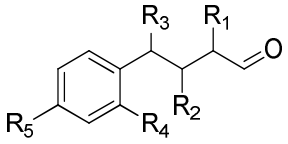
Claims:

1. The use of a compound represented by the formula I

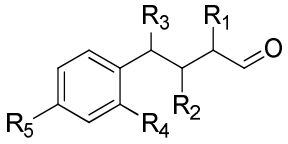


formula I

wherein R_1 through R_4 is independently H or methyl; and
R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl, alkenyl, cycloalkyl or cycloalkenyl residue;
as a perfume ingredient for imparting muguet odour characteristics.

2. ~~The use of a compound according to claim 1, wherein the perfume ingredient has muguet odour characteristics.~~

~~3.~~A compound represented by the formula I

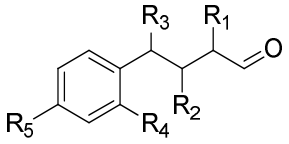


formula I

wherein R_1 through ~~R_4~~R_3 is independently H or methyl;
R_4 is methyl; and
R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl or alkenyl, cycloalkyl or cycloalkenyl residue;
and wherein said compound is not 4-(4-(tert-butyl)phenyl)butanal, 4-(4-isopropylphenyl)butanal, 4-(4-isobutylphenyl)butanal, 4-(4-(tert-butyl)phenyl)-3-methylbutanal.

~~4.~~

3. A pro-perfume, suitable to release the compound represented by the formula I

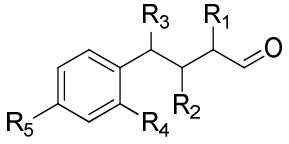


formula I

wherein R_1 through ~~R_4~~R_3 is independently H or methyl;
R_4 is methyl; and
R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl, alkenyl, cycloalkyl or cycloalkenyl residue;
the pro-perfume being ~~preferably an aminal and/or enamine~~a reaction product of the compound ~~represented by the formula I.~~and an amine compound;

~~5.~~the amine compound being selected from the group consisting of aromatic amines, primary or secondary aliphatic amines; etheramines; ethylene- and propylene-amines; amino acids; polyamines, primary and secondary polyetheramines, polyethyleneimines, polypropyleneimines, polyamidoamines, polyamino acids, polyvinylamines, poly(ethylene glycol) bis(amine), amino substituted polyvinylalcohols; N-(3- aminopropyl)imidazole, nipecotamide, skatole and methyl ortho- aminobenzoate (methyl anthranilate), methyl meta-aminobenzoate, methyl para-aminobenzoate and indole.

4. A perfume composition comprising a compound represented by the formula I



formula I

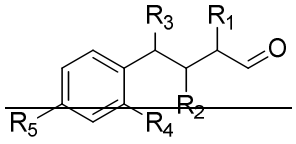
wherein R_1 through ~~R_4~~R_3 is independently H or methyl;
R_4 is methyl; and
R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl, alkenyl, cycloalkyl or cycloalkenyl residue;
and/or comprising a pro-perfume according to claim ~~4.~~3,

~~6.~~for imparting muguet odour characteristics.

5. A perfume composition according to claim ~~5~~4 that is free of any aryl-substituted propanal~~,~~ odourants that are unsubstituted on the aryl ring at a position *ortho* to the substituent bearing the aldehyde functionality and/or not bearing butanal as the aldehyde functionality~~, in particular Lilial™~~.

~~7.~~6. A perfume composition according to claim ~~5~~4 or claim ~~6~~5 comprising one or more additional fragrance ingredients~~, in particular 3-(4-isobutyl-2-methylphenyl)propanal and/or 3-(4-(tert-butyl)-2-methylphenyl)-2-methylpropanal~~.

~~8.A personal care or household care composition comprising a compound represented by the formula I~~



formula I

~~wherein R_1 through R_4 is independently H or methyl; and~~

~~R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl, alkenyl, cycloalkyl or cycloalkenyl residue;~~

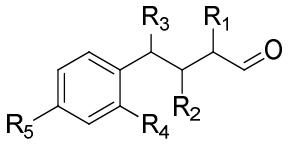
~~or comprising a perfume composition as defined in any of the claims 5 through 7.~~

~~9.A personal care or household care composition according to claim 8, further comprising enzymes.~~

~~10.A personal or household care composition according to claim 8 or 9, characterised in that it is a textile treatment product.~~

~~11.A personal or household care composition according to any of the claims 8 through 10, characterised in that it is a detergent composition.~~

~~12.~~7. A method of imparting muguet odour characteristics to a fine fragrance or consumer product comprising the step of adding thereto an aryl-substituted butanal compound represented by the formula I



formula I

wherein R_1 through ~~R_4~~R_3 is independently H or methyl;
R_4 is methyl; and
R_5 is a branched or linear, saturated or unsaturated C_3-C_7 alkyl, alkenyl, cycloalkyl or cycloalkenyl residue;
and/or a pro-perfume as defined in claim ~~4~~3,
~~and selectively excluding from~~ said ~~fine fragrance or consumer product any aryl substituted butanal~~ compounds~~, which have~~ being suitable for addition on the basis that they do degrade to their benzoic acid derivatives under test conditions to a much lesser degree than 3-(4-tert-butylphenyl)-2-methylpropanal,

said compounds having a greatly reduced susceptibility ~~of said compounds~~ to undergo ~~an~~ enzymatically-mediated degradation to their benzoic acid derivatives when incubated with hepatocytes isolated from rats~~, said compounds being suitable for addition on the basis that they do far less degrade to their benzoic acid derivatives in comparison to Lilial™~~.

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