'_b and m are as defined previously.

According to a particular embodiment, the group G is in the para position relative to the -CH=CH- group, i.e. in position 4' of the phenyl group. According to another particular embodiment, the group G is in the ortho position relative to the -CH=CH- group, i.e. in position 2' of the phenyl group. According to one embodiment, the -CH=CH- group is in the para position of the pyridinium group, i.e. in position 4.

According to another advantageous variant, the -CH=CH- group is in the ortho position of the pyridinium group, i.e. in position 2.

According to a preferred mode of the invention, the fluorescent dye(s) of the invention are chosen from the compounds of formulae (X) and (XI) below, and also the organic or mineral, acid or base salts thereof, the optical isomers, geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates:



5

in which formulae (X) and (XI):

- R¹, R², R³ and R⁴, which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group; preferably, R² and R³ represent a hydrogen atom and R¹ and R⁴, which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkyl group;
 - R⁵, R⁶, R⁷, R⁸ and R⁹, which may be identical or different, represent i) a hydrogen atom or ii) a halogen atom such as Cl, Br or F, iii) a group OR in which R represents a hydrogen atom or Q⁺ as described previously, or a (C₁-C₃)alkyl group, a group from among iv) aryl such as benzene, v) aryl(C₁-C₃)alkyl such as benzyl, vi) cyano, vii) nitro, viii) (C₁-C₃)alkylthio, ix) amino NR¹⁰R¹¹ with R¹⁰ and R¹¹, which may be identical or different, representing a) a hydrogen atom, b) a (C₂-C₄)alkyl group or c) a substituted (C₁-C₈)alkyl group, preferably (C₂-C₄)alkyl optionally substituted with one or more groups chosen from:
 - cyano,
 - (C₁-C₃)alkoxy,
 - hydroxyl, and
 - (C₁-C₃)alkylcarbonyl;
- in particular, R¹⁰ and R¹¹, which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group substituted with one or more hydroxyl, cyano or (C₁-C₃)alkylcarbonyl groups such as hydroxyethyl;

25

H	H	H	H	H	H	n-C ₆ H ₁₃	H	H	1
H	H	H	H	H	H	N(CH ₂ CH ₂ OH) ₂	H	H	2
H	H	H	H	H	H	N(n-Bu) ₂	H	H	2
H	H	H	H	H	OCH ₃	OH	H	H	10
H	H	H	H	H	H	OC ₂ H ₅ OH	H	H	1
H	H	H	H	H	H	OH	H	H	1
H	H	benzo		H	H	H	H	H	1
H	H	benzo		H	H	N(CH ₂ CH ₂ OH) ₂	H	H	1
H	H	benzo		H	H	N(CH ₂ CH ₂ OH) ₂	H	H	1

and also the organic or mineral, acid or base salts thereof, the optical isomers, geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates.

According to a second embodiment, the fluorescent dye(s) (b) are of formula (XI) with:

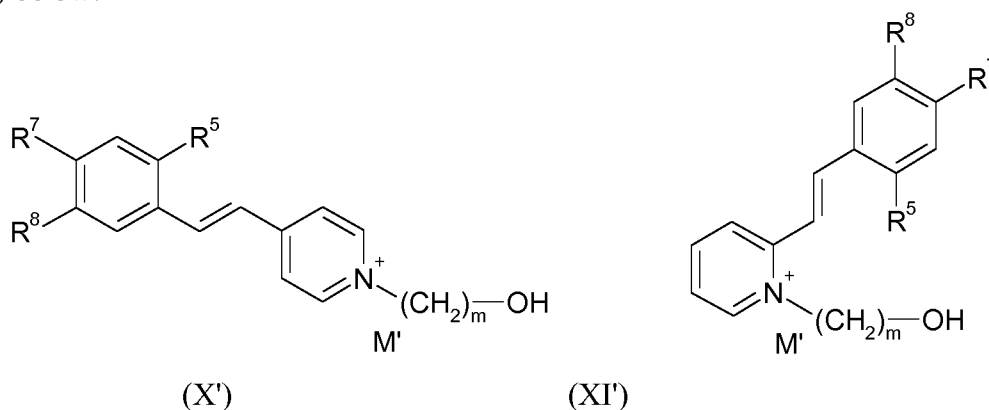
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R ¹	R ²	R ³	R ⁴	R ⁵	R ⁶	R ⁷	R ⁸	R ⁹	m
CH ₃	H	H	H	OH	H	OCH ₃	H	H	2
CH ₃	H	H	H	H	H	OCH ₃	OCH ₂ -Ph	H	2
CH ₃	H	H	H	H	H	H	H	OCH ₃	2
CH ₃	H	H	H	F	H	H	H	H	2
CH ₃	H	H	H	H	H	H	OPh	H	2
CH ₃	H	H	H	H	H	N(CH ₂ CH ₂ OAc) ₂	H	H	2
CH ₃	H	H	H	OCH ₃	H	OCH ₃	OCH ₃	H	2
CH ₃	H	H	H	H	H	H	CH ₃	H	2
CH ₃	H	H	H	H	H	OH	H	H	2
CH ₃	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	2
CH ₃	H	H	H	H	OCH ₃	OH	OH	H	2
CH ₃	H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	2
CH ₃	H	H	H	H	H	H	OCH ₃	OH	2
CH ₃	H	H	H	H	H	N(n-butyl) ₂	H	H	2
CH ₃	H	H	H	H	OCH ₃	OCH ₃	H	H	2
CH ₃	H	H	H	H	H	H	H	H	2
CH ₃	H	H	H	H	H	i-propyl	H	H	2
H	H	H	H	H	H	OH	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	6
H	H	H	H	OH	H	OCH ₃	H	H	2
H	H	H	H	OCH ₃	H	H	OCH ₃	OCH ₃	2

H	H	H	H	H	H	H	H	Br	2
H	H	H	H	H	H	OH	H	H	2
H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	H	6
H	H	H	H	OH	OCH ₃	H	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	H	H	2
H	H	H	H	H	H	C(O)-OH	H	H	6
H	H	H	H	H	H	C(O)-OH	H	H	2
H	H	H	H	H	H	i-propyl	H	H	2
H	H	H	H	H	H	N(CH ₃)CH ₂ CH ₂ CN	H	H	2
H	H	H	H	H	H	OCH ₃	OCH ₂ Ph	H	2
H	H	H	H	H	H	H	OPh	H	2
H	H	H	H	H	H	N(CH ₂ CH ₂ C(O)CH ₃) ₂	H	H	2
H	H	H	H	OH	H	OCH ₃	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	2
H	H	H	H	OCH ₃	H	OCH ₃	OCH ₃	H	6
H	H	H	H	H	H	H	CH ₃	H	2
H	H	H	H	H	H	N(CH ₃)CH ₂ CH ₂ OH	H	H	2

and also the organic or mineral, acid or base salts thereof, the geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates.

Preferably, the fluorescent dye(s) (b) are chosen from those of formulae (X') and (XI') below:



in which formulae (X') and (XI') R⁵, R⁷, R⁸ and m are as defined previously for (X) and (XI), in particular:

- R⁵ and R⁸, which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkoxy group such as methoxy;

5

10

- R⁷ represents a (C₁-C₄)alkoxy group or NR¹⁰R¹¹ with R¹⁰ representing a) a hydrogen atom, or b) a (C₁-C₆)alkyl group substituted with one or more groups chosen from i) cyano, ii) (C₁-C₃)alkoxy, iii) hydroxyl and iv) (C₁-C₃)alkylcarbonyl and R¹¹ representing a) a (C₂-C₅)alkyl group substituted with one or more groups chosen from i) cyano, ii) (C₁-C₃)alkoxy, iii) hydroxyl and iv) (C₁-C₃)alkylcarbonyl;
in particular, NR¹⁰R¹¹ represents a (C₂-C₄)alkyl group, a (di)hydroxy(C₂-C₄)alkylamino or hydroxy(C₂-C₄)alkyl((C₁-C₄)alkyl)amino group;
- m represents an integer between 1 and 18 inclusive; particularly an integer between 2 and 16 inclusive; preferentially an integer between 3 and 10; more preferentially an integer between 4 and 6; and
- M' represents an anionic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye.

According to this embodiment, the fluorescent dye(s) (b) are preferably chosen from those of formula (X') or (XI') with:

R ⁵	R ⁷	R ⁸	m
H	N(CH ₂ CH ₂ OH) ₂	H	2
H	N(CH ₂ CH ₂ OH) ₂	H	3
H	N(CH ₂ CH ₂ OH) ₂	H	4
H	N(CH ₂ CH ₂ OH) ₂	H	5
H	N(CH ₂ CH ₂ OH) ₂	H	6
H	N(CH ₂ CH ₂ OH) ₂	H	8
H	N(CH ₂ CH ₂ OH) ₂	H	10
H	N(CH ₂ CH ₂ OH) ₂	H	12
H	N(CH ₂ CH ₂ OH) ₂	H	14
H	N(CH ₂ CH ₂ OH) ₂	H	16
H	CH ₃ CH ₂ N(CH ₂ CH ₂ OH)	H	2
H	CH ₃ CH ₂ N(CH ₂ CH ₂ OH)	H	4

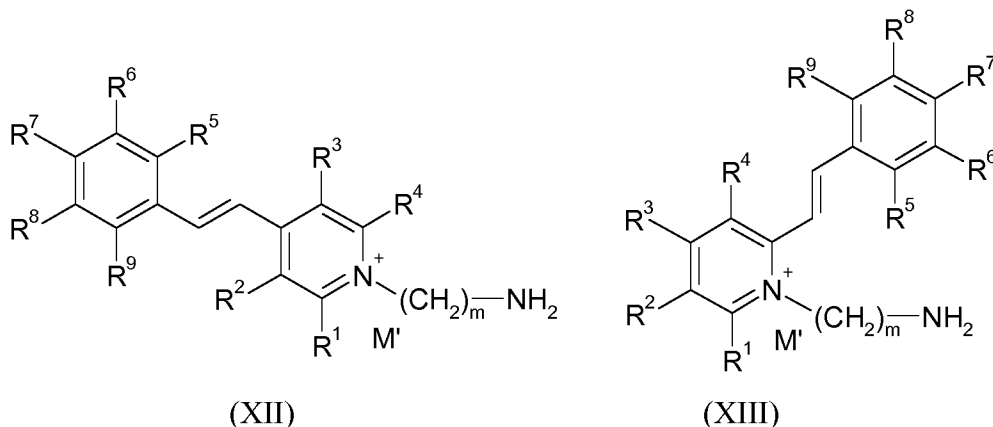
R ⁵	R ⁷	R ⁸	m
OCH ₃	OCH ₃	OCH ₃	2
OCH ₃	OCH ₃	OCH ₃	3
OCH ₃	OCH ₃	OCH ₃	3
OCH ₃	OCH ₃	OCH ₃	4
OCH ₃	OCH ₃	OCH ₃	5
OCH ₃	OCH ₃	OCH ₃	8
OCH ₃	OCH ₃	OCH ₃	10
OCH ₃	OCH ₃	OCH ₃	12
OCH ₃	OCH ₃	OCH ₃	14
OCH ₃	OCH ₃	OCH ₃	16

and

and also the organic or mineral, acid or base salts thereof, the geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates.

According to a yet another preferred mode of the invention, the fluorescent dye(s) (b) of the invention are chosen from the compounds of formulae (XII) and (XIII) below, and also the organic or mineral, acid or base salts thereof, the optical

isomers, geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates:



5

(XII)

(XIII)

in which formulae (XII) and (XIII):

- R¹, R², R³ and R⁴, which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group; preferably, R² and R³ represent a hydrogen atom and R¹ and R⁴, which may be identical or different represent a hydrogen atom or a (C₁-C₄)alkyl group;
- R⁵, R⁶, R⁷, R⁸ and R⁹, which may be identical or different, represent i) a hydrogen atom or ii) a halogen atom such as Cl, Br or F, iii) a group OR in which R represents a hydrogen atom or Q⁺ as described previously, or a (C₁-C₃)alkyl group, a group from among iv) aryl such as benzene, v) aryl(C₁-C₃)alkyl such as benzyl, vi) cyano, vii) nitro, viii) (C₁-C₃)alkylthio, ix) amino NR¹⁰R¹¹ with R¹⁰ and R¹¹, which may be identical or different, representing a) a hydrogen atom or b) a (C₁-C₈)alkyl group optionally substituted with one or more groups chosen from:
 - cyano,
 - (C₁-C₃)alkoxy,
 - hydroxyl, and
 - (C₁-C₃)alkylcarbonyl;
 in particular, R¹⁰ and R¹¹, which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group optionally substituted with one or more hydroxyl, cyano or (C₁-C₃)alkylcarbonyl groups such as methyl, ethyl, butyl, isobutyl, cyanoethyl, methylcarbonylethyl, or hydroxyethyl;

10

15

20

25

- m represents an integer between 1 and 18 inclusive; particularly an integer between 2 and 16 inclusive; preferentially an integer between 3 and 10; more preferentially an integer between 4 and 6;
- M' represents an anionic counterion derived from salts of organic or mineral acids preferably originating from Y;

5

it being understood that when the dye comprises an alkoxide group, then M' and Q⁺ may be absent to ensure the electrical neutrality of said dye.

According to one embodiment of the invention, the fluorescent dye(s) (b) are of formula (XII) with:

10

R ¹	R ²	R ³	R ⁴	R ⁵	R ⁶	R ⁷	R ⁸	R ⁹	m
H	H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	2
H	H	H	H	OH	OCH ₃	H	H	H	2
H	H	H	H	H	H	H	H	H	2
H	H	H	H	H	OCH ₃	OCH ₃	H	H	2
H	H	H	H	OH	H	OH	H	H	6
H	H	H	H	OCH ₃	H	OCH ₃	OCH ₃	H	6
H	H	H	H	H	H	OH	H	H	6
H	H	H	H	OCH ₃	H	H	H	F	2
H	H	H	H	H	H	C(O)-OH	H	H	2
H	H	H	H	H	H	Isopropyl	H	H	2
H	H	H	H	H	H	N(CH ₂ CH ₂ C(O)CH ₃) ₂	H	H	2
H	H	H	H	OH	H	OCH ₃	H	H	2
H	H	H	H	H	H	OH	H	H	2
H	H	H	H	H	OCH ₃	OH	OH	H	2
H	H	H	H	H	CH ₃	OCH ₂ Ph	CH ₃	H	2
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	2
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	6
H	H	H	H	H	H	N(CH ₃) ₂	H	H	6
H	H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	6
H	H	H	H	H	H	Phenyl	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	H	H	6
H	H	H	H	H	H	C(O)-OH	H	H	6
H	H	H	H	H	H	N(n-Butyl) ₂	H	H	2
H	H	H	H	H	H	OCH ₃	OCH ₃	H	3

H	H	H	H	H	H	OCH ₃	OCH ₃	H	2
H	H	H	H	H	H	OCH ₃	OCH ₃	H	5
H	H	H	H	H	H	OCH ₃	H	H	3
H	H	H	H	H	H	N(CH ₃) ₂	H	H	3
H	H	H	H	H	H	H	H	H	3

and also the organic or mineral, acid or base salts thereof, the optical isomers, geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates.

According to another embodiment, the fluorescent dye(s) (b) are of formula (XIII) with:

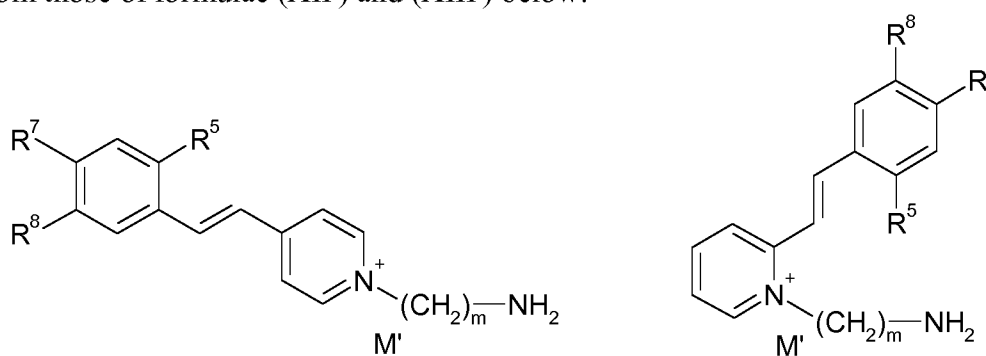
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R ¹	R ²	R ³	R ⁴	R ⁵	R ⁶	R ⁷	R ⁸	R ⁹	m
CH ₃	H	H	H	OH	H	OCH ₃	H	H	2
CH ₃	H	H	H	H	H	OCH ₃	OCH ₂ -Ph	H	2
CH ₃	H	H	H	H	H	H	H	OCH ₃	2
CH ₃	H	H	H	F	H	H	H	H	2
CH ₃	H	H	H	H	H	H	OPh	H	2
CH ₃	H	H	H	H	H	N(CH ₂ CH ₂ OAc) ₂	H	H	2
CH ₃	H	H	H	OCH ₃	H	OCH ₃	OCH ₃	H	2
CH ₃	H	H	H	H	H	H	CH ₃	H	2
CH ₃	H	H	H	H	H	OH	H	H	2
CH ₃	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	2
CH ₃	H	H	H	H	OCH ₃	OH	OH	H	2
CH ₃	H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	2
CH ₃	H	H	H	H	H	H	OCH ₃	OH	2
CH ₃	H	H	H	H	H	N(n-butyl) ₂	H	H	2
CH ₃	H	H	H	H	OCH ₃	OCH ₃	H	H	2
CH ₃	H	H	H	H	H	H	H	H	2
CH ₃	H	H	H	H	H	i-propyl	H	H	2
H	H	H	H	H	H	OH	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	6
H	H	H	H	OH	H	OCH ₃	H	H	2
H	H	H	H	OCH ₃	H	H	OCH ₃	OCH ₃	2
H	H	H	H	H	H	H	H	Br	2
H	H	H	H	H	H	OH	H	H	2
H	H	H	H	H	H	N(CH ₃) ₂	H	H	6
H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	H	6
H	H	H	H	OH	OCH ₃	H	H	H	6

H	H	H	H	H	OCH ₃	OCH ₃	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	H	H	2
H	H	H	H	H	H	C(O)-OH	H	H	6
H	H	H	H	H	H	C(O)-OH	H	H	2
H	H	H	H	H	H	i-propyl	H	H	2
H	H	H	H	H	H	N(CH ₃)CH ₂ CH ₂ CN	H	H	2
H	H	H	H	H	H	OCH ₃	OCH ₂ Ph	H	2
H	H	H	H	H	H	H	OPh	H	2
H	H	H	H	H	H	N(CH ₂ CH ₂ C(O)CH ₃) ₂	H	H	2
H	H	H	H	OH	H	OCH ₃	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	2
H	H	H	H	OCH ₃	H	OCH ₃	OCH ₃	H	6
H	H	H	H	H	H	H	CH ₃	H	2
H	H	H	H	H	H	N(CH ₃)CH ₂ CH ₂ OH	H	H	2
CH ₃	H	H	H	H	H	N(CH ₃) ₂	H	H	2

and also the organic or mineral, acid or base salts thereof, the geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates.

More particularly, the fluorescent dye(s) (b) of the invention are chosen from those of formulae (XII') and (XIII') below:



5

(XII')

(XIII')

in which formulae (XII') and (XIII') R⁵, R⁷, R⁸ and m are as defined previously for (X) and (XI), in particular:

- R⁵ and R⁸, which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkoxy group such as methoxy;
- R⁷ represents a (C₁-C₄)alkoxy group or NR¹⁰R¹¹ with R¹⁰ and R¹¹, which may be identical or different, representing a) a hydrogen atom, or b) a (C₁-C₈)alkyl group optionally substituted with one or more groups chosen from i) cyano, ii) (C₁-C₃)alkoxy, iii) hydroxyl, and iv) (C₁-C₃)alkylcarbonyl; in particular, R¹⁰ and

10

5 R^{11} , which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group optionally substituted with one or more groups from the following: hydroxyl, cyano or (C₁-C₃)alkylcarbonyl such as methyl, ethyl, butyl, isobutyl, cyanoethyl, methylcarbonylethyl or hydroxyethyl; preferably, R^{10} and R^{11} , which may be identical or different, represent a (C₁-C₆)alkyl group optionally substituted with one or more hydroxyl groups such as hydroxyethyl;

- m represents an integer between 1 and 18 inclusive; particularly an integer between 2 and 16 inclusive; preferentially an integer between 3 and 10; more preferentially an integer between 4 and 6; and
- 10 • M' represents an anionic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye.

According to one embodiment, the fluorescent dye(s) (b) of the invention are of formula (XII') or (XIII') with:

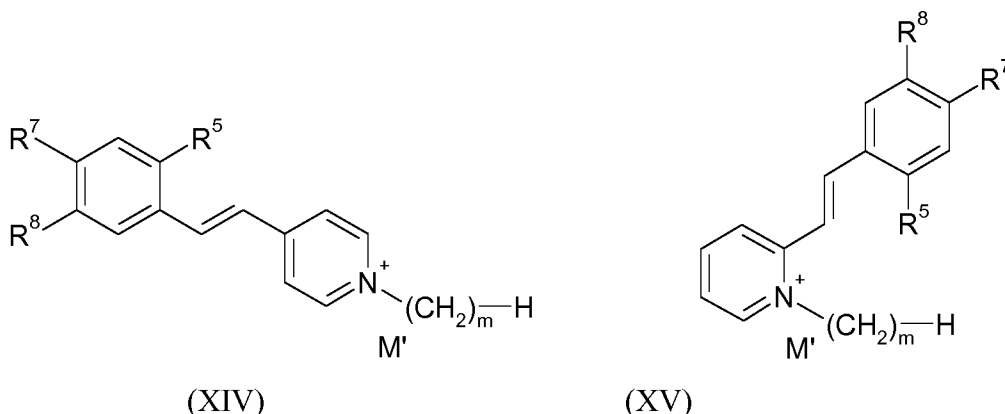
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R^5	R^7	R^8	m		R^5	R^7	R^8	m
H	N(CH ₂ CH ₂ OH) ₂	H	2		OCH ₃	OCH ₃	OCH ₃	2
H	N(CH ₂ CH ₂ OH) ₂	H	3		OCH ₃	OCH ₃	OCH ₃	3
H	N(CH ₂ CH ₂ OH) ₂	H	4		OCH ₃	OCH ₃	OCH ₃	3
H	N(CH ₂ CH ₂ OH) ₂	H	5		OCH ₃	OCH ₃	OCH ₃	4
H	N(CH ₂ CH ₂ OH) ₂	H	6		OCH ₃	OCH ₃	OCH ₃	5
H	N(CH ₂ CH ₂ OH) ₂	H	8		OCH ₃	OCH ₃	OCH ₃	8
H	N(CH ₂ CH ₂ OH) ₂	H	10		OCH ₃	OCH ₃	OCH ₃	10
H	N(CH ₂ CH ₂ OH) ₂	H	12		OCH ₃	OCH ₃	OCH ₃	12
H	N(CH ₂ CH ₂ OH) ₂	H	14		OCH ₃	OCH ₃	OCH ₃	14
H	N(CH ₂ CH ₂ OH) ₂	H	16	and	OCH ₃	OCH ₃	OCH ₃	16

and also the organic or mineral, acid or base salts thereof, the geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates.

20 More particularly, the fluorescent dye(s) (b) of the invention are chosen from those of formula (V), (VIII) or (IX) as defined previously in which G represents a hydrogen atom.

More particularly, the fluorescent dye(s) (b) of the invention are chosen from those of formulae (XIV) and (XV) below:



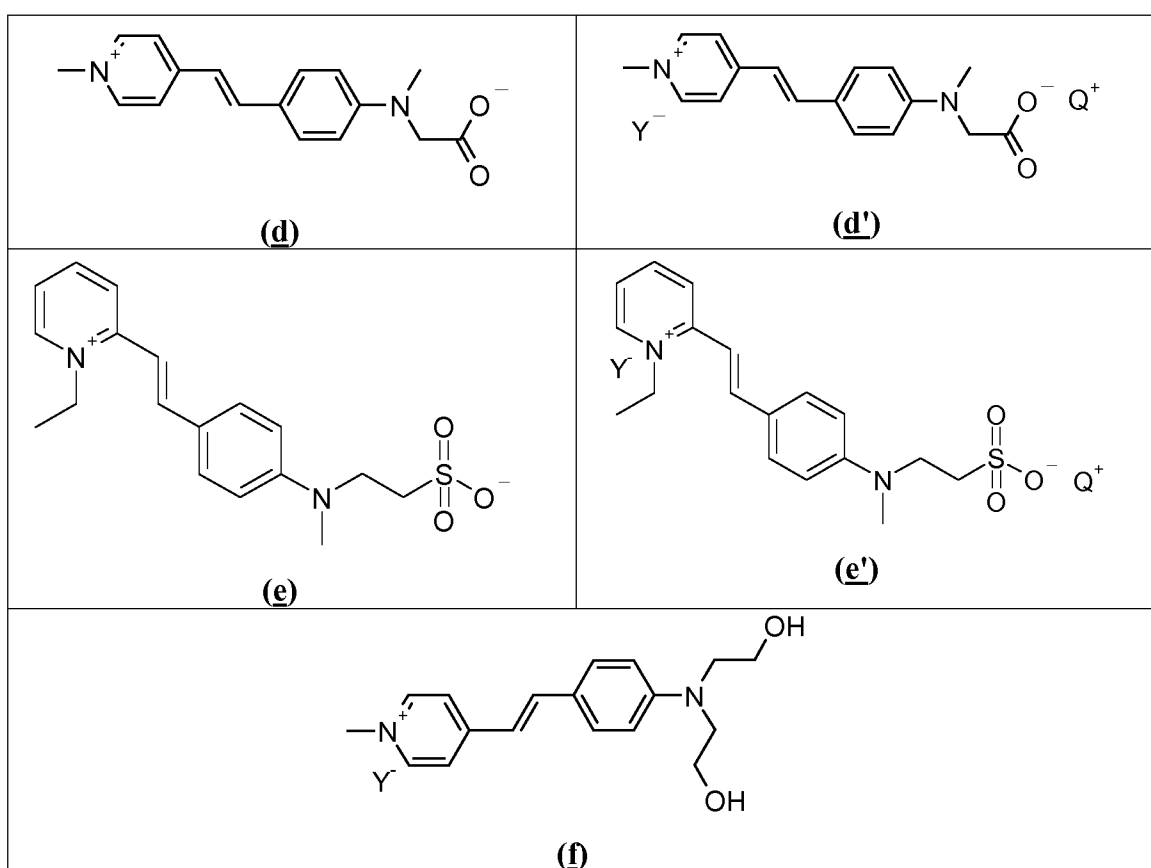
in which formulae (XIV) and (XV) R^5 , R^7 , R^8 and m are as defined previously for (X) and (XI), in particular:

- 5
 - R^5 and R^8 , which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkoxy group such as methoxy, preferably, R^5 and R^8 represent a hydrogen atom;
 - R^7 represents a (C₁-C₄)alkoxy group or NR¹⁰R¹¹ with R¹⁰ and R¹¹, which may be identical or different, representing a) a hydrogen atom, or b) a (C₁-C₈)alkyl group optionally substituted with one or more groups chosen from i) hydroxyl,
- 10
 - ii) R-Z-C(X)-Y- with X, Y and Z representing an oxygen or sulfur atom or N(R'), or alternatively X and/or Z represent a bond, R and R', which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group, preferably, X represents an oxygen atom, iii) sulfonic SO₃H, iv) sulfonate SO₃⁻,
- 15
 - Q⁺, v) carboxylate C(O)O⁻, Q⁺ with Q⁺ representing a cationic counterion such as an alkali metal or alkaline-earth metal; in particular, R^7 represents a group NR¹⁰R¹¹ with R¹⁰ and R¹¹, which may be identical or different, representing a) a hydrogen atom, or b) a (C₁-C₆)alkyl group optionally substituted with one or more groups chosen from i) hydroxyl, ii) carboxyl, iii) carboxylate, iv) sulfonic,
- 20
 - and v) sulfonate, more particularly chosen from identical or different groups representing a) a hydrogen atom, or b) a (C₁-C₆)alkyl group optionally substituted with one or more groups chosen from i) hydroxyl, ii) carboxyl, and iii) carboxylate;
- 25
 - m represents an integer between 1 and 18 inclusive; particularly an integer between 1 and 6 inclusive; preferentially an integer between 1 and 4; more preferentially an integer between 1 and 2; and

- M' represents an anionic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye;

5 it being understood that when the dye comprises a sulfonate or carboxylate group, then M' and Q⁺ may be absent to ensure the electrical neutrality of said dye.

More preferentially, the fluorescent dye(s) (b) of the invention are chosen from the following compounds, the geometrical isomers thereof, the tautomers thereof, the solvates thereof and mixtures thereof:



10 with Y and Q⁺ as defined previously.

The oxidizing agents

The process for dyeing keratin fibres and the cosmetic composition according to the present invention may also optionally use, or comprise, one or more
 15 oxidizing agents.

Preferably, the oxidizing agent(s) are chosen from chemical oxidizing agents.

The term "chemical oxidizing agent" means an oxidizing agent other than atmospheric oxygen.

5 More particularly, the chemical oxidizing agent(s) are chosen from hydrogen peroxide, hydrogen peroxide-generating systems, urea peroxide, alkali metal bromates or ferricyanides, peroxygenated salts, for instance persulfates, perborates, peracids and precursors thereof and percarbonates of alkali metals or alkaline-earth metals, and mixtures thereof.

10 Preferably, the chemical oxidizing agent(s) are chosen from hydrogen peroxide and hydrogen peroxide-generating systems.

According to a preferred embodiment, the hydrogen peroxide-generating system(s) are chosen from urea peroxide, polymeric complexes that can release hydrogen peroxide, chosen from polyvinylpyrrolidone/H₂O₂; oxidases; perborates; and percarbonates.

15 Preferably, the chemical oxidizing agent is hydrogen peroxide, and more preferentially aqueous hydrogen peroxide solution.

The chemical oxidizing agent(s) are advantageously applied in the form of an aqueous solution of which the content of chemical oxidizing agents is preferably 20 between 0.05% and 5% by weight and more preferentially between 0.1% and 2% by weight, relative to the total weight of the aqueous solution.

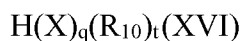
According to a preferred embodiment of the invention, the dyeing process does not use any oxidizing agent.

25 According to this preferred embodiment of the invention, the cosmetic composition comprising ingredients (a) and (b) does not comprise any oxidizing agent.

The reducing agents

30 The process for dyeing keratin fibres and the cosmetic composition according to the present invention may also optionally use, or comprise, one or more reducing agents.

The reducing agent(s) that are useful for the present invention are advantageously chosen from the compounds of formula (XVI) below, and also the addition salts thereof and mixtures thereof:



in which formula (XVI):

- X represents P, S or SO₂,
- 5 - q represents an integer equal to 0 or 1,
- t represents an integer equal to 1 or 2, and
- R represents a linear or branched, saturated or unsaturated C₁ to C₂₀ alkyl radical, optionally interrupted with a heteroatom, and/or optionally substituted with one or more radicals chosen from hydroxyl, halo, amine, carboxyl, ((C₁-C₃₀)alkoxy)carbonyl, amido, ((C₁-C₃₀)alkyl)aminocarbonyl, ((C₁-C₃₀)acyl)amino, 10 mono- or dialkylamino, and mono- or dihydroxylamino radicals.

Preferably, the reducing agent(s) are chosen from thioglycolic acid, thiolactic acid, glyceryl monothioglycolate, cysteamine, N-acetylcysteamine, N-propionylcysteamine, cysteine, N-acetylcysteine, thiomalic acid, pantetheine, 2,3-dimercaptosuccinic acid, N-(mercaptoalkyl)- ω -hydroxyalkylamides, N-mono- or 15 N,N-dialkylmercapto-4-butyramides, aminomercaptoalkylamides, N-(mercaptoalkyl)succinamic acid and N-(mercaptoalkyl)succinimide derivatives, alkylamino mercaptoalkylamides, the azeotropic mixture of 2-hydroxypropyl thioglyconate and of (2-hydroxy-1-methyl)ethyl thioglycolate, 20 mercaptoalkylaminoamides, N-mercaptoalkylalkanediamides and formamidinesulfinic acid derivatives, salts thereof, and mixtures thereof.

Preferably, the reducing agent(s) are also chosen from salts such as sodium sulfite, sodium dithionite or sodium thiosulfate, and mixtures thereof.

The chemical reducing agent(s) are advantageously applied in the form of an 25 aqueous solution of which the content of chemical reducing agents is preferably between 0.01% and 10% by weight and more preferentially between 0.1% and 5% by weight, relative to the total weight of the aqueous solution.

According to a preferred embodiment of the invention, the dyeing process does not use any reducing agent.

30 According to this preferred embodiment of the invention, the cosmetic composition comprising ingredients (a) and (b) does not comprise any reducing agent.

The cosmetic medium and the solvents

The 2-azo(benz)imidazolium dye(s) of formula (I), as defined previously, and (b) the fluorescent dye(s), as defined previously, and also, when they are present, the oxidizing agent(s) and/or the reducing agent(s), may be dissolved beforehand before being applied to the keratin fibres.

In other words, the ingredients used in the dyeing process of the present invention may be present in one or more compositions.

The composition(s) comprising the ingredients according to the present invention are cosmetic compositions, i.e. they are preferably aqueous. Besides water, they may comprise one or more organic solvents, or mixtures thereof.

Examples of organic solvents that may be mentioned include linear or branched C₂ to C₄ alkanols, such as ethanol and isopropanol; glycerol; polyols and polyol ethers, for instance 2-butoxyethanol, propylene glycol, hexylene glycol, dipropylene glycol, propylene glycol monomethyl ether, diethylene glycol monomethyl ether and monoethyl ether, and also aromatic alcohols or ethers, for instance benzyl alcohol or phenoxyethanol, and mixtures thereof.

The pH

The pH of the composition(s) used in the dyeing process of the invention and of the composition of the invention comprising ingredients (a) and (b) is preferably between 2 and 12 and more preferentially between 3 and 11. It may be adjusted to the desired value by means of acidifying or basifying agents usually used in the dyeing of keratin fibres, or alternatively using standard buffer systems.

The pH of the composition which comprises ingredients (a) and (b) and that of the composition(s) used in the dyeing process of the invention is preferably between 6 and 11 inclusive, more preferentially between 7 and 10 and better still between 7.5 and 9.5, such as between 9 and 9.5.

Among the acidifying agents as defined previously, mention may be made, by way of example, of mineral or organic acids, for instance hydrochloric acid, orthophosphoric acid or sulfuric acid, carboxylic acids, for instance acetic acid, tartaric acid, citric acid and lactic acid, and sulfonic acids.

The alkaline agent(s) may be chosen especially from mineral, organic or hybrid alkaline agents, and mixtures thereof.

The mineral alkaline agent(s) are preferably chosen from ammonia, alkaline carbonates or bicarbonates such as ammonium, sodium or potassium carbonates or bicarbonates, ammonium, sodium or potassium hydroxides, or mixtures thereof.

5 The organic alkaline agent(s) are preferably chosen from organic amines with a pK_b at 25°C of less than 12, preferably of less than 10 and more advantageously still of less than 6. It should be noted that it concerns the pK_b corresponding to the function having the highest basicity. In addition, the organic amines do not comprise any alkyl or alkenyl fatty chain comprising more than ten carbon atoms.

10 The organic alkaline agent(s) are preferably chosen from alkanolamines, in particular mono-, di- or tri- hydroxy(C_1 - C_6)alkylamine, such as triethanolamine, oxyethylenated and/or oxypropylenated ethylenediamines, amino acids, polyamines of formula (XVII) below, and mixtures thereof:



20 in which formula (XVII) W is a divalent C_1 - C_6 alkylene radical optionally substituted with one or more hydroxyl groups or a C_1 - C_6 alkyl radical, and/or optionally interrupted with one or more heteroatoms such as O, or $-NR_u$; R_x , R_y , R_z , R_t and R_u , which may be identical or different, represent a hydrogen atom or a C_1 - C_6 alkyl, C_1 - C_6 hydroxyalkyl or C_1 - C_6 aminoalkyl radical.

Examples of amines of formula (XVII) that may be mentioned include 1,3-diaminopropane, 1,3-diamino-2-propanol, spermine and spermidine.

25 The term "alkanolamine" means an organic amine comprising a primary, secondary or tertiary amine function, and one or more linear or branched C_1 to C_8 alkyl groups bearing one or more hydroxyl radicals.

Organic amines chosen from alkanolamines such as monoalkanolamines, dialkanolamines or trialkanolamines comprising one to three identical or different C_1 to C_4 hydroxyalkyl radicals are in particular suitable for performing the invention.

30 Among the compounds of this type, mention may be made of monoethanolamine (MEA), diethanolamine, triethanolamine, monoisopropanolamine, diisopropanolamine, N,N-dimethylethanolamine, 2-amino-2-methyl-1-propanol, triisopropanolamine, 2-amino-2-methyl-1,3-propanediol, 3-

amino-1,2-propanediol, 3-dimethylamino-1,2-propanediol and tris(hydroxymethyl)aminomethane.

More particularly, the amino acids that may be used are of natural or synthetic origin, in their L, D or racemic form, and comprise at least one acid function chosen more particularly from carboxylic acid, sulfonic acid, phosphonic acid and phosphoric acid functions. The amino acids may be in neutral or ionic form.

As amino acids that may be used in the present invention, mention may be made in particular of aspartic acid, glutamic acid, alanine, arginine, ornithine, citrulline, asparagine, carnitine, cysteine, glutamine, glycine, histidine, lysine, isoleucine, leucine, methionine, N-phenylalanine, proline, serine, taurine, threonine, tryptophan, tyrosine and valine.

Advantageously, the amino acids are basic amino acids comprising an additional amine function optionally included in a ring or in a ureido function.

Such basic amino acids are preferably chosen from those corresponding to formula (XVIII) below, and also salts thereof:



in which formula (XVIII) R represents a group chosen from imidazolyl, preferably imidazolyl-4-yl; aminopropyl; aminoethyl; $-(\text{CH}_2)_2\text{N(H)-C(O)-NH}_2$; and $-(\text{CH}_2)_2\text{-N(H)-C(NH)-NH}_2$.

The compounds corresponding to formula (XVIII) are histidine, lysine, arginine, ornithine and citrulline.

The organic amine may also be chosen from organic amines of heterocyclic type. Besides histidine that has already been mentioned in the amino acids, mention may in particular be made of pyridine, piperidine, imidazole, triazole, tetrazole and benzimidazole.

The organic amine may also be chosen from amino acid dipeptides. As amino acid dipeptides that may be used in the present invention, mention may be made especially of carnosine, anserine and balenine.

The organic amine may also be chosen from compounds comprising a guanidine function. As amines of this type that may be used in the present invention, besides arginine, which has already been mentioned as an amino acid, mention may be made in particular of creatine, creatinine, 1,1-dimethylguanidine, 1,1-

diethylguanidine, glycoxyamine, metformin, agmatine, n-amidinoalanine, 3-guanidinopropionic acid, 4-guanidinobutyric acid and 2-([amino(imino)methyl]amino)ethane-1-sulfonic acid.

5 Hybrid compounds that may be mentioned include the salts of the amines mentioned previously with acids such as carbonic acid or hydrochloric acid.

Guanidine carbonate or monoethanolamine hydrochloride may be used in particular.

10 Preferably, the alkaline agent(s) that are useful in the invention are chosen from aqueous ammonia, alkaline carbonates or bicarbonates, alkanolamines, amino acids in neutral or ionic form, in particular basic amino acids, and preferably corresponding to those of formula (XVIII).

More preferentially, the alkaline agent(s) are chosen from aqueous ammonia, ammonium bicarbonate, ammonium hydroxide, mono-, di- or tri-hydroxy(C₁-C₆)alkylamines, such as triethanolamine, and mixtures thereof.

15

Forms of the composition

20 The composition(s) comprising the 2-azo(benz)imidazolium dye(s) (a) chosen from the compounds of formula (I), as defined previously, and the fluorescent dye(s) (b) as defined previously, may be in various presentation forms, such as in the form of liquids, lotions, creams or gels or in any other form that is suitable for dyeing keratin fibres.

It may also be packaged under pressure in an aerosol container in the presence of a propellant or in a non-aerosol container and may form a foam.

25

Additives

30 When the ingredients used in the dyeing process according to the present invention are present in one or more compositions, said compositions may also optionally comprise one or more additives, different from the ingredients of the invention and among which mention may be made of fatty substances, cationic, anionic, nonionic, amphoteric or zwitterionic surfactants, cationic, anionic, nonionic or amphoteric polymers or mixtures thereof, antidandruff agents, anti-seborrhoea agents, agents for preventing hair loss and/or for promoting hair regrowth, vitamins and provitamins including panthenol, sunscreens, mineral or organic pigments, sequestrants, plasticizers, solubilizers, acidifying agents, mineral or organic

thickeners, especially polymeric thickeners, opacifiers or nacreous agents, antioxidants, hydroxy acids, fragrances, preserving agents, pigments and ceramides.

Needless to say, a person skilled in the art will take care to select this or these optional additional compound(s) such that the advantageous properties intrinsically associated with the composition(s) in accordance with the invention are not, or are not substantially, adversely affected by the envisaged addition(s).

The above additives may generally be present in an amount, for each of them, of between 0 and 20% by weight relative to the total weight of the composition comprising them.

10

The dyeing process

The process for dyeing keratin fibres according to the present invention comprises the application to said keratin fibres of the following ingredients:

(a) one or more 2-azo(benz)imidazolium dyes chosen from the compounds of formula (I), as defined previously, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, and (b) one or more fluorescent dyes, as defined previously, it being understood that the 2-azo(benz)imidazolium dye(s) (ingredients (a)) and the fluorescent dye(s) (ingredients (b)) are applied to said keratin fibres together or sequentially.

20

In other words, the dyeing process according to the present invention may be performed in one or more steps.

According to a particularly preferred embodiment, the 2-azo(benz)imidazolium dye(s) (a) and the fluorescent dye(s) (b), as defined previously, are applied together (or jointly), i.e. simultaneously, to the keratin fibres. According to this embodiment, the dyeing process is performed in one step.

25

According to this one-step embodiment, the process comprises a step of applying to said keratin fibres a cosmetic composition according to the invention which comprises one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I), as defined previously, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, and one or more fluorescent dyes (b) as defined previously.

30

According to another particularly preferred embodiment, the 2-azo(benz)imidazolium dye(s) (a), as defined previously, and the fluorescent dye(s) (b), as defined previously, are applied sequentially, i.e. successively. According to this other embodiment, the dyeing process is performed in at least two steps.

5 According to a first embodiment in at least two steps, the fluorescent dye(s) (b), as defined previously, are applied to the keratin fibres subsequently to the 2-azo(benz)imidazolium dye(s) (a), as defined previously. In other words, the fluorescent dye(s) (b), as defined previously, are applied after the 2-azo(benz)imidazolium dye(s) (a), as defined previously.

10 According to this first embodiment, the process for dyeing keratin fibres comprises at least the following two successive steps:

- a first step of applying to said keratin fibres a cosmetic composition comprising one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I), as defined previously, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, followed by
- 15 - a second step of applying to said keratin fibres a cosmetic composition which comprises one or more fluorescent dyes (b), as defined previously.

20 According to a preferred embodiment in at least two steps, the 2-azo(benz)imidazolium dye(s) (a), as defined previously, are applied to the keratin fibres subsequently to the fluorescent dye(s) (b), as defined previously. In other words, the 2-azo(benz)imidazolium dye(s) (a), as defined previously, are applied after the fluorescent dye(s) (b), as defined previously.

25 According to this preferred embodiment, the process for dyeing keratin fibres comprises at least the following two successive steps:

- a first step of applying to said keratin fibres a cosmetic composition comprising one or more fluorescent dyes (b), as defined previously, followed by
- 30 - a second step of applying to said keratin fibres a cosmetic composition comprising one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I), as defined previously, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof.

Preferably, ingredients (a) and (b) are applied to the keratin fibres in a bath ratio that may range from 0.1 to 10 and more particularly from 0.2 to 8. For the purposes of the present invention, the term "bath ratio" means the ratio between the total weight of ingredient (a) or (b) and the total weight of keratin fibres to be treated.

5 When the dyeing process is performed in one step, ingredients (a) and (b) are advantageously left to stand on the keratin fibres for a time ranging from 1 to 90 minutes and more preferentially for a time ranging from 5 to 60 minutes.

10 When the dyeing process is performed in at least two steps, each of the ingredients (a) and (b) may be advantageously left to stand on the keratin fibres for a time ranging from 1 to 60 minutes and more preferentially for a time ranging from 5 to 50 minutes.

15 On conclusion of the dyeing process according to the invention, in one or at least in two steps, the keratin fibres are advantageously rinsed with water. They may optionally be washed with a shampoo, followed by rinsing with water, before being dried or left to dry.

20 When the dyeing process is performed in at least two steps, the keratin fibres are advantageously rinsed with water between each step. In other words, the dyeing process may comprise an intermediate rinsing step between the application of the first ingredient and the application of the second ingredient. During this intermediate rinsing step, the keratin fibres may optionally be washed with a shampoo, followed by rinsing with water, before being dried or left to dry.

The dyeing process according to the present invention may be performed at room temperature (25°C) or with heating.

25 When they are present, the reducing agent(s) may be applied separately or together with one of the ingredients (a) or (b). Preferably, when they are present, the reducing agent(s) are applied together with the ingredient (b).

When they are present, the oxidizing agent(s) may be applied separately or together with one of the ingredients (a) or (b). Preferably, when they are present, the oxidizing agent(s) are applied after the ingredients (a) and (b).

30 According to a particular embodiment, the process for dyeing keratin fibres according to the present invention comprises the following successive steps:

- a first step of applying to said keratin fibres a cosmetic composition comprising one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I), as defined previously, and also the optical isomers thereof, the geometrical isomers

thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, followed by

5 - a second step of applying to said keratin fibres a cosmetic composition comprising one or more fluorescent dyes (b), as defined previously, and one or more reducing agents, as defined previously.

According to a particular embodiment of the dyeing process of the invention, no step of said process involves an oxidizing agent.

According to another advantageous embodiment of the dyeing process of the invention, no step of said process involves a reducing agent.

10 The dyeing process according to the present invention may be applied to wet or dry, preferably dry, keratin fibres.

The multi-compartment device

15 The present invention also relates to a multi-compartment device comprising a first compartment containing one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I) as defined previously, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, and a second compartment containing one or more fluorescent dyes
20 (b) as defined previously.

Use

25 A subject of the present invention is also the use of one or more fluorescent dye(s) (b), as defined previously, combined with one or more 2-azo(benz)imidazolium dye(s) (a) chosen from the compounds of formula (I), as defined previously, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, for the dyeing of light keratin fibres, especially human keratin fibres such as the hair, in chestnut-brown, dark chestnut-brown, brown, brown with a glint or even black, without using an additional
30 dye other than (a) or (b).

According to a particular embodiment, the "keratin fibres" are human keratin fibres and more particularly the hair.

The examples that follow serve to illustrate the invention without, however, being limiting in nature.

EXAMPLES

5

In the examples that follow, all the amounts are given as weight percentages relative to the total weight of the composition, unless otherwise indicated.

The synthesis of the 2-azo(benz)imidazolium dyes is known to those skilled in the art. By way of example, the synthesis of the dyes of structure (2a) or (9a) is described in the Ciba Specialty Chemicals Holding Inc. patents WO2004/100912 A2, 2004; The synthesis of compounds (4a), (13a) and (37a) is performed using the methods described, for example, in Russian Journal of Organic Chemistry, 1996, vol. 32, # 12, pages 1799 - 1802; Journal of the Indian Chemical Society, 1968, vol. 45, # 5 pages 425 - 432; L'Oréal CH560539DE2227214, 1972.

15

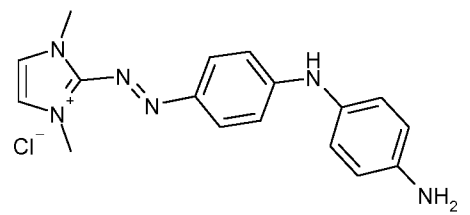
I. Example 1: sequential application of 2-azo(benzo)imidazolium dye of formula (I) followed by fluorescent dye

20

a) Preparation of the compositions

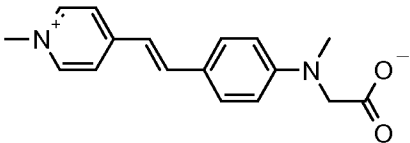
Composition (A1), comprising a 2-azo(benzo)imidazolium dye of formula (I) according to the invention, was prepared from the ingredients whose contents are mentioned in the table below.

25

	Composition A1
 <p>(2a)</p>	5×10^{-3} mol
Aqueous ammonia	pH = 9-9.5

Water	qs 100
Colour in solution	Violet-blue

Composition (B1), comprising a fluorescent dye, was prepared from the ingredients whose contents are mentioned in the table below.

	Composition B1
 <p>(d)</p>	5×10^{-3} mol
Aqueous ammonia	pH = 9-9.5
Water	qs 100
Colour in solution	Red-orange

5

b) Procedure

Composition (A1) obtained above was applied to 0.5 g locks of hair containing 90% white hairs, in a bath ratio equal to 2.

10 After a leave-on time of 30 minutes at room temperature, the locks of hair were rinsed with water, washed with shampoo and dried under a hood for 5 minutes.

Composition (B1), obtained above, was then applied to each of the locks of hair, in a bath ratio equal to 2.

After a leave-on time of 20 minutes at room temperature, the locks of hair were rinsed with water, washed with shampoo and dried under a hood for 5 minutes.

15 The colour of the locks was evaluated visually.

c) Results

The results of the colouring on the locks of hair containing 90% white hairs are given in the table below.

20

	Locks dyed with A1 + B1
Colour after dyeing	Dark prune

The results obtained above show that the sequential application of a 2-azo(benzo)imidazolium dye of formula (I) according to the present invention and of a fluorescent dye makes it possible to obtain very intense and chromatic colours.

5 These results also show that the process according to the invention, using only two particular direct dyes, a 2-azo(benzo)imidazolium dye of formula (I) combined with a fluorescent dye, makes it possible to obtain dark colours.

10 II. Example 2: sequential application of fluorescent dye followed by 2-azo(benzo)imidazolium dye of formula (I)

a) Compositions

 Compositions (A1) and (B1) were prepared from the ingredients mentioned in Example 1.

15

b) Procedure

 Composition (B1) obtained above was applied to 0.5 g locks of hair containing 90% white hairs, in a bath ratio equal to 2.

20

 After a leave-on time of 20 minutes at room temperature, the locks of hair were rinsed with water, washed with shampoo and dried under a hood for 5 minutes.

 Next, composition (A1) obtained above was then applied to each of the locks of hair, in a bath ratio equal to 2.

 After a leave-on time of 30 minutes at room temperature, the locks of hair were rinsed with water, washed with shampoo and dried under a hood for 5 minutes.

25

 The colour of the locks was evaluated visually.

c) Results

 The results of the colouring on the locks of hair containing 90% white hairs are given in the table below.

30

	Locks dyed with B1 + A1
Colour after dyeing	Black

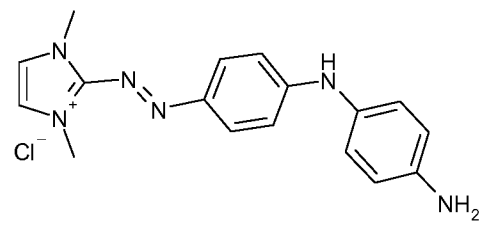
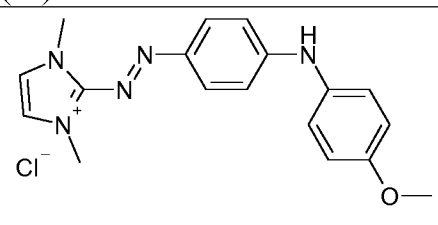
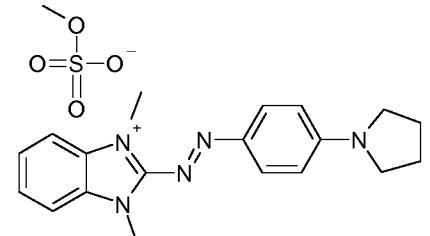
The results obtained above show that the sequential application of a fluorescent dye and of a 2-azo(benzo)imidazolium dye of formula (I) according to the present invention makes it possible to obtain very intense and chromatic colours.

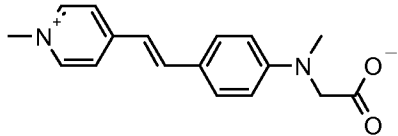
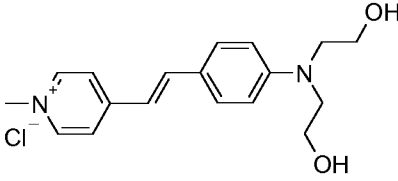
5 These results also show that the process according to the invention, using only two particular direct dyes, a 2-azo(benzo)imidazolium dye of formula (I) combined with a fluorescent dye, makes it possible to obtain black colours.

10 III. Example of combined application

a) Compositions

Compositions (C1) to (C3) were prepared from the ingredients whose contents are mentioned in the table below.

	C1	C2	C3
 (2a)	5×10^{-3} mol	-	-
 (9a)	-	5×10^{-3} mol	-
	-	-	5×10^{-3} mol

(4a)			
Fluorescent dye 	5×10^{-3} mol	5×10^{-3} mol	-
(d)			
Fluorescent dye 	-	-	5×10^{-3} mol
(e)			
Aqueous ammonia	pH = 9-9.5	pH = 9-9.5	pH = 9-9.5
Water	qs 100	qs 100	qs 100

b) Procedure

Each of the compositions (C1) to (C3) obtained above was applied to 0.5 g locks of hair containing 90% white hairs, in a bath ratio equal to 2.

5 After a leave-on time of 45 minutes at room temperature, the locks of hair were rinsed with water, washed with shampoo and dried under a hood for 5 minutes.

The colour of the locks was evaluated visually.

c) Results

10 The results of the colouring on the locks of hair containing 90% white hairs are given in the table below.

	Locks dyed with C1	Locks dyed with C2	Locks dyed with C3
Colour after dyeing	Black with a violet-blue glint	Black with a violet glint	Warm brown

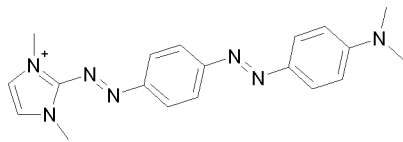
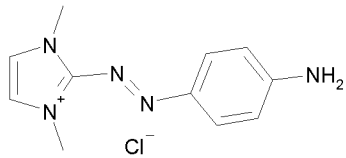
The results obtained above show that the process according to the invention makes it possible to obtain very intense and chromatic colours.

5 These results also show that the combination of only two particular direct dyes, i.e. a 2-azo(benzo)imidazolium dye of formula (I) combined with a fluorescent dye, makes it possible to obtain brown or black colours.

IV. Comparative example of a combined application

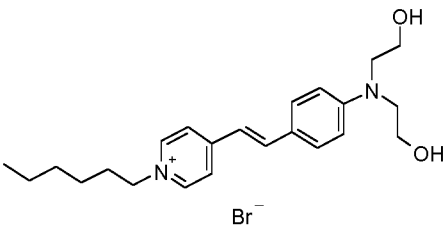
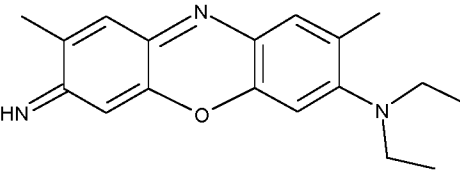
a) Preparation of the compositions

10 Compositions (A2) and (A3), comprising a 2-azo(benzo)imidazolium dye of formula (I) according to the invention, were prepared from the ingredients whose contents are mentioned in the table below.

	Composition A2	Composition A3
	5×10^{-3} mol	-
	-	5×10^{-3} mol
Aqueous ammonia	pH = 9.1	pH = 9.1
Water	qs 100	qs 100

15 Compositions (B2) and (B3), comprising a fluorescent dye, were prepared from the ingredients whose contents are mentioned in the table below.

20

	Composition B2	Composition B3
	5×10^{-3} mol	-
	-	5×10^{-3} mol
Aqueous ammonia	pH = 9.1	pH = 9.1
Water	qs 100	qs 100

b) Procedure

The compositions (A2), (A3), (B2) and (B3) thus obtained were then applied by means of a brush at an amount of 2 g of composition on 1 g locks.

- 5 After a leave-on time of 30 minutes, the locks of hair were wrung dry with a paper and rinsed with water. The locks were then washed with a shampoo (0.4g of shampoo per 1g of hair) and left to dry.

c) Results

- 10 The colour of the locks thus obtained was evaluated in the CIE L*a*b* system, using a Minolta Spectrophotometer CM2600D colorimeter.

In this system, L* represents the intensity of the colour, a* indicates the green/red colour axis and b* the blue/yellow colour axis.

- 15 The lower the value of L, the darker or more intense the colour. The higher the value of a*, the redder the shade, and the higher the value of b*, the yellower the shade.

The table below represents the colouring intensity values obtained:

Composition	Colour	L*(D65)	a*(D65)	b*(D65)
Control lock	90% white hair	57.81	2.56	17.27
A2	Light blue	32.16	0.84	-7.32
A3	Orange	39.88	37.97	30.67
B2	Light green blue	47.44	39.91	41.98
B3	orange	41.42	-15.09	-4.61

d) Procedure for a combined application

Compositions (A2), (A3), (B2) and (B3) obtained above were mixed so as to obtain the following mixtures:

- 5
- A2 + B2 in a 1/1 ratio, and
 - A3 + B3 in a 1/1 ratio.

The compositions (A2+B2) and (A3+B3) thus obtained were then applied by means of a brush at an amount of 2 g of composition on 1 g locks.

10 After a leave-on time of 30 minutes, the locks of hair were wrung dry with a paper and rinsed with water. The locks were then washed with a shampoo (0.4g of shampoo per 1g of hair) and left to dry.

The colour of the locks thus obtained was evaluated in the CIE L*a*b* system, using a Minolta Spectrophotometer CM2600D colorimeter.

15 In this system, L* represents the intensity of the colour, a* indicates the green/red colour axis and b* the blue/yellow colour axis.

The lower the value of L, the darker or more intense the colour. The higher the value of a*, the redder the shade, and the higher the value of b*, the yellower the shade.

20 The chromaticity of the colour obtained is measured by (C*) which corresponds to the following equation:

$$C^* = \sqrt{(a^*)^2 + (b^*)^2}$$

The greater the C* value, the more the colour of the locks is chromatic.

e) Results

The results are given in the table below.

Composition	Colour	C*
A2+B2	Mahogany brown	14.43
A3+B3	Purple brown	10.05

5 The results obtained above show that the simultaneous application of a 2-azo(benzo)imidazolium dye of formula (I) according to the present invention and of a fluorescent dye, chosen from cyanin, styryl/hemicyanin, and naphthalimide dyes (A2+B2), provides more chromatic colorations than a comparative process, comprising the simultaneous application of a 2-azo(benzo)imidazolium dye and a
10 fluorescent dye different from the fluorescent dyes used in the present invention (A3+B3).

V. First comparative example of a sequential application15 a) Compositions

Compositions (A2), (A3), (B2) and (B3) were prepared from the ingredients mentioned in Example 4.

b) Procedure for a combined application

20 Composition (A2) obtained above was applied by means of a brush at an amount of 2 g of composition on a 1 g lock of hair containing 90% white hairs.

After a leave-on time of 30 minutes, the lock of hair was wrung dry with a paper and rinsed with water.

25 Next, composition (B2) obtained above was then applied to the lock of hair, by means of a brush at an amount of 2 g of composition per 1 g of lock.

After a leave-on time of 30 minutes, the lock of hair was wrung dry with a paper and rinsed with water. The lock was then washed with a shampoo (0.4g of shampoo per 1g of hair) and left to dry.

The same protocol was repeated with compositions (A3) and (B3). In other words, composition (A3) obtained above was applied by means of a brush at an amount of 2 g of composition on a 1 g lock of hair containing 90% white hairs.

5 After a leave-on time of 30 minutes, the lock of hair was wrung dry with a paper and rinsed with water.

Next, composition (B3) obtained above was then applied to the lock of hair, by means of a brush at an amount of 2 g of composition per 1 g of lock.

10 After a leave-on time of 30 minutes, the lock of hair was wrung dry with a paper and rinsed with water. The lock was then washed with a shampoo (0.4g of shampoo per 1g of hair) and left to dry.

The colour of the locks thus obtained was evaluated in the CIE L*a*b* system, using a Minolta Spectrophotometer CM2600D colorimeter.

15 In this system, L* represents the intensity of the colour, a* indicates the green/red colour axis and b* the blue/yellow colour axis.

The lower the value of L, the darker or more intense the colour. The higher the value of a*, the redder the shade, and the higher the value of b*, the yellower the shade.

20 The variation in the colouration of the locks before and after dyeing is measured by (ΔE^*) which corresponds to the colour uptake according to the following equation:

$$\Delta E^* = \sqrt{(L^* - L_0^*)^2 + (a^* - a_0^*)^2 + (b^* - b_0^*)^2}$$

25 In this equation, L*, a* and b* represent the values measured after dyeing with (A2, then B2) or (A3, then B3), and L₀*, a₀* and b₀* represent the values measured before dyeing, corresponding to an untreated control lock (100% white hair).

30 The greater the ΔE^* value, the greater the difference in colour of the lock before and after dyeing, which shows good colour uptake.

c) Results

The results are given in the table below.

Process	Colour	L* (D65)	ΔE^*
A2, then B2	Mahogany brown	21.43	39.00
A3, then B3	Red mahogany	26.14	34.08

The results obtained above show that the sequential application of a 2-azo(benzo)imidazolium dye of formula (I) according to the present invention and of a fluorescent dye, chosen from cyanin, styryl/hemicyanin, and naphthalimide dyes (A2, then B2), results in better dyeing properties, in particular in terms of colour uptake and intensity, than a comparative process (A3, then B3), wherein a fluorescent dye, different from the fluorescent dyes used in the present invention, is applied after a 2-azo(benzo)imidazolium dye.

10 VI. Second comparative example of a sequential application

a) Compositions

Compositions (A2), (A3), (B2) and (B3) were prepared from the ingredients mentioned in Example 4.

15

b) Procedure for a combined application

Composition (B2) obtained above was applied by means of a brush at an amount of 2 g of composition on a 1 g lock of hair containing 90% white hairs.

20 After a leave-on time of 30 minutes, the lock of hair was wrung dry with a paper and rinsed with water.

Next, composition (A2) obtained above was then applied to the lock of hair, by means of a brush at an amount of 2 g of composition per 1 g of lock.

25 After a leave-on time of 30 minutes, the lock of hair was wrung dry with a paper and rinsed with water. The lock was then washed with a shampoo (0.4g of shampoo per 1g of hair) and left to dry.

The same protocol was repeated with compositions (B3) and (A3). In other words, composition (B3) obtained above was applied by means of a brush at an amount of 2 g of composition on a 1 g lock of hair containing 90% white hairs.

After a leave-on time of 30 minutes, the lock of hair was wrung dry with a paper and rinsed with water.

Next, composition (A3) obtained above was then applied to the lock of hair, by means of a brush at an amount of 2 g of composition per 1 g of lock.

5 After a leave-on time of 30 minutes, the lock of hair was wrung dry with a paper and rinsed with water. The lock was then washed with a shampoo (0.4g of shampoo per 1g of hair) and left to dry.

10 The colour of the locks thus obtained was evaluated in the CIE L*a*b* system, using a Minolta Spectrophotometer CM2600D colorimeter.

In this system, L* represents the intensity of the colour, a* indicates the green/red colour axis and b* the blue/yellow colour axis.

15 The lower the value of L, the darker or more intense the colour. The higher the value of a*, the redder the shade, and the higher the value of b*, the yellower the shade.

The variation in the colouration of the locks before and after dyeing is measured by (ΔE^*) which corresponds to the colour uptake according to the following equation:

$$20 \quad \Delta E^* = \sqrt{(L^* - L_0^*)^2 + (a^* - a_0^*)^2 + (b^* - b_0^*)^2}$$

25 In this equation, L*, a* and b* represent the values measured after dyeing with (A2, then B2) or (A3, then B3), and L₀*, a₀* and b₀* represent the values measured before dyeing, corresponding to an untreated control lock (100% white hair).

The greater the ΔE^* value, the greater the difference in colour of the lock before and after dyeing, which shows good colour uptake.

The chromaticity of the colour obtained is measured by (C*) which corresponds to the following equation:

$$30 \quad C^* = \sqrt{(a^*)^2 + (b^*)^2}$$

The greater the C* value, the more the colour of the locks is chromatic.

c) Results

The results are given in the table below.

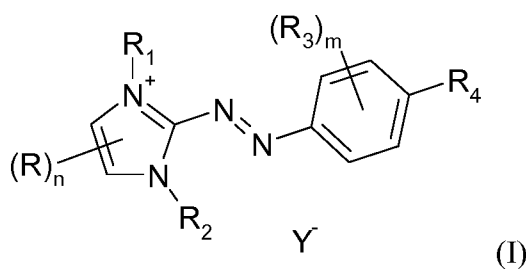
Process	Colour	L* (D65)	ΔE^*	C*
B2, then A2	Mahogany brown	24.68	36.05	12.61
B3, then A3	purple brown	28.36	33.20	10.71

- 5 The results obtained above show that the sequential application of a fluorescent dye, chosen from cyanin, styryl/hemicyanin, and naphthalimide dyes and of a 2-azo(benzo)imidazolium dye of formula (I) according to the present invention (B2, then A2), results in better dyeing properties, in particular in terms of chromaticity, colour uptake and intensity, than a comparative process (B3, then A3),
10 wherein a fluorescent dye, different from the fluorescent dyes used in the present invention, is applied before a 2-azo(benzo)imidazolium dye.

CLAIMS

1. Process for dyeing keratin fibres, in particular human keratin fibres such as the hair, comprising the application to said keratin fibres of the following ingredients:

(a) one or more 2-azo(benz)imidazolium dyes chosen from the compounds of formula (I) below, the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof,



in which formula (I):

- R, which may be identical or different, represent an optionally substituted linear or branched C₁ to C₆ alkyl radical,
- n denotes an integer equal to 0, 1 or 2,
when n is equal to 2, the two radicals R may form, with the carbon atoms to which they are attached, an optionally substituted, saturated or unsaturated 6-membered ring, preferably benzo,
- R₁ and R₂, which may be identical or different, represent an optionally substituted, saturated or unsaturated, linear or branched C₁ to C₆ alkyl radical;
- R₃, which may be identical or different, represent:
 - a C₁ or C₂ alkyl radical, preferably a methyl radical,
 - a hydroxyl radical,
 - a nitro radical (-NO₂),
 - an amino radical (-NH₂),
 - a halogen atom, preferably a chlorine atom,
 - a linear or branched C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkoxy radical, such as a methoxy radical,
 - or alternatively, when R₃ is borne by the carbon atom located ortho to R₄, R₃ may form with R₄ a saturated or unsaturated, 5- or 6-membered, optionally

substituted and preferably unsubstituted heterocycle, which may contain one or two non-adjacent heteroatoms such as oxygen and/or nitrogen,

- m denotes an integer ranging from 0 to 4,

when m is equal to 2, 3 or 4, two adjacent radicals R₃ may form, with the carbon atoms to which they are attached, a 6-membered aromatic ring, preferably benzo, optionally substituted with one or more hydroxyl or amino groups,

- R₄ represents:

- a hydrogen atom,

- a linear or branched C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkoxy radical, such as a methoxy radical, or

- a radical -NR₅R₆ in which R₅ and R₆, which may be identical or different, represent, independently of each other:

- o a hydrogen atom,

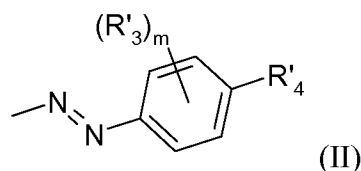
- o a linear or branched C₁ to C₆ alkyl radical, optionally substituted with one or more hydroxyl groups or a (di)(C₁-C₆)alkylamino group,

- o a phenyl optionally substituted with one or more radicals chosen from the following radicals: i) amino, ii) (di)(hydroxy)(C₁-C₆)alkylamino, iii) C₁ to C₆ alkoxy, iv) (C₁-C₆)acylamino optionally substituted with a carboxyl radical, v) carboxyl and vi) aromatic or non-aromatic, saturated or unsaturated, 5- or 6-membered heterocycles, optionally substituted with one or more radicals, which may be identical or different, chosen from C₁ to C₆ alkyl radicals, optionally substituted phenyls, and C₁ to C₆ alkyl carboxylate radicals,

- o R₅ and R₆ may form, with the nitrogen atom that bears them, a saturated or unsaturated, 4- to 8-membered heterocycle,

- o or alternatively, when two radicals R₃ are borne on carbons located ortho to R₄, each of the two R₃ may form, respectively, with R₅ or R₆ a 6-membered ring; preferably, the phenyl group substituted with R₃ and R₄ represents a julolidine group, or

- a radical of formula (II)



in which:

m has the same meaning as previously,

R'₃, which may be identical or different, represent:

- a chlorine atom,
- 5 ○ a C₁ to C₃ alkyl radical,
- an amino radical, or
- a radical OR₇, with R₇ representing a hydrogen atom or a C₁ or C₂ alkyl radical,

10 when m is equal to 2, 3 or 4, two adjacent radicals R'₃ may form, with the carbon atoms to which they are attached, a 6-membered aromatic ring, preferably benzo, optionally substituted with one or more groups chosen from hydroxyl and amino groups,

R'₄ represents:

- a hydrogen atom,
- 15 ○ a hydroxyl radical,
- a linear or branched C₁ to C₄ and preferably C₁ to C₂ alkoxy radical, such as a methoxy or ethoxy radical,
- a radical -NR'₅R'₆ in which R'₅ and R'₆, which may be identical or different, represent, independently of each other, a linear or branched C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkyl radical,
- 20 ○ optionally substituted with one or more hydroxyl groups, or
- when two radicals R'₃ are borne on carbons located ortho to R'₄, each of the two R'₃ may form, respectively, with R'₅ or R'₆ a 6-membered ring; preferably, the phenyl group substituted with R'₃ and R'₄ represents a julolidine group, and
- 25

- Y⁻ represents an anionic counterion or a mixture of organic or inorganic anions which ensure the electrical neutrality of the compounds of formula (I); and
- (b) one or more fluorescent dyes; said fluorescent dyes being direct dyes chosen from cyanin dyes, styryl/hemicyanin dyes, naphthalimide dyes, and mixtures thereof;
- 30 it being understood that the 2-azo(benz)imidazolium dye(s) (a) and the fluorescent dye(s) (b) are applied to said keratin fibres together or sequentially.

2. Process according to Claim 1, characterized in that the 2-azo(benz)imidazolium dye(s) chosen from the compounds of formula (I) are dyes which absorb light in the blue-violet range, preferably in the blue range.

5 3. Process according to either of the preceding claims, characterized in that n is equal to 0 or 2.

10 4. Process according to any one of the preceding claims, characterized in that n is equal to 2, and the two radicals R form, with the carbon atoms to which they are attached, an optionally substituted, saturated or unsaturated, 6-membered ring, preferably an optionally substituted, unsaturated 6-membered ring such as benzo, and more preferentially an unsubstituted, unsaturated 6-membered ring such as unsubstituted benzo.

15 5. Process according to any one of the preceding claims, characterized in that R₁ and R₂ are identical and represent an unsubstituted C₁ to C₂ alkyl radical, and more preferentially a methyl radical.

20 6. Process according to any one of the preceding claims, characterized in that:

R₄ represents a radical -NR₅R₆ in which R₅ and R₆, which may be identical or different, represent:

- a hydrogen atom,
- a linear or branched C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkyl radical, optionally substituted with a hydroxyl group or a (di)(C₁-C₆)alkylamino group, and preferably (di)(C₁-C₂)alkylamino,
- a phenyl radical optionally substituted with one or more radicals, in particular in the ortho and/or para position, chosen from:
 - amino radicals,
 - (di)(hydroxy)(C₁-C₆)alkylamino, preferably (di)(hydroxy)(C₁-C₄)alkylamino and more preferentially (di)(hydroxy)(C₁-C₂)alkylamino radicals, such as a (di)hydroxyethylamino or (di)ethylamino radical,
 - C₁ to C₆, preferably C₁ to C₄ and more preferentially C₁ to C₂ alkoxy radicals, such as a methoxy radical,

- or alternatively, R₅ and R₆ form, together with the nitrogen atom that bears them, a saturated or unsaturated, 4- to 8-membered and preferably 5- to 6-membered heterocycle, and more preferentially a saturated 5-membered ring, such as a piperidine ring,
- 5 more preferentially, R₄ represents a radical -NR₅R₆, in which R₅ and R₆, which may be identical or different, represent: i) a hydrogen atom, ii) a (C₁-C₄)alkyl radical, iii) a phenyl radical which is substituted, in particular in the para position, with a group chosen from amino and (di)(C₁-C₄)alkylamino, or R₅ and R₆ form,
- 10 together with the nitrogen atom that bears them, a saturated, 4- to 8-membered and preferably 5- to 6-membered heterocycle, and even more preferentially a saturated 5-membered ring, such as piperidino.

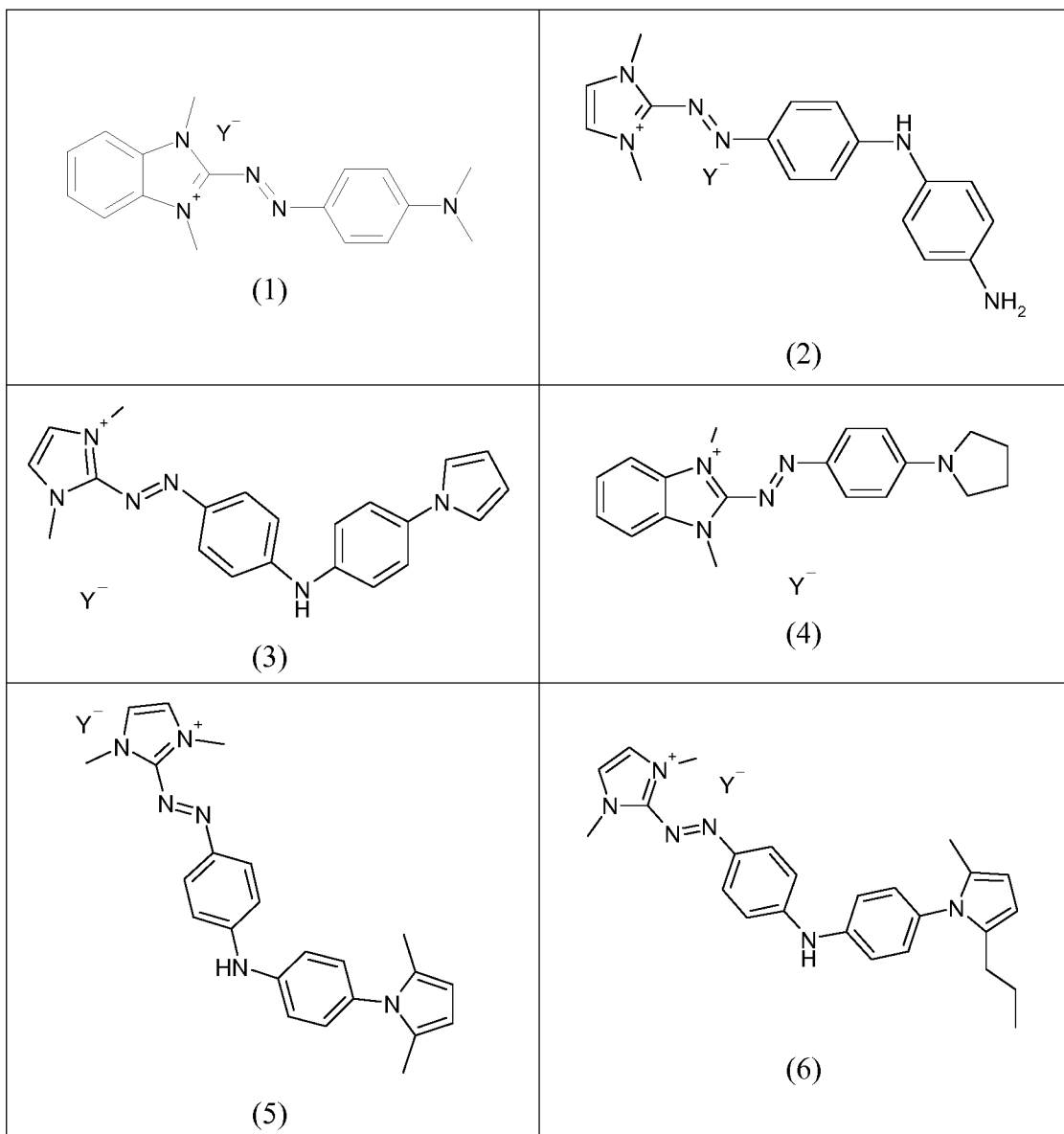
7. Process according to any one of the preceding claims, characterized in that:
- 15 R₃, which may be identical or different, represent, independently of each other:
- a hydrogen atom,
 - a methyl radical,
 - a hydroxyl radical,
 - a nitro radical,
 - 20 - an amino radical,
 - a chlorine atom,
 - a linear or branched C₁ to C₄ and preferably C₁ to C₂ alkoxy radical, and more preferentially a methoxy radical,
 - or alternatively, when R₃ is borne by the carbon located ortho to R₄, R₃ may form
- 25 with R₄ a saturated or unsaturated, 5- or 6-membered, optionally substituted and preferably unsubstituted heterocycle, and
- when m is equal to 2, 3 or 4, two adjacent radicals R₃ may form, together with the carbon atoms to which they are attached, an unsubstituted 6-membered aromatic ring, preferably benzo.

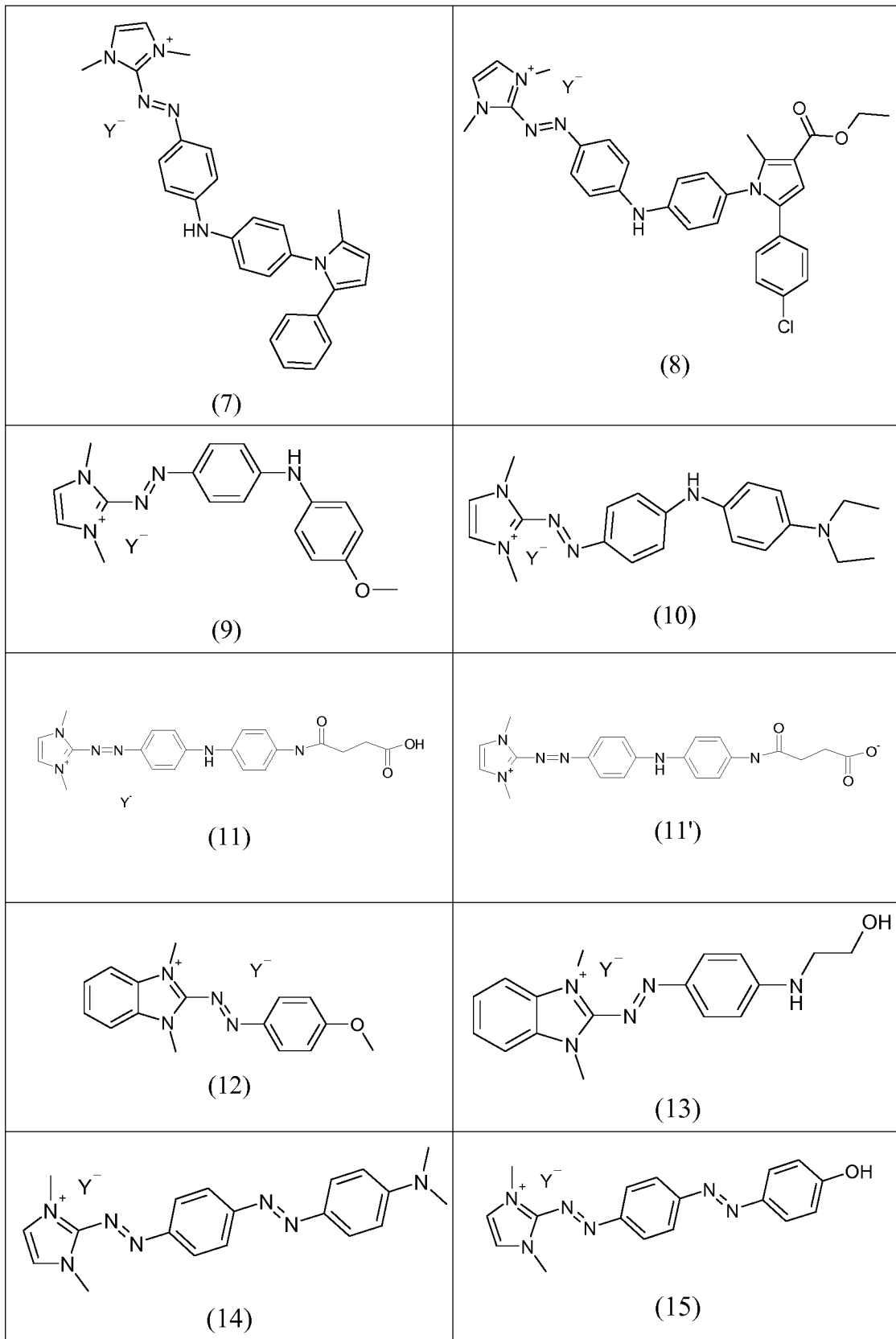
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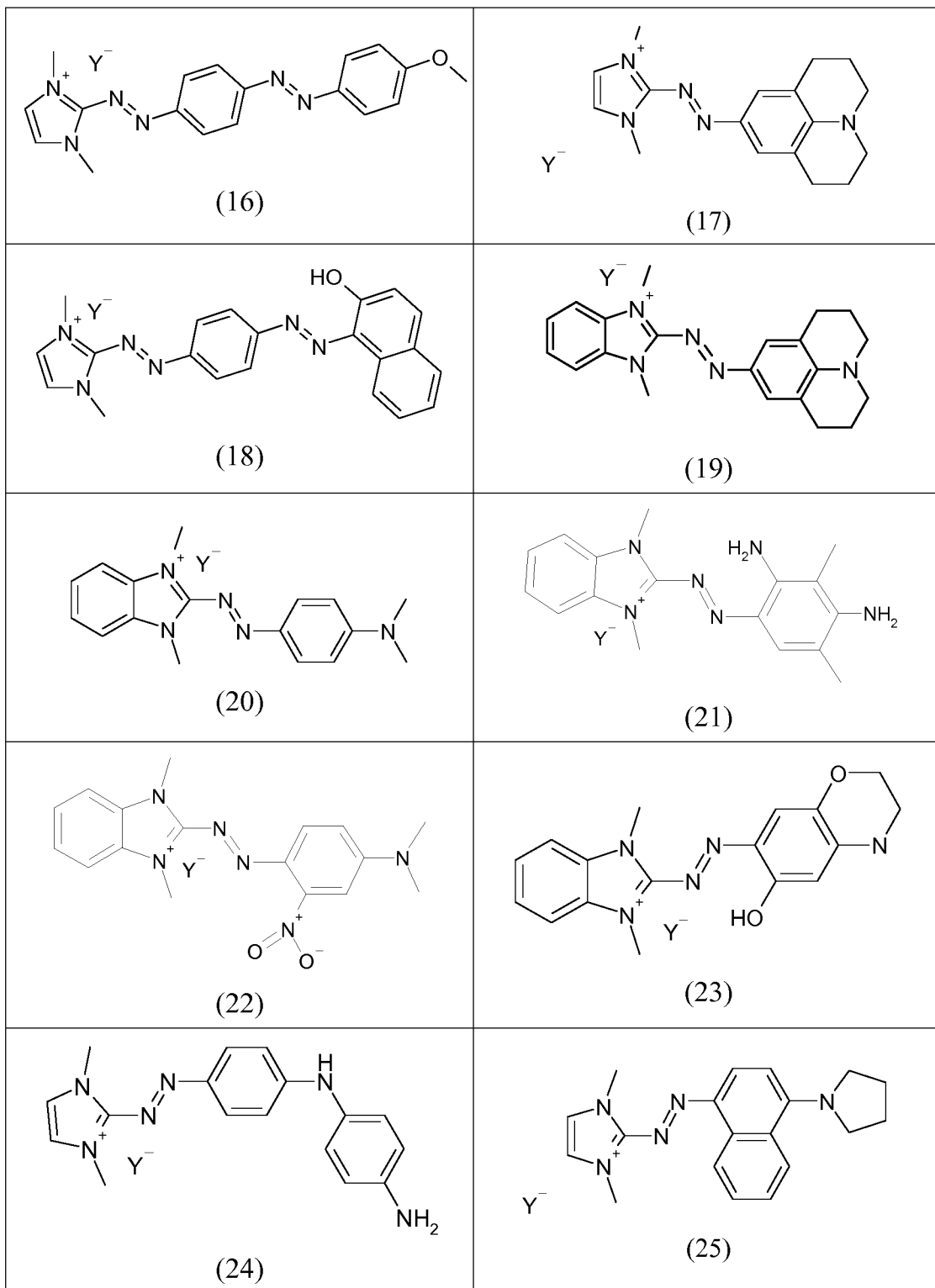
8. Process according to any one of Claims 1 to 6, characterized in that m is 0.

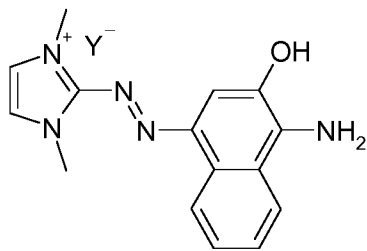
9. Process according to any one of the preceding claims, in which the 2-azo(benz)imidazolium dye(s) (a) are chosen from the following compounds, the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof:

5

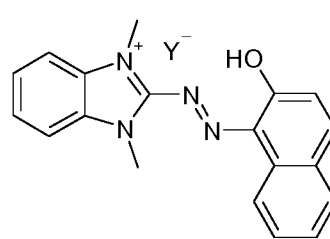




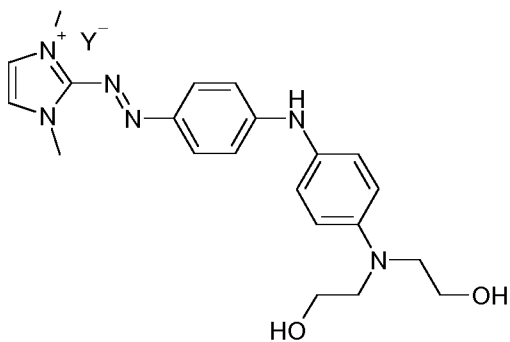




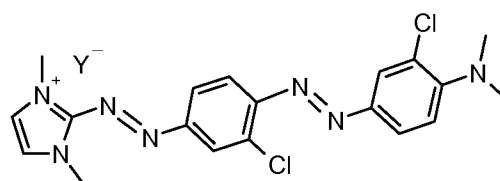
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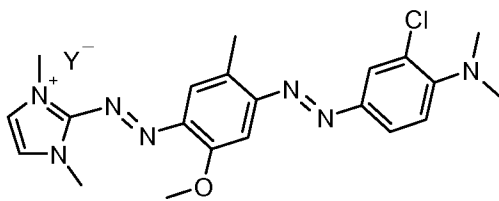
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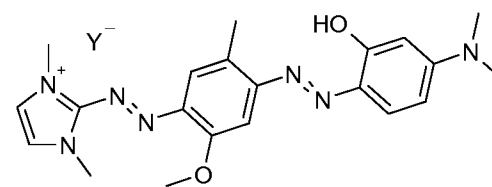
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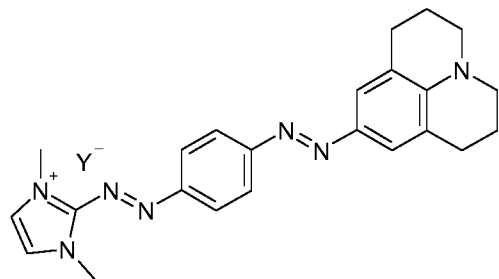
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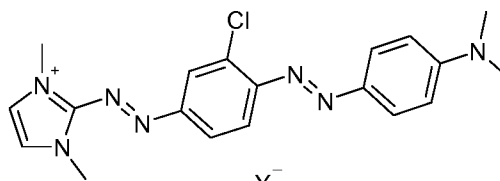
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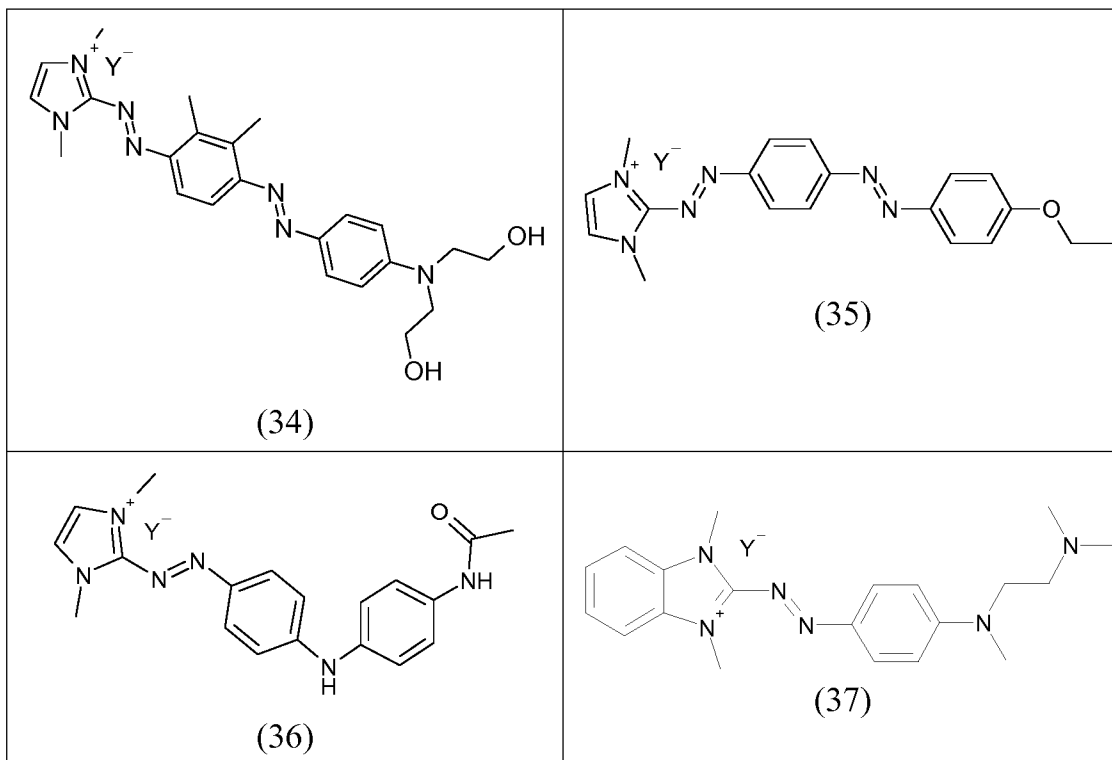
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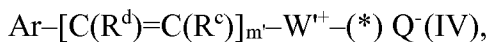
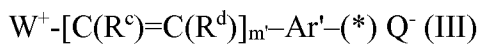


Y^- being as defined in Claim 1, and preferably, the 2-azo(benz)imidazolium dyes (a) are chosen from compounds (2), (4) and (9).

5 10. Process according to any one of the preceding claims, characterized in that the fluorescent dye(s) (b) are direct and cationic and are chosen from styryl or hemicyanin cationic dyes.

10 11. Process according to any one of the preceding claims, characterized in that the fluorescent dye(s) (b) are dyes which absorb light in the yellow, orange and red range, preferably in the absorption wavelength λ_{abs} between 400 nm and 500 nm inclusive.

15 12. Process according to any one of the preceding claims, characterized in that the fluorescent dye(s) (b) are dyes which bear at least one cationic chromophore chosen from formulae (III), (IV), (IIIa) and (IVa) below:




in which formulae (III) and (IV):

- W^+ represents a cationic heteroaryl group, in particular comprising a quaternary ammonium optionally substituted with one or more (C₁-C₈)alkyl groups optionally substituted in particular with one or more hydroxyl groups;
- W^{++} represents a divalent heteroaryl radical as defined for W^+ ;
- 5 • Ar represents an aryl group such as phenyl or naphthyl, optionally substituted preferably with i) one or more halogen atoms such as chlorine or fluorine; ii) one or more (C₁-C₈)alkyl and preferably C₁-C₄ alkyl groups such as methyl; iii) one or more hydroxyl groups; iv) one or more (C₁-C₈)alkoxy groups such as methoxy; v) one or more hydroxy(C₁-C₈)alkyl groups such as hydroxyethyl, vi)
- 10 one or more amino or (di)(C₁-C₈)alkylamino groups, preferably with the C₁-C₄ alkyl part optionally substituted with one or more hydroxyl groups, such as (di)hydroxyethylamino, vii) with one or more acylamino groups; viii) one or more heterocycloalkyl groups such as piperazinyl, piperidyl or 5- or 6-membered heteroaryl such as pyrrolidinyl, pyridyl and imidazolyl;
- 15 • Ar' is a divalent aryl radical as defined for Ar;
- m' represents an integer between 1 and 4 inclusive, in particular, m' is 1 or 2; better still 1;
- R^c and R^d which may be identical or different, represent a hydrogen atom or optionally a substituted (C₁-C₈)alkyl and preferably C₁-C₄ alkyl group, or
- 20 alternatively R^c is contiguous with W or W' and/or R^d is contiguous with Ar or Ar' and form, with the atoms that bear them, a (hetero)cycloalkyl; in particular, R^c is contiguous with W⁺ or W⁺⁺ and forms a (hetero)cycloalkyl such as cyclohexyl;
- Q⁻ is an organic or mineral anionic counterion;
- 25 • (*) represents the part of the fluorescent chromophore that is bonded to the rest of the dye;
- preferably, W⁺ or W⁺⁺ is an imidazolium, pyridinium, benzimidazolium, pyrazolium, benzothiazolium or quinolinium radical optionally substituted with one or more identical or different C₁-C₄ alkyl radicals; preferably, the fluorescent
- 30 chromophore(s) are chosen from those with m' = 1, Ar representing a phenyl group substituted para to the styryl group -C(R^d)=C(R^c)- with a (di)(hydroxy)(C₁-C₆)(alkyl)amino group such as dihydroxy(C₁-C₄)alkylamino, and W⁺⁺ representing an imidazolium or pyridinium group, preferably ortho- or para-pyridinium;

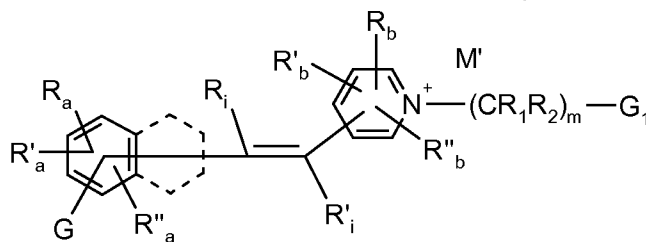
- R₁ and R₂, which may be identical or different, represent a hydrogen atom or a C₁-C₆ alkyl group; preferentially a hydrogen atom;
- G₁ represents a hydrogen atom or a group chosen from NH₂ and OH;
- R_a, R'_a, R''_a, R'''_a, R_b, R'_b, R''_b and R'''_b, which may be identical or different, represent a) a hydrogen atom, b) a halogen atom, a group from among: c) amino, d) (C₁-C₄)alkylamino, e) (C₁-C₄)dialkylamino, f) cyano, g) carboxyl -C(O)OH or carboxylate -C(O)O⁻, Q⁺, h) hydroxyl -OH or alkoxide -O⁻Q⁺, i) (poly)halo(C₁-C₆)alkyl such as trifluoromethyl, j) acylamino, k) (C₁-C₆)alkoxy, l) (C₁-C₆)alkylthio, m) (poly)hydroxy(C₂-C₄)alkoxy, n) (C₁-C₆)alkylcarbonyloxy, o) (C₁-C₆)alkoxycarbonyl, p) (C₁-C₆)alkylcarbonylamino, q) acylamino, r) carbamoyl, s) (C₁-C₆)alkylsulfonylamino, t) aminosulfonyl, u) -SO₃H or sulfonate -SO₃⁻, Q⁺ or v) (C₁-C₆)alkyl optionally substituted with a group chosen from (C₁-C₆)alkoxy, hydroxyl, cyano, carboxyl, amino, (di)(C₁-C₄)alkylamino, or alternatively the two alkyl radicals borne by the nitrogen atom of the amino group form a 5- to 7-membered heterocycle optionally comprising another nitrogen or non-nitrogen heteroatom; in particular, R_a, R'_a, R''_a, R'''_a, R_b, R'_b, R''_b and R'''_b represent a hydrogen or halogen atom or a (C₁-C₄)alkyl group, preferably a hydrogen atom;
- or alternatively two groups R_a and R'_a; R_b and R'_b borne by two adjacent carbon atoms together form a benzo or indeno ring, a fused heterocycloalkyl or fused heteroaryl group; the benzo, indeno, heterocycloalkyl or heteroaryl ring being optionally substituted with a halogen atom, an amino, (C₁-C₄)alkylamino, (C₁-C₄)dialkylamino, nitro, cyano, carboxyl, hydroxyl or trifluoromethyl group, an acylamino, (C₁-C₄)alkoxy (poly)hydroxy(C₁-C₄)alkoxy, (C₁-C₄)alkylcarbonyloxy, (C₁-C₄)alkoxycarbonyl or (C₁-C₄)alkylcarbonylamino radical, an acylamino, carbamoyl or alkoxyalkylsulfonylamino radical, an aminosulfonyl radical, or a (C₁-C₆)alkyl radical optionally substituted with: a group chosen from (C₁-C₆)alkoxy, hydroxyl, cyano, carboxyl, amino, (C₁-C₄)alkylamino and (C₁-C₄)dialkylamino, or alternatively the two alkyl radicals borne by the nitrogen atom of the amino group form a 5- to 7-membered heterocycle optionally comprising another nitrogen or non-nitrogen heteroatom; preferentially, R_a and R'_a together form a benzo group;
- or alternatively, two groups R_i and R_a; and/or a group R'_i and R'_a together form a fused (hetero)cycloalkyl, preferentially cycloalkyl such as cyclohexyl;

- R_g represents a hydrogen atom, a (hetero)aryl(C₁-C₄)alkyl group or a (C₁-C₆)alkyl group that is optionally substituted; preferentially, R_b represents a hydrogen atom or a (C₁-C₃)alkyl or benzyl group;
- R_e represents a covalent bond, a linear or branched, optionally substituted (C₁-C₈)alkylene or (C₂-C₈)alkenylene hydrocarbon-based chain, preferably R_e represents an unsubstituted (C₁-C₆)alkylene;
- R_f represents a hydrogen atom, a (C₁-C₄)alkoxy group, an amino group R_3R_4N- , a quaternary ammonium group M' , $R_3R_4R_5N^+$ in which R_3 , R_4 and R_5 , which may be identical or different, represent a (C₁-C₄)alkyl group or R_3R_4N- represents an optionally substituted heteroaryl group, preferentially an optionally substituted imidazolyl group, or alternatively M' , $R_3R_4R_5N^+$ represents an optionally substituted cationic heteroaryl group, preferentially an imidazolium group optionally substituted with a (C₁-C₃)alkyl group;
- G represents i) a group $-NR_cR_d$, ii) $-OR$ with R representing a) a hydrogen atom, b) an optionally substituted, preferentially unsubstituted (C₁-C₆)alkyl group, c) an optionally substituted (hetero)aryl group, d) an optionally substituted (hetero)aryl(C₁-C₆)alkyl group such as benzyl, e) optionally substituted (hetero)cycloalkyl, f) optionally substituted (hetero)cycloalkyl(C₁-C₆)alkyl; according to a particular embodiment, G represents a group $-NR_cR_d$, according to another particular embodiment, G represents a (C₁-C₆)alkoxy group; or alternatively when G represents $-NR_cR_d$, two groups R_c and R'_a and/or R_d and R_a together form a saturated heteroaryl or heterocycle, optionally substituted with one or more (C₁-C₆)alkyl groups, preferentially a 5- to 7-membered heterocycle containing one or two heteroatoms chosen from nitrogen and oxygen; more preferentially, the heterocycle is chosen from morpholinyl, piperazinyl, piperidyl and pyrrolidinyl groups;
- R_c and R_d , which may be identical or different, represent a hydrogen atom or a group from among: a) optionally substituted (hetero)aryl such as phenyl, b) optionally substituted (hetero)aryl(C₁-C₄)alkyl, c) optionally substituted (hetero)cycloalkyl, d) optionally substituted (hetero)cycloalkyl(C₁-C₄)alkyl, f) (C₂-C₅)alkyl or g) (C₁-C₈)alkyl which is optionally substituted, preferably optionally substituted with a hydroxyl, carboxyl, carboxylate, sulfate or sulfonate group;

or alternatively two adjacent radicals R_c and R_d borne by the same nitrogen atom together form an optionally substituted heterocyclic or optionally substituted heteroaryl group;

- 5 • R_i and R'_i , which may be identical or different, represent a hydrogen atom or a (C_1-C_4) alkyl group;
-  represents a (hetero)aryl group fused to the phenyl ring; or alternatively is absent from the phenyl; preferentially, when the ring is present, the ring is a benzo;
- 10 • m represents an integer between 1 and 18 inclusive, particularly an integer between 1 and 14 inclusive; preferentially an integer between 2 and 10 inclusive; more preferentially an integer between 3 and 8; more particularly an integer between 4 and 6;
- M' represents an anionic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye;
- 15 • Q^+ represents a cationic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye such as alkali metal, alkaline-earth metal or ammonium;
- 20 it being understood that when the dye comprises a carboxylate, sulfonate or alkoxide group, then M' and Q^+ may be absent to ensure the electrical neutrality of said dye.


14. Process according to any one of the preceding claims, characterized in
25 that the fluorescent dye(s) (b) are chosen from the styryl dyes of formula (VIII) below, and also organic or mineral, acid or base salts thereof, optical, geometric and tautomeric isomers thereof, and solvates thereof such as hydrates:



(VIII)

in which formula (VIII) G, G₁, R_a, R'_a, R''_a, R_b, R'_b, R''_b, R_i, R'_i, R₁, R₂ and m are as defined in the preceding claim;

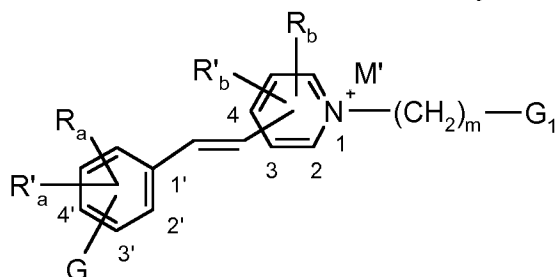
preferably:

- R₁ and R₂, which may be identical or different, represent a hydrogen atom;
- 5 • R_i and R'_i, which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkyl group, preferably hydrogen;
- R_a, R'_a and R''_a, which may be identical or different, represent a hydrogen atom, a halogen atom such as fluorine, or an -OH, -O⁻Q⁺, (C₁-C₆)alkoxy, nitro, or cyano group, with Q⁺ as defined in the preceding claim;
- 10 • R_b, R'_b and R''_b, which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group;
- or alternatively two contiguous radicals R_b and R'_b form, together with the carbon atoms that bear them, a benzo group that is condensed or fused to the pyridinium group, said benzo group possibly being substituted; preferably, said
- 15 benzo group is unsubstituted;
- G represents a group -NR_cR_d or (C₁-C₆)alkoxy group which is optionally substituted, preferentially unsubstituted; according to a particular embodiment, G represents a group -NR_cR_d, according to another particular embodiment, G represents a (C₁-C₆)alkoxy group;
- 20 • R_i and R'_i, which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkyl group;
-  represents an aryl or heteroaryl group fused to the phenyl ring; or alternatively is absent from the phenyl ring; preferentially, when the ring is
- 25 present, the ring is a benzo;
- m represents an integer between 1 and 18 inclusive; particularly an integer between 2 and 16 inclusive; preferentially an integer between 3 and 10; more preferentially an integer between 4 and 6;
- R_c and R_d, which may be identical or different, represent a hydrogen atom, a (C₂-
- 30 C₄)alkyl group or a substituted (C₁-C₈)alkyl group, preferably (C₂-C₄)alkyl substituted in particular with one or more groups chosen from i) cyano, ii) (C₁-C₃)alkoxy, iii) hydroxyl and iv) (C₁-C₃)alkylcarbonyl, preferably with one or more hydroxyl groups; and

- M' representing an anionic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye;

it being understood that when the dye comprises an alkoxide group, then M' and Q⁺ may be absent to ensure the electrical neutrality of said dye.

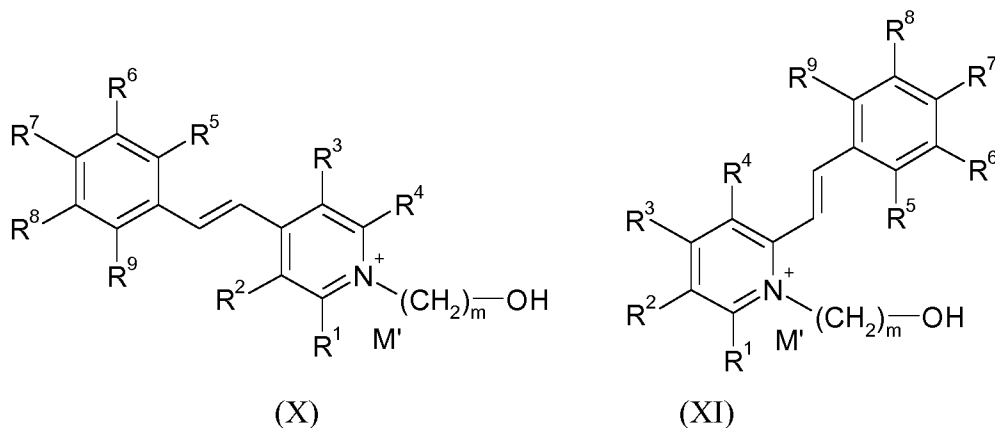
15. Process according to any one of the preceding claims, characterized in that the fluorescent dye(s) (b) are chosen from the styryl dyes of formula (IX) below, and also organic or mineral, acid or base salts thereof, optical, geometric and tautomeric isomers thereof, and solvates thereof such as hydrates:

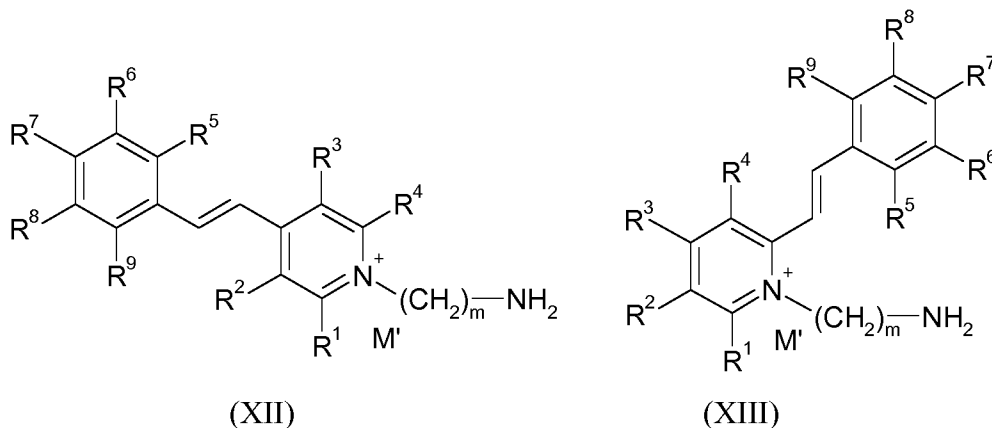


(IX)

in which formula (IX) G, G₁, R_a, R'_a, R_b, R'_b and m are as defined in either of Claims 13 and 14.

16. Process according to any one of the preceding claims, characterized in that the fluorescent dye(s) (b) are chosen from the styryl dyes of formulae (X), (XI), (XII) and (XIII) below, and also organic or mineral, acid or base salts thereof, optical, geometric and tautomeric isomers thereof, and solvates thereof such as hydrates:



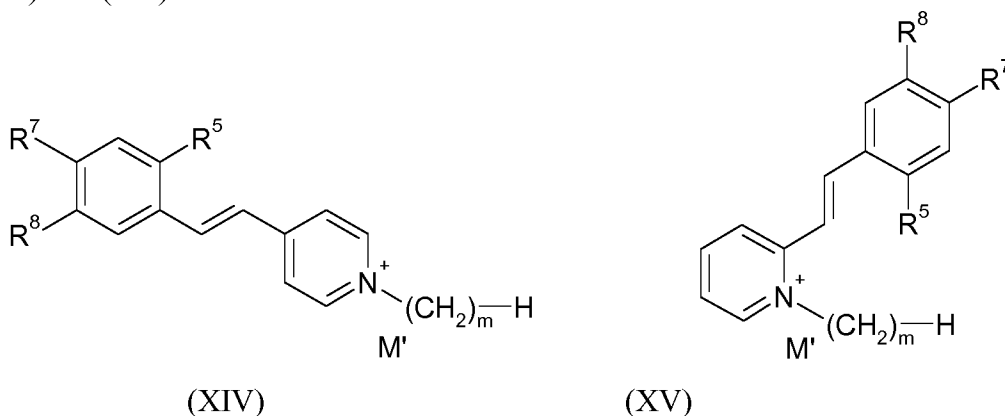


in which formulae (X), (XI), (XII) and (XIII):

- 5
 - R^1 , R^2 , R^3 and R^4 , which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group; preferably, R^2 and R^3 represent a hydrogen atom and R^1 and R^4 , which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkyl group;
- 10
 - R^5 , R^6 , R^7 , R^8 and R^9 , which may be identical or different, represent i) a hydrogen atom or ii) a halogen atom such as Cl, Br or F, iii) a group OR in which R represents a hydrogen atom or Q⁺ as defined in Claim 10, or a (C₁-C₃)alkyl group, a group from among iv) aryl such as benzene, v) aryl(C₁-C₃)alkyl such as benzyl, vi) cyano, vii) nitro, viii) (C₁-C₃)alkylthio, ix) amino NR¹⁰R¹¹ with R¹⁰ and R¹¹, which may be identical or different, representing a) a hydrogen atom, b) a (C₂-C₄)alkyl group or c) a substituted (C₁-C₈)alkyl group, preferably (C₂-C₄)alkyl optionally substituted with one or more groups chosen from:
 - 15
 - cyano,
 - (C₁-C₃)alkoxy,
 - hydroxyl, and
 - 20
 - (C₁-C₃)alkylcarbonyl;
- 25
 - in particular, R¹⁰ and R¹¹, which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group substituted with one or more hydroxyl, cyano or (C₁-C₃)alkylcarbonyl groups such as hydroxyethyl;
 - m represents an integer between 1 and 18 inclusive; particularly an integer between 2 and 16 inclusive; preferentially an integer between 3 and 10; more preferentially an integer between 4 and 6;
 - M' represents an anionic counterion as defined in Claim 14;

it being understood that when the dye comprises an alkoxide group, then M' and Q⁺ may be absent to ensure the electrical neutrality of said dye.

17. Process according to any one of the preceding claims, characterized in that the fluorescent dye(s) (b) of the invention are chosen from those of formulae (XIV) and (XV) below:



in which formulae (XIV) and (XV) R⁵, R⁷, R⁸ and m are as defined in Claim 16, in particular:

- R⁵ and R⁸, which may be identical or different, represent a hydrogen atom or a (C₁-C₄)alkoxy group such as methoxy, preferably, R⁵ and R⁸ represent a hydrogen atom;
- R⁷ represents a (C₁-C₄)alkoxy group or NR¹⁰R¹¹ with R¹⁰ and R¹¹, which may be identical or different, representing a) a hydrogen atom, or b) a (C₁-C₈)alkyl group optionally substituted with one or more groups chosen from i) hydroxyl, ii) R-Z-C(X)-Y- with X, Y and Z representing an oxygen or sulfur atom or N(R'), or alternatively X and/or Z represent a bond, R and R', which may be identical or different, represent a hydrogen atom or a (C₁-C₆)alkyl group, preferably, X represents an oxygen atom, iii) sulfonic SO₃H, iv) sulfonate SO₃⁻, Q⁺, v) carboxylate C(O)O⁻, Q⁺ with Q⁺ representing a cationic counterion such as an alkali metal or alkaline-earth metal; in particular, R⁷ represents a group NR¹⁰R¹¹ with R¹⁰ and R¹¹, which may be identical or different, representing a) a hydrogen atom, or b) a (C₁-C₆)alkyl group optionally substituted with one or more groups chosen from i) hydroxyl, ii) carboxyl, iii) carboxylate, iv) sulfonic, and v) sulfonate, more particularly chosen from identical or different groups representing a) a hydrogen atom, or b) a (C₁-C₆)alkyl group optionally

substituted with one or more groups chosen from i) hydroxyl, ii) carboxyl, and iii) carboxylate;

- m represents an integer between 1 and 18 inclusive; particularly an integer between 1 and 6 inclusive; preferentially an integer between 1 and 4; more preferentially an integer between 1 and 2; and
- M' represents an anionic counterion, derived from a salt of an organic or mineral acid, or from an organic or mineral base that ensures the electrical neutrality of the dye;

it being understood that when the dye comprises an alkoxide group, then M' and Q⁺ may be absent to ensure the electrical neutrality of said dye.

18. Process according to Claim 16, characterized in that the fluorescent dye(s) (b) are chosen from:

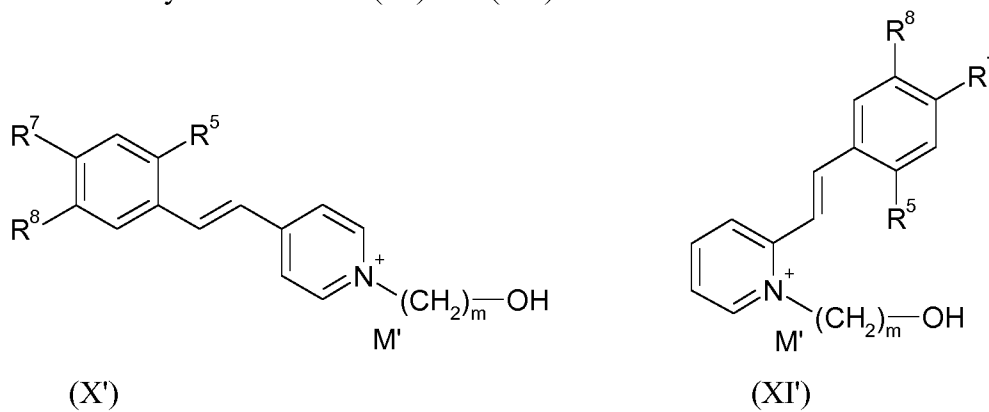
- the fluorescent dyes of formula (X) with:

R ¹	R ²	R ³	R ⁴	R ⁵	R ⁶	R ⁷	R ⁸	R ⁹	m
H	H	H	H	H	H	H	H	H	1
H	H	H	H	H	t-Bu	OH	t-Bu	H	5
H	H	H	H	H	t-Bu	OH	t-Bu	H	5
H	H	H	H	H	H	NH ₂	H	H	1
H	H	H	H	H	H	NH ₂	H	OCH ₃	1
H	H	H	H	H	H	OH	Br	H	5
H	H	H	H	H	OCH ₃	OH	OCH ₃	H	5
H	H	H	H	Cl	H	OH	H	Cl	5
H	H	H	H	H	H	OH	H	H	10
H	H	H	H	H	OCH ₃	OH	OCH ₃	H	10
H	H	H	H	H	t-Bu	OH	t-Bu	H	10
H	H	H	H	H	H	N(CH ₂ CH ₃) ₂	H	H	1
H	H	H	H	H	H	N(CH ₂ CH ₃) ₂	H	H	1
H	H	H	H	H	H	N(CH ₂ CH ₃) ₂	H	H	1
H	H	H	H	H	t-Bu	OH	t-Bu	H	10
H	H	H	H	H	H	N(CH ₂ CH ₃)CH ₂ CH ₂ OH	H	H	1
H	H	H	H	H	H	N(CH ₂ CH ₃) ₂	H	H	1
H	H	H	H	H	H	N(CH ₂ CH ₃) ₂	H	H	1
H	H	H	H	H	H	N(CH ₂ CH ₃) ₂	H	H	1

CH ₃	H	H	H	H	H	i-propyl	H	H	2
H	H	H	H	H	H	OH	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	6
H	H	H	H	OH	H	OCH ₃	H	H	2
H	H	H	H	OCH ₃	H	H	OCH ₃	OCH ₃	2
H	H	H	H	H	H	H	H	Br	2
H	H	H	H	H	H	OH	H	H	2
H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	H	6
H	H	H	H	OH	OCH ₃	H	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	H	H	2
H	H	H	H	H	H	C(O)-OH	H	H	6
H	H	H	H	H	H	C(O)-OH	H	H	2
H	H	H	H	H	H	i-propyl	H	H	2
H	H	H	H	H	H	N(CH ₃)CH ₂ CH ₂ CN	H	H	2
H	H	H	H	H	H	OCH ₃	OCH ₂ Ph	H	2
H	H	H	H	H	H	H	OPh	H	2
H	H	H	H	H	H	N(CH ₂ CH ₂ C(O)CH ₃) ₂	H	H	2
H	H	H	H	OH	H	OCH ₃	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	2
H	H	H	H	OCH ₃	H	OCH ₃	OCH ₃	H	6
H	H	H	H	H	H	H	CH ₃	H	2
H	H	H	H	H	H	N(CH ₃)CH ₂ CH ₂ OH	H	H	2

and also the organic or mineral, acid or base salts thereof, the geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates;

- the fluorescent dyes of formulae (X') and (XI')



5

with M' as defined in the preceding claim; and

R ⁵	R ⁷	R ⁸	m
H	N(CH ₂ CH ₂ OH) ₂	H	2
H	N(CH ₂ CH ₂ OH) ₂	H	3
H	N(CH ₂ CH ₂ OH) ₂	H	4
H	N(CH ₂ CH ₂ OH) ₂	H	5
H	N(CH ₂ CH ₂ OH) ₂	H	6
H	N(CH ₂ CH ₂ OH) ₂	H	8
H	N(CH ₂ CH ₂ OH) ₂	H	10
H	N(CH ₂ CH ₂ OH) ₂	H	12
H	N(CH ₂ CH ₂ OH) ₂	H	14
H	N(CH ₂ CH ₂ OH) ₂	H	16
H	CH ₃ CH ₂ N(CH ₂ CH ₂ OH)	H	2
H	CH ₃ CH ₂ N(CH ₂ CH ₂ OH)	H	4

R ⁵	R ⁷	R ⁸	m
OCH ₃	OCH ₃	OCH ₃	2
OCH ₃	OCH ₃	OCH ₃	3
OCH ₃	OCH ₃	OCH ₃	3
OCH ₃	OCH ₃	OCH ₃	4
OCH ₃	OCH ₃	OCH ₃	5
OCH ₃	OCH ₃	OCH ₃	8
OCH ₃	OCH ₃	OCH ₃	10
OCH ₃	OCH ₃	OCH ₃	12
OCH ₃	OCH ₃	OCH ₃	14
OCH ₃	OCH ₃	OCH ₃	16

and

and also the organic or mineral, acid or base salts thereof, the geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates;

- the fluorescent dyes of formula (XII) with:

R ¹	R ²	R ³	R ⁴	R ⁵	R ⁶	R ⁷	R ⁸	R ⁹	m
H	H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	2
H	H	H	H	OH	OCH ₃	H	H	H	2
H	H	H	H	H	H	H	H	H	2
H	H	H	H	H	OCH ₃	OCH ₃	H	H	2
H	H	H	H	OH	H	OH	H	H	6
H	H	H	H	OCH ₃	H	OCH ₃	OCH ₃	H	6
H	H	H	H	H	H	OH	H	H	6
H	H	H	H	OCH ₃	H	H	H	F	2
H	H	H	H	H	H	C(O)-OH	H	H	2
H	H	H	H	H	H	Isopropyl	H	H	2
H	H	H	H	H	H	N(CH ₂ CH ₂ C(O)CH ₃) ₂	H	H	2
H	H	H	H	OH	H	OCH ₃	H	H	2
H	H	H	H	H	H	OH	H	H	2
H	H	H	H	H	OCH ₃	OH	OH	H	2
H	H	H	H	H	CH ₃	OCH ₂ Ph	CH ₃	H	2
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	2
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	6

H	H	H	H	H	H	N(CH ₃) ₂	H	H	6
H	H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	6
H	H	H	H	H	H	Phenyl	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	H	H	6
H	H	H	H	H	H	C(O)-OH	H	H	6
H	H	H	H	H	H	N(n-Butyl) ₂	H	H	2
H	H	H	H	H	H	OCH ₃	OCH ₃	H	3
H	H	H	H	H	H	OCH ₃	OCH ₃	H	2
H	H	H	H	H	H	OCH ₃	OCH ₃	H	5
H	H	H	H	H	H	OCH ₃	H	H	3
H	H	H	H	H	H	N(CH ₃) ₂	H	H	3
H	H	H	H	H	H	H	H	H	3

and also the organic or mineral, acid or base salts thereof, the optical isomers, geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates;

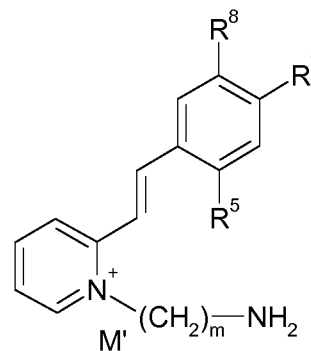
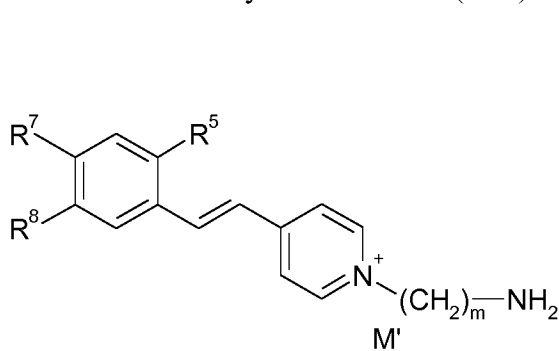
- the fluorescent dyes of formula (XIII) with:

R ¹	R ²	R ³	R ⁴	R ⁵	R ⁶	R ⁷	R ⁸	R ⁹	m
CH ₃	H	H	H	OH	H	OCH ₃	H	H	2
CH ₃	H	H	H	H	H	OCH ₃	OCH ₂ -Ph	H	2
CH ₃	H	H	H	H	H	H	H	OCH ₃	2
CH ₃	H	H	H	F	H	H	H	H	2
CH ₃	H	H	H	H	H	H	OPh	H	2
CH ₃	H	H	H	H	H	N(CH ₂ CH ₂ OAc) ₂	H	H	2
CH ₃	H	H	H	OCH ₃	H	OCH ₃	OCH ₃	H	2
CH ₃	H	H	H	H	H	H	CH ₃	H	2
CH ₃	H	H	H	H	H	OH	H	H	2
CH ₃	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	2
CH ₃	H	H	H	H	OCH ₃	OH	OH	H	2
CH ₃	H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	2
CH ₃	H	H	H	H	H	H	OCH ₃	OH	2
CH ₃	H	H	H	H	H	N(n-butyl) ₂	H	H	2
CH ₃	H	H	H	H	OCH ₃	OCH ₃	H	H	2
CH ₃	H	H	H	H	H	H	H	H	2
CH ₃	H	H	H	H	H	i-propyl	H	H	2
H	H	H	H	H	H	OH	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	6

H	H	H	H	OH	H	OCH ₃	H	H	2
H	H	H	H	OCH ₃	H	H	OCH ₃	OCH ₃	2
H	H	H	H	H	H	H	H	Br	2
H	H	H	H	H	H	OH	H	H	2
H	H	H	H	H	H	N(CH ₃) ₂	H	H	6
H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	H	6
H	H	H	H	OH	OCH ₃	H	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	H	H	2
H	H	H	H	H	H	C(O)-OH	H	H	6
H	H	H	H	H	H	C(O)-OH	H	H	2
H	H	H	H	H	H	i-propyl	H	H	2
H	H	H	H	H	H	N(CH ₃)CH ₂ CH ₂ CN	H	H	2
H	H	H	H	H	H	OCH ₃	OCH ₂ Ph	H	2
H	H	H	H	H	H	H	OPh	H	2
H	H	H	H	H	H	N(CH ₂ CH ₂ C(O)CH ₃) ₂	H	H	2
H	H	H	H	OH	H	OCH ₃	H	H	6
H	H	H	H	H	OCH ₃	OCH ₃	OCH ₃	H	2
H	H	H	H	OCH ₃	H	OCH ₃	OCH ₃	H	6
H	H	H	H	H	H	H	CH ₃	H	2
H	H	H	H	H	H	N(CH ₃)CH ₂ CH ₂ OH	H	H	2
CH ₃	H	H	H	H	H	N(CH ₃) ₂	H	H	2

and also the organic or mineral, acid or base salts thereof, the geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates; and

- the fluorescent dyes of formulae (XII') and (XIII') below:



5

with:

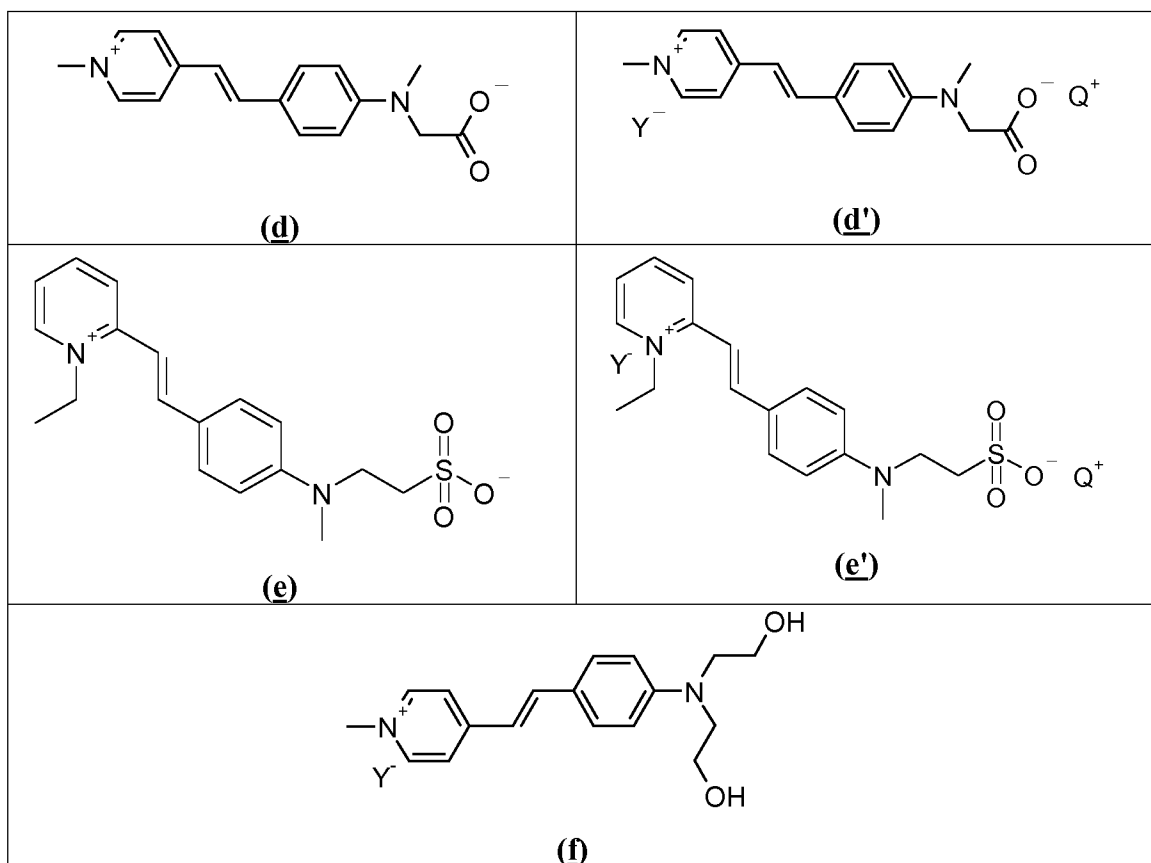
R^5	R^7	R^8	m
H	$N(CH_2CH_2OH)_2$	H	2
H	$N(CH_2CH_2OH)_2$	H	3
H	$N(CH_2CH_2OH)_2$	H	4
H	$N(CH_2CH_2OH)_2$	H	5
H	$N(CH_2CH_2OH)_2$	H	6
H	$N(CH_2CH_2OH)_2$	H	8
H	$N(CH_2CH_2OH)_2$	H	10
H	$N(CH_2CH_2OH)_2$	H	12
H	$N(CH_2CH_2OH)_2$	H	14
H	$N(CH_2CH_2OH)_2$	H	16

and

R^5	R^7	R^8	m
OCH ₃	OCH ₃	OCH ₃	2
OCH ₃	OCH ₃	OCH ₃	3
OCH ₃	OCH ₃	OCH ₃	3
OCH ₃	OCH ₃	OCH ₃	4
OCH ₃	OCH ₃	OCH ₃	5
OCH ₃	OCH ₃	OCH ₃	8
OCH ₃	OCH ₃	OCH ₃	10
OCH ₃	OCH ₃	OCH ₃	12
OCH ₃	OCH ₃	OCH ₃	14
OCH ₃	OCH ₃	OCH ₃	16

and also the organic or mineral, acid or base salts thereof, the geometrical isomers and tautomers thereof, and the solvates thereof such as hydrates;

and preferably, the fluorescent dye(s) (b) are chosen from the following compounds:



and the fluorescent dye(s) (b), as defined in any one of Claims 1 and 10 to 18, are applied together to said keratin fibres; preferably, the process comprises a step of applying to said keratin fibres a cosmetic composition which comprises a) one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I), as defined in any one of Claims 1 to 9, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, and one or more fluorescent dyes (b), as defined in any one of Claims 1 and 10 to 18.

10 22. Process according to any one of Claims 1 to 20, characterized in that it comprises at least the following two successive steps:

- a first step of applying to said keratin fibres a cosmetic composition comprising one or more fluorescent dyes (b), as defined in any one of Claims 1 and 10 to 18, followed by,

15 - a second step of applying to said fibres a cosmetic composition comprising one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I), as defined in any one of Claims 1 to 9, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof.

20 23. Process according to any one of Claims 1 to 20, characterized in that it comprises at least the following two successive steps:

- a first step of applying to said keratin fibres a cosmetic composition comprising one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I), as defined in any one of Claims 1 to 9, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, followed by

25 - a second step of applying to said fibres a cosmetic composition comprising one or more fluorescent dyes (b), as defined in any one of Claims 1 and 10 to 18.

30 24. Process according to either of Claims 22 and 23, which comprises at least two successive steps in which the pH of the cosmetic composition(s) is between 6 and 11 inclusive, particularly between 7 and 10, more particularly between 7.5 and 9.5, such as between 9 and 9.5.

25. Cosmetic composition comprising one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I), as defined in any one of Claims 1 to 9, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, and one or more fluorescent dyes (b), as defined in any one of Claims 1 and 10 to 18, said composition optionally having a pH between 6 and 11 inclusive, particularly between 7 and 10 and more particularly between 7.5 and 9.5, such as between 9 and 9.5.

26. Multi-compartment device comprising a first compartment containing one or more 2-azo(benz)imidazolium dyes (a) chosen from the compounds of formula (I), as defined according to any one of Claims 1 to 9, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, and a second compartment containing one or more fluorescent dyes (b) as defined according to any one of Claims 1 and 10 to 18.

27. Use of one or more fluorescent dye(s) (b), as defined according to any one of Claims 1 and 10 to 18, combined with one or more 2-azo(benz)imidazolium dye(s) (a) chosen from the compounds of formula (I), as defined according to any one of Claims 1 to 9, and also the optical isomers thereof, the geometrical isomers thereof, the tautomers thereof, the organic or mineral, acid or base salts thereof, the solvates thereof such as hydrates, and mixtures thereof, for the dyeing of light keratin fibres, especially human keratin fibres such as the hair, in chestnut-brown, dark chestnut-brown, brown, brown with a glint or even black, without using an additional dye other than (a) or (b).

INTERNATIONAL SEARCH REPORT

International application No
PCT/EP2017/083879

A. CLASSIFICATION OF SUBJECT MATTER
 INV. A61K8/41 A61K8/46 A61K8/49 A61Q5/06
 ADD.
 According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED
 Minimum documentation searched (classification system followed by classification symbols)
 A61K A61Q

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 EPO-Internal, BIOSIS, EMBASE, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	JP 2002 220329 A (HOYU KK) 9 August 2002 (2002-08-09) paragraphs [0012], [0025] example 1 abstract paragraph [0052]	1-27
Y	EP 1 166 752 A2 (GOLDWELL GMBH [DE]) 2 January 2002 (2002-01-02) example 1 paragraph [0007] paragraphs [0057], [0058]	1-27
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Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents :

<p>"A" document defining the general state of the art which is not considered to be of particular relevance</p> <p>"E" earlier application or patent but published on or after the international filing date</p> <p>"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</p> <p>"O" document referring to an oral disclosure, use, exhibition or other means</p> <p>"P" document published prior to the international filing date but later than the priority date claimed</p>	<p>"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention</p> <p>"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone</p> <p>"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art</p> <p>"&" document member of the same patent family</p>
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Date of the actual completion of the international search 14 March 2018	Date of mailing of the international search report 28/03/2018
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Name and mailing address of the ISA/ European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Fax: (+31-70) 340-3016	Authorized officer Tullberg, Erik
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INTERNATIONAL SEARCH REPORT

International application No
PCT/EP2017/083879

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 99/20235 A1 (OREAL [FR]; RONDEAU CHRISTINE [FR]) 29 April 1999 (1999-04-29) composé I1, I4; pages 43,44 examples 1,2 page 2, lines 10-15 -----	1-27
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Y	JP 2001 294519 A (KAO CORP) 23 October 2001 (2001-10-23) paragraph [0011] claim 1 -----	1-27

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/EP2017/083879

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