What is Claimed:

1. A can end comprising

a peripheral curl configured to be seamed to a can body flange;

a center panel disposed within the peripheral curl;

a tab coupled to the center panel by a rivet; and

fragrance encapsulated in microcapsules, the microcapsules being positioned such that actuation of the tab activates as least a portion of the microcapsules to release the fragrance.

2. The can end of claim 1 wherein the microcapsules are positioned so as to release the fragrance onto a user's skin during opening.

3. The can end of claim 1 wherein the center panel includes a tear panel formed therein, at least a portion of the microcapsules being located on the tear panel beneath a nose of the tab such that the nose is capable of activating the microcapsule upon activation of the tab.

4. The can end of claim 3 wherein the tab and tear panel are configured such that the nose slidingly engages the tear panel to activate the microcapsules upon actuation of the tab.

5. The can end of claim 3 wherein the tear panel has a recess for housing at least a portion of the microcapsules.

6. The can end of claim 1 wherein the tab comprises a nose and at least a portion of the microcapsules are on the nose of the tab.

7. The can end of claim 1 wherein the microcapsules encapsulate at least two different fragrances.

8. The can end of claim 1 wherein the tab comprises a heel and at least a portion of the microcapsules are on the heel of the tab.

9. The can end of claim 1 wherein at least a portion of the microcapsules are on the center panel.

10. The can end of claim 9 wherein a least a portion of the microcapsules are in the form of a ring about the rivet.

11. The can end of claim 1 wherein the center panel further comprises a score which defines a recess and at least a portion of the microcapsules are in the recess.

12. The can end of claim 1 wherein the center panel defines a recess that is at least partially filled with at least a portion of the microcapsules.

13. The can end of claim 1 wherein the microcapsules have a first color when less than 50 percent of the microcapsules are ruptured and a second color when more than 50 percent of the microcapsules are ruptured.

14. A can assembly comprising

fragrance encapsulated in microcapsules;

a can body; and

a can end seamed to the can body, the can end further comprising

a peripheral curl seamed to the can body;

a center panel; and

a tab coupled to the center panel by a rivet.

15. The can assembly of claim 14 wherein the microcapsules are positioned so as to release the fragrance onto a user's skin during opening.

16. A metal container comprising

a body;

a foil cover sealed to the body having an outer surface and a tab configured for use in detaching the foil from the body; and

fragrance encapsulated in microcapsules.

17. The metal container of claim 16 wherein the microcapsules are positioned so as to release the fragrance onto a user's skin during opening.

18. The metal container of claim 16 wherein at least a portion of the microcapsules are on the outer surface of the foil.

19. The metal container of claim 16 wherein at least a portion of the microcapsules are on the tab of the foil.

20. The metal container of claim 16 wherein at least a portion of the microcapsules are in between the outer surface of the foil and the tab.

21. A metal container comprising

a lid;

a body; and

fragrance encapsulated in microcapsules.

22. The metal container of claim 21 wherein the microcapsules are positioned so as to release the fragrance onto a user's skin during opening.

23. The metal container of claim 21 wherein the lid has an underside and an opposing outerside, and wherein at least a portion of the microcapsules are on the body.

24. The metal container of claim 21 further comprising a foil that is sealed to the body, wherein at least a portion of the microcapsules are on the foil.

25. An aerosol container comprising

a valve outlet with a button;

a product compartment attached to the valve outlet; and

fragrance encapsulated in microcapsules.

26. The aerosol container of claim 25 wherein the microcapsules are positioned so as to release the fragrance onto a user's skin during use.

27. The aerosol container of claim 25 wherein at least a portion of the microcapsules are on the button.

28. A bottle assembly comprising

a bottle including a neck that defines an opening;

a crown cap configured to cover the opening; and

fragrance encapsulated in microcapsules located in an opener-contact region.

29. The aerosol container of claim 28 wherein the microcapsules are positioned so as to release the fragrance onto a user's skin during use.

30. The bottle assembly of claim 28 wherein the cap includes a skirt that is configured to engage the bottle neck and at least a portion of the microcapsules are on an edge of the cap skirt.

31. The bottle assembly of claim 28 wherein at least a portion of the microcapsules on the bottle neck.

32. The bottle assembly of claim 28 wherein the crown cap is a pry-off-type crown.

What is claimed:

1. A can end comprising a peripheral curl configured to be seamed to a can body flange; a center panel disposed within the peripheral curl; a tab coupled to the center panel by a rivet; and fragrance encapsulated in microcapsules, the microcapsules disposed on at least one of the center panel and the tab, the microcapsules being positioned and adapted such that actuation of the tab activates at least a portion of the microcapsules to release the fragrance.

2. The can end of claim 1 wherein the microcapsules are positioned so as to release the fragrance onto a user's skin during opening.

3. The can end of claim 1 wherein the at least a portion of the microcapsules are on a nose of the tab.

4. The can end of claim 1 wherein the microcapsules encapsulate at least two different fragrances.

5. The can end of claim 1 wherein the at least a portion of the microcapsules are on a heel of the tab.

6. The can end of claim 1 wherein the center panel further comprises a score which defines a recess and the at least a portion of the microcapsules are in the recess.

7. The can end of claim 1 wherein the center panel defines a recess that is at least partially filled with the at least a portion of the microcapsules.

8. The can end of claim 1 wherein the microcapsules have a first color when less than 50 percent of the microcapsules are ruptured and a second color when more than 50 percent of the microcapsules are ruptured.

9. The can end of claim 1 wherein the at least a portion of the microcapsules are on the center panel.

10. The can end of claim 9 wherein the at least a portion of the microcapsules form a

ring about the rivet.

11. The can end of claim 1 wherein the at least a portion of the microcapsules are located on the center panel at a heel of the tab.

12. The can end of claim 11 wherein the at least a portion of the microcapsules are located in a recess, the recess being disposed at the heel of the tab.

13. The can end of claim 1 wherein the center panel includes a tear panel formed therein, the at least a portion of the microcapsules being located on the tear panel beneath a nose of the tab such that the nose is capable of activating the at least a portion of the microcapsules upon activation of the tab.

14. The can end of claim 13 wherein the tab and tear panel are configured such that the nose slidingly engages the tear panel to activate the microcapsules upon actuation of the tab.

15. The can end of claim 13 wherein the tear panel has a recess for housing the at least a portion of the microcapsules.

16. A can assembly comprising fragrance encapsulated in microcapsules; a can body; and a can end seamed to the can body, the can end further comprising a peripheral curl seamed to the can body; a center panel; and a tab coupled to the center panel by a rivet; wherein the microcapsules are positioned and adapted so that as a user actuates the tab, the microcapsules release the fragrance onto the user's skin.

17. The can assembly of claim 16 wherein the microcapsules are located on the tab.

18. The can assembly of claim 16 wherein the microcapsules are located on a tear panel of the center panel.

19. The can assembly of claim 16 wherein the microcapsules are located in a score that forms a tear panel of the center panel.

20. The can assembly of claim 16 wherein at least a portion of the microcapsules are located beneath a nose of the tab.

21. The can assembly of claim 16 wherein at least a portion of the microcapsules are on a nose of the tab.

22. The can assembly of claim 16 wherein at least a portion of the microcapsules are on a heel of the tab.

23. The can assembly of claim 16 wherein at least a portion of the microcapsules are located on the center panel beneath a heel of the tab.

24. The can end of claim 23 wherein the at least a portion of the microcapsules are located in a recess, the recess being disposed at the heel of the tab.