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(54) Title: ORAL CARE FLAVOUR FOR IMPROVING HAPPINESS STATE AND METHOD OF ASSESSING

(57) Abstract: The present disclosure relates to methods of assessing the ability of a test oral care flavour ingredient or a test oral care flavour composition to improve the happiness state of a human subject and of creating oral care flavour compositions having a positive happy effect on a human subject. It further relates to oral care flavour compositions for improving the happiness state of a human subject, to consumer products comprising such oral care flavour compositions, and to methods of improving the happiness state of a human subject.

