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**A method for the treatment of hair**

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A method of treating hair, which method includes dying, colouring or bleaching the hair in which a portion of the hair is placed atop a translucent, resiliently deformable planar member in abutment with the scalp. The member is then folded in such a way that the opposing edge will lie adjacent to the first edge of the scalp. The member is then held in place for such period as is required for the hair treatment process whereafter the member is removed.

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**INNOVATION SPECIFICATION FOR AN INVENTION ENTITLED**

Invention title: A method for the treatment of hair

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**The invention is described in the following statement:**

## A METHOD FOR THE TREATMENT OF HAIR

### BACKGROUND OF THE INVENTION

**[0001]** This invention relates generally to a hair treatment method.

**[0002]** Hair treatment methods include methods of dying, colouring or bleaching hair with hair treatment chemicals, hereinafter, collectively referred to as dyes. A common hair treatment is highlighting, whereby streaks of hair are made lighter, or low-lighting, whereby streaks of hair are made darker.

**[0003]** The most popular method to highlight hair permanently is through the use of oxidation dye. The ingredients of such a dye typically comprise 2, 5-diaminotoluene, a coupling agent (such as ammonia) and an oxidant (such as hydrogen peroxide). The combination of hydrogen peroxide diaminotoluene, the primary intermediate, causes the natural hair colour to lighten. Ammonia opens the hair shaft allowing the bonding of the dye to the hair.

**[0004]** Aluminium foil is used to enclose the hair during the dying step, to separate the hair which is to be treated from the remainder of the hair and to ensure that the underlying hair does not get dyed. In this process, hair to be treated is first isolated from the remainder of the hair using a process known as weaving, and then placed on a sheet of aluminium foil which is placed against the scalp of the person. Once the dye is applied to the isolated strands of hair, the distal edge of the foil is then folded towards the head at least twice. The sides of the foil are then folded inwardly to the centre to create a tightly, folded package of hair which is substantially air tight.

[0005] The problems with this foil technique are many. The foil has a tendency to slip downwardly as a result of its own weight and during the folding and dye application process. This causes a space to open between the edge of the foil and the scalp, the consequence of which is that the root area of the hair is incompletely coloured.

[0006] Also the folded foils have to be periodically opened in order to determine the extent of the colouring process. This is cumbersome and disruptive to the colouring process. Another problem is that, at the folds of the aluminium foil, uneven colouration when compared to the rest of the hair, is experienced.

[0007] Moreover, the use of aluminium foil is expensive and has environmental consequences as the foil can only be used once before discarding.

[0008] It is an object of the invention to address, at least partially, the aforementioned problems.

#### SUMMARY OF INVENTION

[0009] The invention provides a method of treating hair which includes the steps of:

[0010] (a) placing a first edge of a strip of a translucent, flexible polymeric material, in abutment with the scalp;

[0011] (b) applying, to an upper surface of the strip, a portion of the hair to be treated;

[0012] (c) folding the strip into a folded configuration by bringing a second opposing edge of the strip into contact with the upper surface adjacent the first edge, thereby to define a contact portion; and

[0013] (d) holding the strip in the folded configuration, in looped containment of the hair portion, whilst maintaining the first and second edges in a position adjacent the scalp, by applying a clasp to a side of the contact portion.

[0014] The method of treatment may be a method of colouring or highlighting the hair in which the top surface of the strip is coated with a suitable colorant composition before the portion of the hair to be treated is placed there-upon. Alternatively, the colorant composition is applied to the portion of hair to be treated after it has been applied to the upper surface of the strip.

[0015] The strip may be made from a suitable flexible plastics material, such as, for example, polypropylene a high density polyethylene, or cellulose acetate.

#### DESCRIPTION OF DRAWINGS

[0016] The invention is further described by way of example with reference to accompanying drawings in which:

[0017] Figures 1A to 1D respectively and sequentially illustrate a step in the method of the invention; and

[0018] Figure 2 illustrates a person's head, after the employment of method of the invention.

#### DESCRIPTION OF PREFERRED EMBODIMENT

[0019] The accompanying drawings illustrate, in chronological sequence, the steps in the method of the invention.

[0020] Figure 1A illustrates a first step in the method wherein a translucent flexible polypropylene rectangular sheet 10, under-laid by a rigid plastic support 12, is applied against the scalp of a person to which the hair treatment method is to be applied. This step is preceded by a weaving process whereby after a layered portion of the persons hair is alternatively separated into hair bundles that remain against the scalp and alternate hair bundles 18 that are held away from the head by a comb. A first edge 14 of the sheet is placed against an exposed portion of the scalp and held substantially horizontal, supported in this position by the support 12.

[0021] As a number of sheets 10 will be used in the hair treatment method, each sheet is pre-cut, into a standard rectangular shape and size for use with any length of hair.

[0022] It is anticipated, within the scope of the invention, that any polymeric plastics material can be used for the sheet 10, if the material is flexible, to allow the sheet to be looped as described below, yet sufficiently resilient that, in the looped configuration, the sheet does not collapse, but maintains its looped shape.

[0023] Onto an upper surface 16 of the sheet, the hair bundles 18 are placed, as illustrated in Figure 1B, and a hair colorant composition or dye 22, such as that used to highlight the hair, is applied, with a brush 20, to coat the hair bundles. As the sheet is placed against the scalp, and supported in this position by the support 12, the entire length of hair bundles, including the root portions, can be coated, substantially uniformly, by the dye. The dye causes the hair to adhere to the sheet. The sheet is sufficiently longitudinally extensive to accommodate the full length of

most hair, avoiding the need to fold the hair which occurs in the foil technique and which can cause uneven colouration.

**[0024]** Thereafter, the support 12 is removed and the sheet 10 is folded, substantially in half, along an axially transverse axis, to bring a second edge 24 to lie above in contact and flush with the first edge 14, against the scalp, to define a contact portion 26. The hair bundles 18 are now held in looped containment within the sheet as illustrated in Figure 1C with the hair still adhered to the sheet.

**[0025]** To hold the sheet in this looped configuration, and to prevent the edges 14 and 24 from moving away from their respective positions against the scalp, a clip or clasp 28 is applied to a side 30 of the contact portion 26, near to the scalp, allowing a distal folded portion 32 of the sheet to maintain its looped shape. The sheet is then kept in this configuration for a suitable period of time during which the hair bundles 18 are bleached or coloured by the composition 22, with the clasp preventing the sheet from pulling away from the scalp, which will expose the root portion of the hair bundles 18, to uneven colouration.

**[0026]** As illustrated in Figure 1C, the clasp 28, in the preferred embodiment, has a planar body 34 made of a resiliently deformable plastics material. The body is divided into a clasp end 36 and a hand held end 38. In the clasp end, a discontinuity 39 is formed which hugs the contour of the clasp end to define a first clasp member 40 and a second clasp member 42, between which the contact portion 26 of the sheet 10 is held. The clasp is easy to apply to the sheet in the method of the invention and, because of the resiliently deformable nature of the clasp, the two layers of the contact portion are held together tightly.



[0027] The translucency of the sheet 10 allows light and heat radiation to penetrate the sheet, trapping the radiant energy and heating up a looped interior 34 of the sheet 10 in which the bundles 18 are contained thus accelerating the colouring process. Also the increased airflow through the side opened loop of the sheet allows for air to flow over the hair providing oxygen in a substantially even concentration thus facilitating even oxidation and colouration. The translucency also allows the stylist to assess the extent of the colouration without tampering with the strip.

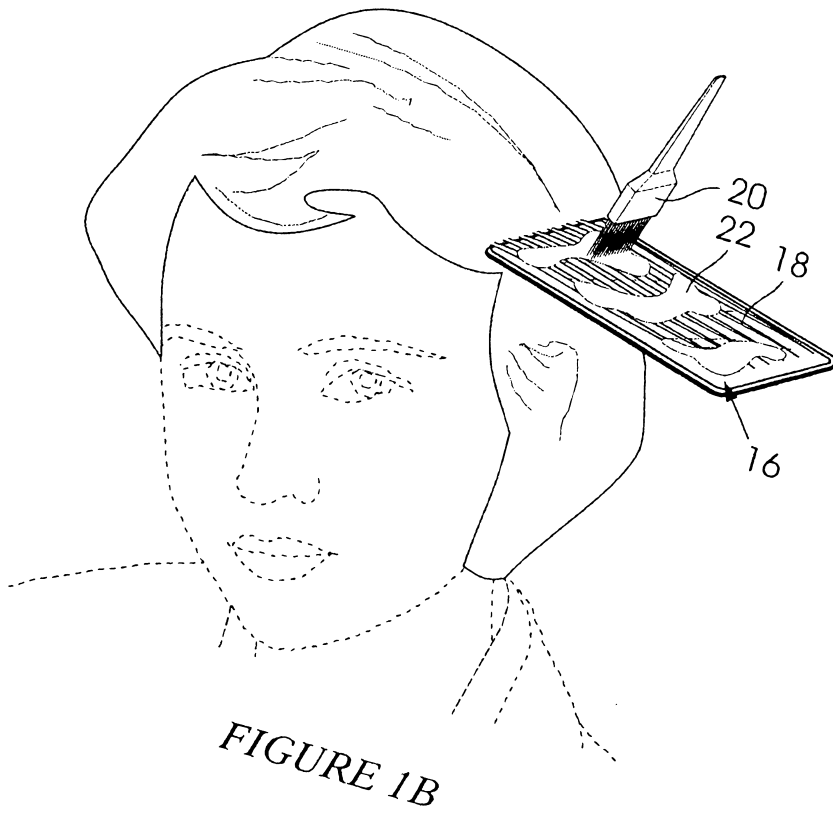
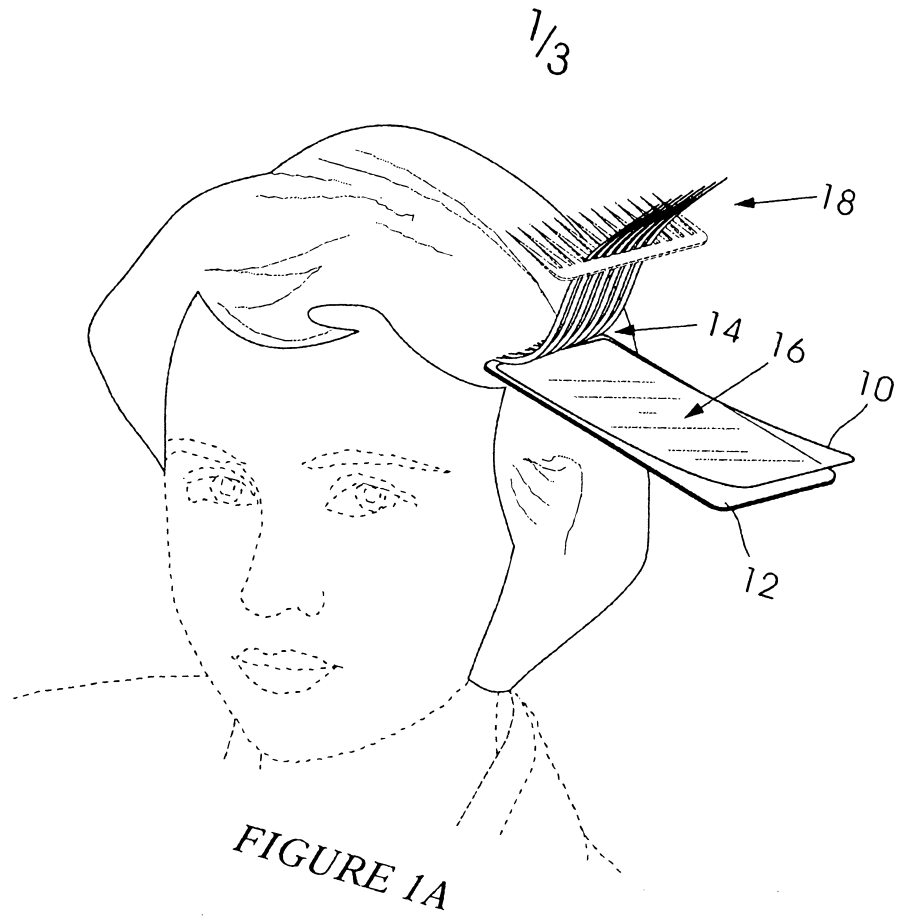
[0028] The sheet 10, made up of a polymeric plastics material, can be re-used many times before discharging. And, as the sheet comprises of a single layer, devoid of any adhesive portions which would be required to attach the two halves of the sheet in the looped configuration, in the absence of the clasp, it is easily cleaned, by immersion in water to clean off residual dye and dried for re-use.

[0029] Furthermore, as the edges of the sheet are rigid edges, the first edge 14, when presented to the scalp, forms a more defined contact line with the scalp, relatively to aluminium foil which has a tendency to malleably buckle and fold, thus allowing the composition 22 to be applied uniformly along the entire length of the bundles 18, including the roots of each hair strand.

[0030] Figure 2 illustrates a plurality of sheets, respectively designated 10A, 10B, 10C..... 10N, attached to the person's head, according to the foregoing method of the invention.

CLAIMS

1. A method of treating hair which includes the steps of:
  - (a) placing a first edge of a strip of a translucent, flexible polymeric material, in abutment with the scalp;
  - (b) applying, to an upper surface of the strip, a portion of the hair to be treated;
  - (c) folding the strip into a folded configuration by bringing a second opposing edge of the strip into contact with the upper surface adjacent the first edge, thereby to define a contact portion; and
  - (d) holding the strip in the folded configuration, in looped containment of the hair portion, whilst maintaining the first and second edges in a position adjacent the scalp, by applying a clasp to a side of the contact portion.
2. A method according to claim 1 wherein a suitable colorant composition is applied either to the top surface of the planar member and thereafter the portion of the hair to be treated is placed atop the surface or directly to the hair to be treated as it lies atop the surface
3. A method according to claim 1 or 2 wherein the member is made from a suitable rigid plastics material, such as, for example, polypropylene or high density polyethylene.
4. A method according to anyone of claims 1 to 3 wherein a clip is used to hold the member in the folded configuration.



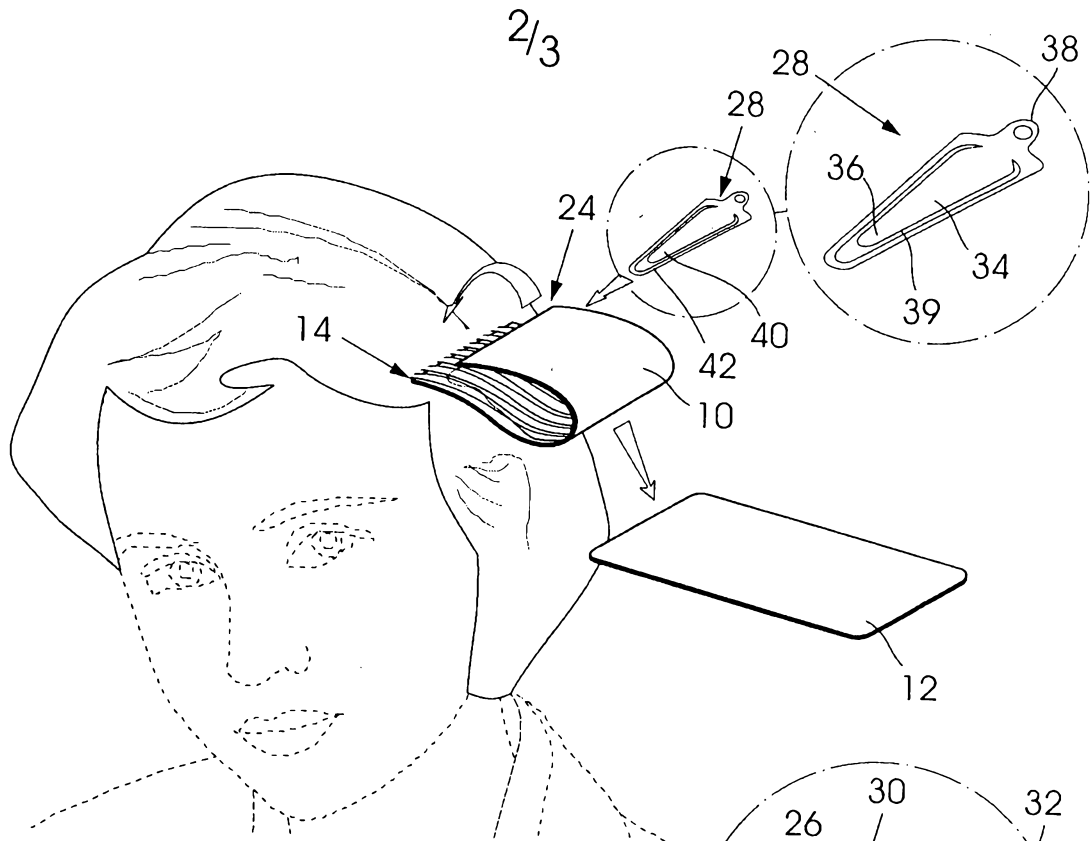


FIGURE 1C

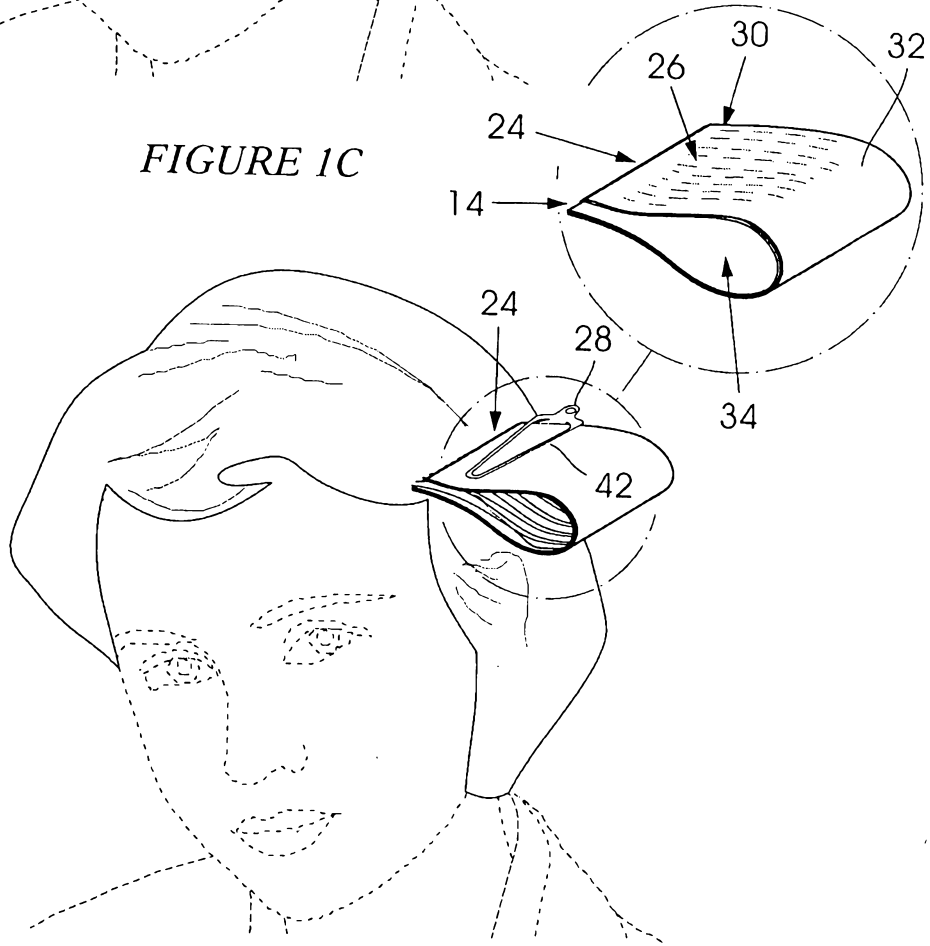


FIGURE 1D



FIGURE 2