Claims

1. A consumer product comprising a plurality of microcapsules, the microcapsules comprising a core and a shell around the core, the core comprising at least one functional material, wherein the mean total surface area of the plurality of microcapsules comprised in one litre of consumer product is from 0.02 to 0.27 m^2, preferably from 0.02 to 0.12 m^2, wherein the mean total surface area of the plurality of microcapsules is calculated based on the surface mean diameter $D(3,2)$ and on the volume median diameter $D_v(50)$ of the microcapsules, by performing the steps of:

a) Measuring the surface mean diameter $D(3,2)$ and volume median diameter $D_v(50)$ of the microcapsules by static light scattering and obtaining therefrom the surface and surface mean radius $R(3,2)$ and volume median radius $R_v(50)$ of the microcapsules; and

b) Calculating the mean total surface area S of the plurality of microcapsules by

$$S = \frac{3(R(3,2))^2 m_{caps}}{(R_v(50))^3 \rho_{caps}} \qquad \text{(Equation 6)}$$

wherein ρ_{caps} is the density the of the microcapsules and m_{caps} is the effective amount of microcapsules.

2. The consumer product according to claim 1, wherein the volume median diameter $D_v(50)$ is from 5 to 50 µm, preferably from 8 to 35 µm, still more preferably from 10 to 20 µm.

3. The consumer product according to one of claims 1 or 2, wherein the consumer product has a turbidity lower than 350 NTU, preferably lower than 300 NTU, more preferably lower than 200 NTU, still more preferably lower than 100 NTU, even more preferably lower than 50 NTU at 25 °C.

4. The consumer product according to one of claim 1 to 3, wherein the at least one functional material is selected from a fragrance, a flavour and a cosmetic ingredient, preferably a fragrance.

5. The consumer product according to claim 4, wherein the fragrance comprises at least one fragrance ingredient selected from the group consisting of 2,6,10-trimethylundec-9-enal; 2-(tert-butyl)cyclohexyl acetate; decanal; 2-methyldecanal; undec-10-enal); undecanal; dodecanal; 2-methylundecanal; (E)-undec-9-enal; (E)-dodec-2-enal; allyl 2-(isopentyloxy)acetate; allyl 3-cyclohexylpropanoate; allyl heptanoate; 1-((2-(tert-butyl)cyclohexyl)oxy)-butan-2-ol; 1,3,4,5,6,7-hexahydro-.beta.,1,1,5,5-pentamethyl-2H-2,4a-methanonaphthalene-8-ethanol; pentyl 2-hydroxybenzoate; 1-(3,3-dimethylcyclohexyl)ethyl formate; (1R,2S,4R)-2'-isopropyl-1,7,7-trimethyl-spiro[bicyclo[2.2.1]heptane-2,4'-[1,3]dioxane]; 8-(sec-butyl)-5,6,7,8-tetra-hydroquinoline); (ethoxymethoxy)-cyclododecane; (1S,2R,5R)-2-ethoxy-2,6,6-trimethyl-9-methylene-bicyclo[3.3.1]nonane; (2S,4S)-1,7,7-trimethyl-bicyclo[2.2.1]-heptan-2-yl acetate; 1-butoxy-1-oxopropan-2-yl butyrate; 4-(tert-butyl)cyclohexyl acetate; (Z)-4,11,11-trimethyl-8-methylene-bicyclo[7.2.0]-undec-4-ene; 1,1,2,3,3-pentamethyl-2,3,6,7-tetrahydro-1H-inden-4(5H)-one; 5-tert-butyl-2-methyl-5-propyl-2H-furan; (E)-3,7-dimethylocta-2,6-dienal; (E)-3,7-dimethylocta-2,6-dienal; (Z)-1,1-diethoxy-3,7-dimethylocta-2,6-diene; 3,7-dimethyloct-6-enal; 3,7-dimethyloct-6-en-1-ol 3,7-dimethyloct-6-en-1-yl acetate; 3,7-dimethyloct-6-en-1-yl formate; 3,7-dimethyloct-6-enenitrile; 3,7-dimethyloct-6-en-1-yl propionate; dodecanenitrile; 4-cyclohexyl-2-methylbutan-2-ol; (Z)-3-methylcyclotetradec-5-enone; 3-(4-isopropylphenyl)-2-methylpropanal; (allyl 2-(cyclohexyloxy)acetate; cyclohexyl 2-hydroxybenzoate; 8,8-dimethyl-1,2,3,4,5,6,7,8-octahydronaphthalene-2-carbaldehyde; (E)-1-(2,6,6-trimethylcyclohexa-1,3-dien-1-yl)but-2-en-1-one; (E)-1-(2,6,6-trimethylcyclohex-2-en-1-yl)but-2-en-1-one; (E)-1-(2,6,6-trimethyl-cyclohex-3-en-1-yl)but-2-en-1-one; (E)-dec-4-enal; 2-pentylcyclopentanone; propanedioic acid 1-(1-(3,3-dimethylcyclohexyl)ethyl) 3-ethyl ester; 3-methyl-2-pentylcyclopent-2-enone; 2-methyl-1-phenylpropan-2-ol; 2-methyl-1-phenylpropan-2-yl acetate; 2-methyl-1-phenylpropan-2-yl butyrate; 4,7-dimethyloct-6-en-3-one; 2,6-dimethylheptan-2-ol; 1-methyl-4-(prop-1-en-2-yl)cyclohex-1-ene; (E)-4-((3aS,7aS)-hexahydro-1H-4,7-methanoinden-5(6H)-ylidene)butanal; (E)-3-methyl-5-(2,2,3-trimethylcyclopent-3-en-1-yl)pent-4-en-2-ol; ethyl

hexanoate; ethyl octanoate; (E)-3,7-dimethylnona-1,6-dien-3-ol; (Z)-3,7-dimethylnona-1,6-dien-3-yl acetate; ethyl heptanoate; ethyl 2,6,6-trimethylcyclohexa-1,3-diene-1-carboxylate; (1s,4s)-1,3,3-trimethyl-2-oxa-bicyclo[2.2.2]octane; (2S)-1,3,3-trimethylbicyclo[2.2.1]heptan-2-yl acetate; (1S,2R,4R)-1,3,3-trimethylbicyclo[2.2.1]heptan-2-ol); 1-(3,5,5,6,8,8-hexa-methyl-5,6,7,8-tetrahydronaphthalen-2-yl)ethanone; 3-(4-ethylphenyl)-2,2-dimethylpropanal; 3-(3-isopropylphenyl)butanal; (3aR,6S,7aS)-3a,4,5,6,7,7a-hexahydro-1H-4,7-methanoinden-6-yl propionate; 2,4,6-trimethyl-4-phenyl-1,3-dioxane; 2-(sec-butyl)cyclohexanone); (3aS,4S,7R,7aS)-ethyl octahydro-1H-4,7-methanoindene-3a-carboxylate; 2-methyldecanenitrile; 1-(3,3-dimethylcyclohex-1-en-1-yl)pent-4-en-1-one; (3aR,6S,7aS)-3a,4,5,6,7,7a-hexahydro-1H-4,7-methanoinden-6-yl isobutyrate; (E)-3,7-dimethylocta-2,6-dien-1-ol; (E)-3,7-dimethylocta-2,6-dien-1-yl acetate; (E)-3,7-dimethylocta-2,6- 2-one; 1-(2,3,8,8-tetramethyl-1,2,3,4,5,6,7,8-octahydronaphthalen-2-yl)ethanone); 2,4,6-trimethylcyclohex-3-enecarbaldehyde; 3,5,5- dien-1-yl isobutyrate; ethyl 2-ethyl-6,6-dimethylcyclohex-2-enecarboxylate; (E)-oxacyclohexadec-12-en-2-one; methyl 3-oxo-2-pentylcyclopentaneacetate; (2S)-ethyl 3-isopropylbicyclo[2.2.1]hept-5-ene-2-carboxylate; (Z)-hex-3-en-1-yl butyrate; (E)-2-benzylideneoctanal; hexyl isobutyrate; hexyl 2-hydroxybenzoate; 4,4a,5,9b-tetrahydroindeno[1,2-d][1,3]dioxine; (E)-4-(2,6,6-trimethylcyclohex-1-en-1-yl)but-3-en-2-one; (E)-4-(2,6,6-trimethylcyclohex-2-en-1-yl)but-3-en-2-one; (E)-4-(2,5,6,6-tetramethylcyclohex-2-en-1-yl)but-3-en-trimethylhexyl acetate; isopropyl 2-methyl butanoate; (E)-3-methyl-4-(2,6,6-trimethylcyclohex-2-en-1-yl)but-3-en-2-one; (3aR,6S,7aS)-3a,4,5,6,7,7a-hexahydro-1H-4,7-methanoinden-6-yl acetate; (Z)-3-methyl-2-(pent-2-en-1-yl)cyclopent-2-enone; (Z)-3,4,5,6,6-pentamethylhept-3-en-2-one; (Z)-1-(1-ethoxyethoxy)hex-3-ene (2E,6Z)-3,7-dimethylnona-2,6-dienenitrile; (Z)-hex-3-en-1-yl methyl carbonate; 3-(4-(tert-butyl)phenyl)-2-methylpropanal; 3,7-dimethylocta-1,6-dien-3-ol; 3,7-dimethylocta-1,6-dien-3-yl acetate; (4E)-9-hydroxy-5,9-dimethyl-4-decenal; 2-methyl-4-oxo-4H-pyran-3-yl isobutyrate; ethyl 2-methylpentanoate; 2,6-dimethylhept-5-enal; 2-isopropyl-5-methylcyclohexanol; 2-isopropyl-5-methylcyclohexanone; 1-((1S,8aS)-1,4,4,6-tetramethyl-2,3,3a,4,5,8-hexahydro-1H-5,8a-methanoazulen-7-yl)ethanone; undecan-2-one; methyl non-2-ynoate; 6,6-dimethoxy-2,5,5-trimethylhex-2-ene; 4-(4-methylpent-3-en-1-yl)cyclohex-3-enecarbaldehyde; 2-(2-(4-methylcyclohex-3-en-1-yl)propyl)cyclopentanone; 2-methyl-

6-methyleneoct-7-en-2-yl acetate; (E)-methyl non-2-enoate; (Z)-3,7,11-trimethyldodeca-1,6,10-trien-3-yl acetate; (Z)-3,7-dimethylocta-2,6-dien-1-yl acetate; 6,8-dimethylnonan-2-ol; (Z)-non-6-enal; 3-(4-isobutyl-2-methylphenyl)propanal; 4-(tert-pentyl)cyclohexanone; 2-ethyl-N-methyl-N-(m-tolyl)butanamide; 2-methyl-4-methylene-6-phenyltetrahydro-2H-pyran; 2-cyclohexylidene-2-phenylacetonitrile; 2-cyclohexylidene-2-(o-tolyl)acetonitrile; 2,2-dimethyl-2-pheylethyl propanoate; 1-methyl-4-(4-methylpent-3-en-1-yl)cyclohex-3-enecarbaldehyde; 6-(sec-butyl)quinoline; (E)-2-ethyl-4-(2,2,3-trimethylcyclopent-3-en-1-yl)but-2-en-1-ol; 4-(4-hydroxyphenyl)butan-2-one; 2,2,5-trimethyl-5-pentylcyclopentanone; 2,2,2-trichloro-1-phenylethyl acetate); ROSALVA (dec-9-en-1-ol; (1-methyl-2-(5-methylhex-4-en-2-yl)cyclopropyl)-methanol; 4-methylene-2-phenyltetrahydro-2H-pyran; 2-(1-(3,3-dimethylcyclohexyl)-ethoxy)-2-methylpropyl cyclopropanecarboxylate; 3-(4-isobutylphenyl)-2-methylpropanal; 1-(spiro[4.5]dec-6-en-7-yl)pent-4-en-1-one; (E)-5-methylheptan-3-one oxime; (E)-6-ethyl-3-methyloct-6-en-1-ol; (E)-2-((3,5-dimethylhex-3-en-2-yl)oxy)-2-methylpropyl cyclopropanecarboxylate; 1-methyl-4-propan-2-ylcyclohexa-1,4-diene; 1-methyl-4-(propan-2-ylidene)cyclohex-1-ene; 2-(4-methylcyclohex-3-en-1-yl)propan-2-yl acetate; 3,7-dimethyloctan-3-ol; 2,6-dimethyloctan-2-ol; oxacyclohexadecan-2-one; (E)-tridec-2-enenitrile; (E)-4-methyldec-3-en-5-ol; 2,2,5-trimethyl-5-pentylcyclopentanone; (2,2-dimethoxyethyl)benzene and 2-(2,4-dimethylcyclohexyl)pyridine).

6. The consumer product according to one of claims 1 to 5, wherein the shell comprises a material selected from the group consisting of aminoplast resins, such as melamine-formaldehyde resins, urea-formaldehyde resins and melamine-urea-formaldehyde resins, polyurea resins, poly(meth)acrylate resins, polyester resins, polysaccharides, proteins, polypeptides, silicon oxides and organosiloxanes.

7. The consumer product according to one of Claims 1 to 6, selected from the group consisting of liquid detergents, hard surface cleaners, shampoos, shower gels, liquid soaps, dish washing liquids and fragranced products comprising ethanol.

8. A method for obtaining a consumer product according to one of claims 1 to 7, the method comprising the steps of:

a) Selecting a transparent or translucent product base;

b) Adding a plurality of microcapsules in the form of a slurry, so that the total surface area of the plurality of microcapsules comprised in one litre of consumer product is from 0.02 to 0.27 m^2, preferably from 0.02 to 0.12 m^2;

c) Dispersing the plurality of the microcapsules.