Claims:

1. A method of providing a liquid cooling composition containing a primary cooling compound which is (1R,2S,5R)-N-(4-(cyanomethyl)phenyl)-2-isopropyl-5-methylcyclohexane-carboxamide, comprising the blending of (1R,2S,5R)-N-(4-(cyanomethyl)phenyl)-2-isopropyl-5-methylcyclohexanecarboxamide with at least one different secondary cooling compound selected from the group consisting of menthyl lactate, 2-isopropyl-N,2,3-trimethylbutanamide, and (1R,2S,5R)-2-isopropyl-5-methyl-N-(2-(pyridin-2-yl)ethyl)cyclo-hexanecarboxamide, and mixtures thereof, and at least one ingestible non-polar solvent for the primary cooling compound, selected from medium-chain triglyceride (Miglyol™), peppermint oil, spearmint oil, triacetin, orange oil, lemon oil, lime oil, liquid flavours and menthol, the weight ratios of primary cooling compound: secondary cooling compound: solvent being 1:1.5-2.25:1.75-4.4.

2. A method according to claim 1, in which the weight ratios of primary cooling compound: secondary cooling compound: solvent are 1:1.8-2.2:2.5-3.5.

3. A method according to claim 1, in which the non-polar solvent is capable of dissolving the primary cooling compound to the extent of at least 0.0005g/mL.

4. A method according to claim 1, in which the primary cooling compound/secondary cooling compound/solvent combination is selected from the group consisting of:
(1R,2S,5R)-N-(4-(cyanomethyl)phenyl)-2-isopropyl-5-methylcyclohexane-carboxamide / menthyl lactate / medium-chain triglyceride solvent (Miglyol™);
(1R,2S,5R)-N-(4-(cyanomethyl)phenyl)-2-isopropyl-5-methylcyclohexane-carboxamide / menthyl lactate / Triacetin;
(1R,2S,5R)-N-(4-(cyanomethyl)phenyl)-2-isopropyl-5-methylcyclohexane-carboxamide / 2-isopropyl-N,2,3-trimethylbutanamide / medium-chain triglyceride solvent (Miglyol™);
(1R,2S,5R)-N-(4-(cyanomethyl)phenyl)-2-isopropyl-5-methylcyclohexane-carboxamide / menthyl lactate / peppt oil.; and
(1R,2S,5R)-N-(4-(cyanomethyl)phenyl)-2-isopropyl-5-methylcyclohexane-carboxamide)/ (1R,2S,5R)-2-isopropyl-5-methyl-N-(2-(pyridin-2-yl)ethyl)-cyclohexanecarboxamide / menthyl lactate/Triacetin.

5. A product adapted to be applied to at least one of the oral mucosa and the skin, which comprises a product base and an effective amount of a cooling composition consisting of a blend of a primary cooling compound which is (1R,2S,5R)-N-(4-(cyanomethyl)phenyl)-2-isopropyl-5-methylcyclohexane-carboxamide, at least one different secondary cooling compound selected from the group consisting of menthyl lactate, 2-isopropyl-N,2,3-trimethyl-butanamide, and (1R,2S,5R)-2-isopropyl-5-methyl-N-(2-(pyridin-2-yl)ethyl)cyclo-hexanecarboxamide, and mixtures thereof, and at least one ingestible non-polar solvent for the primary cooling compound, selected from medium-chain triglyceride (Miglyol^{TM}), peppermint oil, spearmint oil, triacetin, orange oil, lemon oil, lime oil, liquid flavours and menthol, the weight ratios of primary cooling compound: secondary cooling compound: solvent being 1:1.5-2.25:1.75-4.4.

6. A product according to claim 5, in which the cooling composition is present in an entrapped form**.**

7. A product according to claim 6, in which the entrapped form is selected from the group consisting of polymer melts or hydrogels, capsules, microcapsules and nanocapsules, liposomes, film-formers and absorbents.

8. A product according to claim 6, in which the entrapped form is a spray-dried granulate.