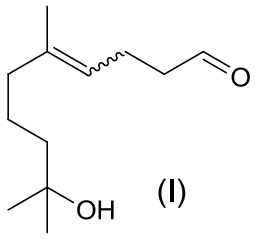
Claims:

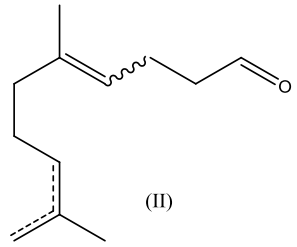
1. The compound 5, 9-dimethyl-9-hydroxy-decen-4-al, having the formula (I)



(I)

2. A compound according to claim 1, wherein 50 to 70 wt % is in the E-form, and 30 to 50 wt % is in the Z-form.

3. A perfume mixture comprising a compound of formula (I) as defined in any of the preceding claims and a compound according to formula (II)



(II)

consisting of an isomeric mixture of (E/Z)-5,9-dimethyldeca-4,8-dienal and (E/Z)-5,9-dimethyldeca-4,9-dienal.

4. A perfume mixture according to claim 3 wherein the ratio (weight/weight) of compound (I) to compound (II) is 99:1, more particularly 99.1 to 0.9; 99.2 to 0.8; 99.3 to 0.7; 99.4 to 0.6; 99.5 to 0.5; 99.6 to 0.4; 99.7 to 0.3; 99.8 to 0.2; 99.9 to 0.1; 99.95 to 0.05; or 99.99 to 0.01.

5. A perfume composition comprising a compound according to claim 1 or 2.

6. A perfume composition comprising a compound according to claim 1 or 2 or a perfume mixture according to claim 3 or 4 and one or more

compounds selected from the group consisting of 2-cyclohexylidene-2-phenylacetonitrile; 4-(octahydro-4,7-methano-5H-inden-5-ylidene)butanal; 4-Methyl-2-(2-methylpropyl)tetrahydro-2H-pyran-4-ol; and methyl 2-(2-hexyl-3-oxocyclopentyl)acetate.

7. A perfume composition according to any of the claims 5 through 6 wherein the compound or the perfume mixture is present in said composition in an amount of 1 to 30 % by weight based on the total weight of said perfume composition.

8. A muguet perfume composition according to any of the claims 5 through 7.

9. A perfume composition according to any of the claims 5 through 8 comprising at least one additional perfume ingredient.

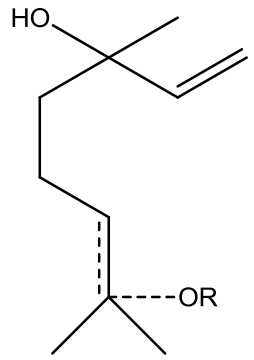
10. A personal care or household care composition or fine fragrance composition comprising a compound according to claims 1 or 2, a perfume mixture according to claim 3 or 4, or a perfume composition as defined in any of the claims 5 through 9.

11. A compound according to any of the claims 1 or 2; a perfume mixture according to claim 3 or 4; a perfume composition as defined in any of the claims 5 through 9; or a personal or household care product or fine fragrance according to claim 10, comprising an anti-oxidant.

12. A method of imparting a muguet odour note to a perfume composition or a personal or household care product or fine fragrance, said method comprising the step of adding thereto a compound according to any of the claims 1 or 2, or a perfume mixture according to claim 3 or 4.

13. A method of preparing 5, 9-dimethyl-9-hydroxy-decen-4-al (I) from a reaction mixture, comprising the step of providing the reaction mixture in a form substantially free of any acid or base, and distilling the mixture 5, 9-dimethyl-9-hydroxy-decen-4-al from a reaction mixture.

14. A method according to claim 13, wherein the reaction mixture is prepared by reacting an allylic alcohol of the formula



diethyleneglycol divinylether or triethyleneglycol divinyl ether in the presence of an acid or metal catalyst, at atmospheric pressure and a temperature in a range spanning ambient to 200 °C,.

wherein,

------ is a double bond or a single bond, and

-----OR is a hydroxyl group or a protected hydroxyl group, such as an acetate, silyl ether or mixed acetal, provided that -----OR is present only when ------ is a single bond.

15. A method of forming 5, 9-dimethyl-9-hydroxy-decen-4-al (I), said method comprising the steps of:

I) Reacting hydroxylinalool with ethyl vinyl ether in acid under an inert gas atmosphere at 1 to 100 bar, and a temperature of (-) 10 to 200 degrees centigrade, to form a reaction mixture comprising acetals;

II) acidifying the cooled reaction mixture at (-20) to 40 degrees centigrade and atmospheric pressure to hydrolyse said acetals;

III) neutralising the reaction mixture in a base before adjusting the pH of the reaction mixture to a slightly acidic pH of 2 to 7, to yield 5, 9-dimethyl-9-hydroxy-decen-4-al (I); and optionally

IV) distilling the reaction mixture to isolate pure 5, 9-dimethyl-9-hydroxy-decen-4-al (I).

16. Use of a compound of formula (I) as defined in claim 1 or 2, or a perfume mixture as defined in claim 3 or 4, as a replacement for cyclohexal.

17. A perfume composition comprising a compound of formula (I) as defined in claim 1 or 2, or a perfume mixture as defined in claim 3 or 4, wherein the composition is free of cyclohexal.

18. A perfumed article perfumed with a compound of formula (I) as defined in claim 1 or 2, or with a perfume mixture as defined in claim 3 or 4.

19. A perfumed article according to claim 18 selected from the group consisting of fine fragrance or a personal or household care product.