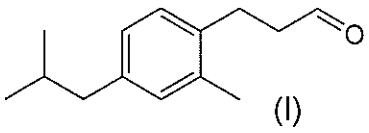
Claims:

1. A compound according to the formula (I)



(I)

2. The use of a compound according to formula (I) as a perfume ingredient.

3. The use of a compound according to claim 2, wherein the perfume ingredient has muguet odour characteristics.

4. A perfume composition comprising a compound according to the formula (I).

5. A perfume composition according to claim 4 that is free of aryl-substituted alkanal odourants, more particularly aryl-substituted propanals, that are unsubstituted on the aryl ring at a position ortho to the substituent bearing the aldehyde functionality.

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

7. A personal care or household care composition comprising a compound of formula (I) according to claim 1, or a perfume composition as defined in any of the claims 3 through 6.

8. A method of producing a muguet odour characteristic to a perfume composition comprising the step of adding to said composition a compound defined in claim 1.