(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
27 May 2010 (27.05.2010)

PCT

(10) International Publication Number
WO 2010/059289 A1

(51) International Patent Classification:
A61K 8/19 (2006.01) *A61K 8/49* (2006.01)
A61K 8/24 (2006.01) *A61K 8/55* (2006.01)
A61K 8/34 (2006.01) *A61Q 11/00* (2006.01)
A61K 8/42 (2006.01)

(21) International Application Number:
PCT/US2009/057785

(22) International Filing Date:
22 September 2009 (22.09.2009)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
12/274,467 20 November 2008 (20.11.2008) US

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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

WO 2010/059289 A1

(54) Title: PERSONAL CARE COMPOSITIONS PROVIDING ENHANCED COOLING SENSATION

(57) Abstract: Disclosed are personal care compositions for use on hair, skin, oral cavity, throat and other mucosal surfaces containing a flavor/perfume system comprising one or more coolants, wherein the pleasant cool and refreshing sensation provided by the coolant is enhanced in terms of quicker onset, greater intensity or impact and/or longer duration, thereby improving appeal and acceptability of the compositions to consumers. In one embodiment the invention provides oral care compositions comprising (a) a flavor composition comprising one or more non-menthol coolants and optionally one or more additional flavor ingredients, (b) a calcium ion source and/or a calcium transport agent sufficient to potentiate and/or modulate the cooling and refreshing sensation provided by the coolant(s), and (c) an orally-acceptable carrier. Upon application to the oral cavity, the compositions provide an immediate onset of cooling sensation which lasts longer than about 15 minutes thereby providing long-lasting clean and fresh mouth impression and encouraging user compliance and repeated use of the compositions.