(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
8 March 2007 (08.03.2007)

PCT

(10) International Publication Number
WO 2007/025402 A1

(51) International Patent Classification:
A61Q 11/00 (2006.01) *A23L 1/22* (2006.01)
A61K 8/37 (2006.01)

(21) International Application Number:
PCT/CH2006/000460

(22) International Filing Date: 24 August 2006 (24.08.2006)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
0517577.3 30 August 2005 (30.08.2005) GB

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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, 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, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

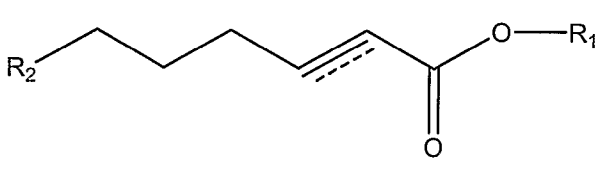
(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, 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*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

WO 2007/025402 A1

(54) Title: COMPOSITIONS AND METHODS TO COUNTERACT ORAL MALODOUR



(I)

(57) Abstract: The invention relates to hedonistically pleasing oral malodour counteracting compositions including flavour compositions and oral care products, methods to form such compositions and methods to counteract oral malodour. The compositions comprises 2 or more of oral malodour counteracting actives of formula I in a total concentration of at least 10% (w/w) based on the total concentration of flavour ingredients, and an individual concentration of 1% or more per oral malodour counteractant, based on total flavour ingredients. The maximum concentration of any individual oral malodour counteracting active based on the total of oral malodour counteracting actives is 70%. The identified oral malodour counteracting actives are various flavour compounds and natural ingredients.