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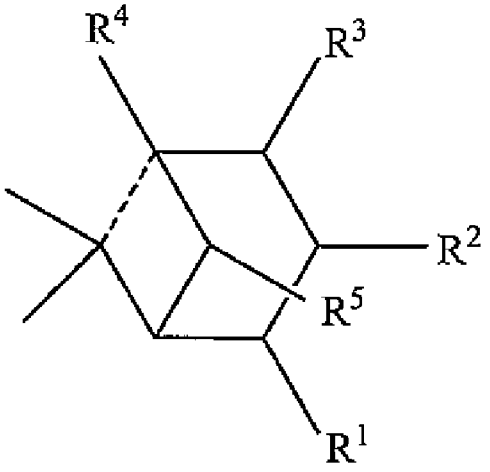
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(54) **Title**: MENTHOL REPLACEMENT



(I)

(57) **Abstract**: A method of producing in a composition adapted to be applied to the mucous membranes, the physiological effects of menthol at a reduced menthol concentration, by the partial replacement of menthol by a cooling and flavour blend, including (a) at least one compound selected from the group consisting of lactoyl ethanolamide, nonanoic acid vanillyl amide and menthyl lactate; and (b) at least one compound of the Formula I in which the dotted line represents an optional single bond, the moieties R^1, R^2, R^3, R^4 and R^5 being independently selected from H, CH_3 and OH, three moieties being H, one CH_3 and one OH, such that (v) when the optional single bond is absent, one of R^1 and R^5 is OH only when R^3 is H; and (vi)when the optional single bond is present, R^3 is CH_3 and one of R^1 and R^5 is OH.

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