

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
20 August 2009 (20.08.2009)

(10) International Publication Number
WO 2009/102758 A1

(51) International Patent Classification:

A61K 8/898 (2006.01) A61Q 5/10 (2006.01)
A61Q 5/02 (2006.01) A61Q 5/12 (2006.01)

(21) International Application Number:

PCT/US2009/033747

(22) International Filing Date:

11 February 2009 (11.02.2009)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

08151246.9 11 February 2008 (11.02.2008) EP

(71) Applicant (for all designated States except US): **THE PROCTER & GAMBLE COMPANY** [US/US]; One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **SENG, Juergen** [DE/DE]; Schlossborner Strasse 17, 65779 Kelkheim (DE). **SCHMITZ, Christoph, Johann** [DE/DE]; Eulering 29a, 35428 Langgoens (DE). **FLOHR, Andreas** [DE/DE]; Obere Eichen 7, 61476 Kronberg (DE).

(74) Common Representative: **THE PROCTER & GAMBLE COMPANY**; c/o Eileen L. Hughett, Global Patent

Services, 299 East Sixth Street, Sycamore Building, 4th Floor, Cincinnati, Ohio 45202 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report (Art. 21(3))



WO 2009/102758 A1

(54) Title: PROCESS FOR REDUCING HAIR DAMAGE UPON TREATMENT OF HAIR BY HEAT

(57) Abstract: A process for reducing hair damage upon treatment of hair by heat comprising the steps of providing a hair care composition comprising a heat-stable silicone material, applying said composition onto hair, providing a heat generating hair care appliance, and treating hair using said appliance; use and kit thereof.