4. Use of a fragrance precursor according to any of the claims 1 through 3 as a perfume ingredient.

5. The use of the fragrance precursor according to claim 4, wherein the perfume ingredient can release an ingredient with muguet odour characteristics.

6. A perfume composition comprising a fragrance precursor according to any of the claims 1 through 3.

7. A perfume composition according to claim 6 that is substantially free of aryl-substituted propanals that are unsubstituted on the aryl ring at a position ortho to the substituent bearing the aldehyde functionality, in particular Lilial TM.

8. A perfume composition according to claim 6 or claim 7 further comprising 3-(4-isobutyl-2-methylphenyl)propanal.

9. A perfume composition according to any of the claims 6 through 8 comprising one or more additional fragrance ingredients.

10. A perfume composition according to any of the claims 6 through 9, which can release an ingredient with muguet odour characteristics.

11. A personal care or household care composition comprising at least a fragrance precursor according to any of the claims 1 to 3, or a perfume composition as defined in any of the claims 6 through 10.

12. A method of imparting a muguet odour characteristic to a perfume composition comprising the step of adding to said composition at least a fragrance precursor according to any of the claims 1 to 3.