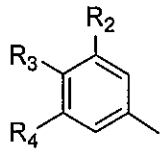
Claims:

1. A compound represented by the formula 2



Formula 2

wherein

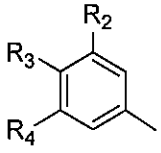
R_2 is H, or when R_3 is H, then R_2 is CHR_5CHR_6CHO or $CR_5=CR_6CHO$, wherein R_5, R_6 each independently may represent H or methyl;

R_3 is H, or when R_2 is H, then R_3 is CHR_5CHR_6CHO or $CR_5=CR_6CHO$, wherein R_5, R_6 each independently may represent H or methyl;

and

R_4 is a branched or linear, saturated or unsaturated, unsubstituted or substituted (optionally with cyclopropyl groups), C_2-C_7 alkyl or alkenyl residue, preferentially isobutyl, isoamyl.

2. A pro-perfume, suitable to release the compound represented by the formula 2



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wherein

R_2 is H, or when R_3 is H, then R_2 is CHR_5CHR_6CHO or $CR_5=CR_6CHO$, wherein R_5, R_6 each independently may represent H or methyl;

R_3 is H, or when R_2 is H, then R_3 is CHR_5CHR_6CHO or $CR_5=CR_6CHO$, wherein R_5, R_6 each independently may represent H or methyl; and

R_4 is a branched or linear, saturated or unsaturated, unsubstituted or substituted (optionally with cyclopropyl groups), C_2-C_7 alkyl or alkenyl residue, preferentially isobutyl, isoamyl;
the pro-perfume being an aminal and/or enamine of the compound represented by the formula 2.

3. The use of a compound according to claim 1 and/or the pro-perfume according to claim 2 as a perfume ingredient.

4. The use of a compound and/or the pro-perfume according to claim 3, wherein the perfume ingredient has green odour characteristics.

5. A perfume composition comprising a compound according to claim 1 and/or a pro-perfume according to claim 2.

6. A perfume composition according to claim 5 comprising one or more additional fragrance ingredients, in particular 3-(4-isobutyl-2-methylphenyl)propanal.

7. A personal care or household care composition comprising at least a compound as defined in claim 1, a pro-perfume as defined in claim 2, or a perfume composition as defined in any of the claims 5 through 6.

8. A personal care or household care composition according to claim 7, further comprising enzymes.

9. A personal or household care composition according to claim 7 or 8, characterised in that it is a textile treatment product.

10. A personal or household care composition according to any of the claims 7 through 9, characterised in that it is a detergent composition.

11. A method of imparting muguet odour characteristics to a fine fragrance or consumer product comprising the step of adding thereto a compound as defined in claim 1 and/or a pro-perfume as defined in claim 2, and selectively excluding from said fine fragrance or consumer product any aryl-substituted alkanal compounds, which are unsubstituted on the ring at the position ortho to the substituent containing aldehyde functionality, said selective addition or exclusion being based on the susceptibility of said compounds to enzymatically-mediated degradation to their benzoic acid derivatives when incubated with hepatocytes isolated from rats, said compounds being suitable for addition on the basis that they do not degrade to their benzoic acid derivatives, whereas said compounds being excluded on the basis that they do degrade to their benzoic acid derivatives.