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Figure 1: Perceived malodour intensity – results illustrating example 6 A

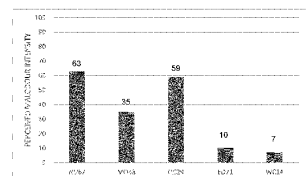


Figure 2: Perceived malodour intensity of post-dosed refresher spray formulation on worn T-shirt inserts – results illustrating example 6 C

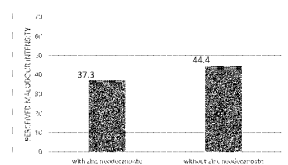
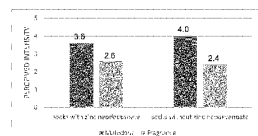


Figure 3: Perceived intensity of malodour or fragrance – results illustrating example 6 D



(57) Abstract: The present invention relates to a malodour reduction composition comprising zinc neodecanoate adapted to be delivered from an aqueous medium to a surface containing a source of malodour and to deliver a sensorially perceptible malodour reduction effect to the surface.

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