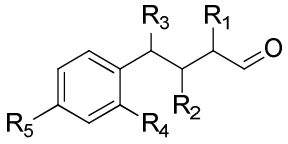
Claims:

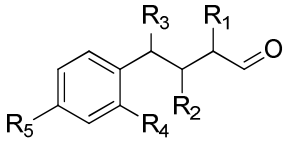
1. The use of a compound represented by the formula I



formula I

wherein R_1 through R_4 is independently H or methyl; and
R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl, alkenyl, cycloalkyl or cycloalkenyl residue;
as a perfume ingredient for imparting muguet odour characteristics.

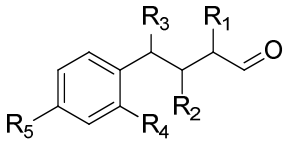
2. A compound represented by the formula I



formula I

wherein R_1 through R_3 is independently H or methyl;
R_4 is methyl; and
R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl or alkenyl, cycloalkyl or cycloalkenyl residue;
and wherein said compound is not 4-(4-(tert-butyl)phenyl)butanal, 4-(4-isopropylphenyl)butanal, 4-(4-isobutylphenyl)butanal, 4-(4-(tert-butyl)phenyl)-3-methylbutanal.

3. A pro-perfume, suitable to release the compound represented by the formula I

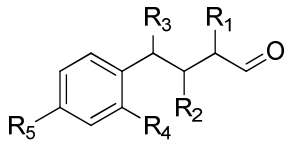


formula I

wherein R_1 through R_3 is independently H or methyl;
R_4 is methyl; and

R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl, alkenyl, cycloalkyl or cycloalkenyl residue;
the pro-perfume being a reaction product of the compound and an amine compound;
the amine compound being selected from the group consisting of aromatic amines, primary or secondary aliphatic amines; etheramines; ethylene- and propylene-amines; amino acids; polyamines, primary and secondary polyetheramines, polyethyleneimines, polypropyleneimines, polyamidoamines, polyamino acids, polyvinylamines, poly(ethylene glycol) bis(amine), amino substituted polyvinylalcohols; N-(3- aminopropyl)imidazole, nipecotamide, skatole and methyl ortho- aminobenzoate (methyl anthranilate), methyl meta-aminobenzoate, methyl para-aminobenzoate and indole.

4. A perfume composition comprising a compound represented by the formula I



formula I

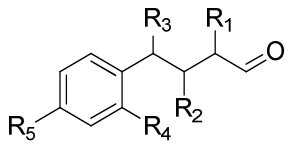
wherein R_1 through R_3 is independently H or methyl;
R_4 is methyl; and
R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl, alkenyl, cycloalkyl or cycloalkenyl residue;
and/or comprising a pro-perfume according to claim 3,
for imparting muguet odour characteristics.

5. A perfume composition according to claim 4 that is free of any aryl-substituted propanal odourants that are unsubstituted on the aryl ring at a position *ortho* to the substituent bearing the aldehyde functionality and/or not bearing butanal as the aldehyde functionality.

6. A perfume composition according to claim 4 or claim 5 comprising one or more additional fragrance ingredients.

7. A method of imparting muguet odour characteristics to a fine fragrance or consumer product comprising the step of adding thereto an aryl-substituted

butanal compound represented by the formula I



formula I

wherein R_1 through R_3 is independently H or methyl;
R_4 is methyl; and
R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl, alkenyl, cycloalkyl or cycloalkenyl residue;
and/or a pro-perfume as defined in claim 3,
said compounds being suitable for addition on the basis that they do degrade to their benzoic acid derivatives under test conditions to a much lesser degree than 3-(4-tert-butylphenyl)-2-methylpropanal,
said compounds having a greatly reduced susceptibility to undergo enzymatically-mediated degradation to their benzoic acid derivatives when incubated with hepatocytes isolated from rats.