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(54) Title: FRAGRANCE COMPOSITIONS EXHIBITING ENHANCED INTENSITY

(57) Abstract: The present invention relates to a fragrance composition or consumer product comprising or consisting of: a) at least one fragrance ingredient; and b) at least one amylopectin-based material. It further relates to a method for enhancing the overall perceived fragrance intensity of a fragrance composition or consumer product, upon bringing the fragrance composition or consumer product in contact with a diluent, the method comprising the steps of: a) providing at least one amylopectin-based material; and b) adding to the fragrance composition or the consumer product an effective amount of the at least one amylopectin- based material.