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(54) Title: COMPOSITIONS AND METHODS TO COUNTERACT ORAL MALODOUR

(57) Abstract: The invention relates to hedonistically pleasing oral malodour counteracting compositions including flavour compositions and oral care products, methods to form such compositions and methods to counteract oral malodour. The compositions comprise 4 or more of oral malodour counteracting actives in a total concentration of at least 20% (w/w) based on the total concentration of flavour ingredients, and an individual concentration of 1% or more per oral malodour counteractant, based on total flavour ingredients. The maximum concentration of any individual oral malodour counteracting active based on the total of oral malodour counteracting actives is 70%. The identified oral malodour counteracting actives are various flavour compounds and natural ingredients.