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(54) Title: FRAGRANCE PROCESS

(57) Abstract: A method of extending the olfactory effect of a fragrance added to a washed item, comprising the addition to the wash of the fragrance, the fragrance comprising at least one compound selected from the group consisting of ethyl (Z)-2-acetyl-4-methyltridec-2-enoate; ethyl N,S-bis(4-oxo-4-(2,6,6-trimethylcyclohex-3-en-1-yl)butan-2-yl)cysteinate; 4-(dodecylthio)-4-methylpentan-2-one;1-butoxy-3-((1E,4Z)-hepta-1,4-dien-1-yl)benzene; and 2-ethoxy-4-((1E,4Z)-hepta-1,4-dien-1-yl)phenol. A washed item in which the washing utilized at least one of the compounds and which was then stored, for example, in a cupboard, closet or drawer, is found to have retained a substantial proportion of the fragrance, and for a longer time.