CLAIMS

1. A fragranced washing composition for a wash, comprising:

(a) a washing composition base;

(b) a first fragrant component comprising one or more first fragrance ingredients of a full fragrance as formulated,

(i) wherein the first fragrant component is a liquid component;

(ii) wherein the one or more first fragrance ingredients are each robust ingredients unaffected by the washing composition base; and

(iii) wherein the first fragrant component does not include any fragrance ingredient affected by the washing composition base; and

(c) a second fragrant component comprising one or more second fragrance ingredients of the full fragrance as formulated and a particulate carrier,

(i) wherein the second fragrant component is encapsulated within the particulate carrier;

(ii) wherein the one or more second fragrance ingredients are each fragile ingredients affected by the washing composition base; and

(iii) wherein the second fragrant component does not include any fragrance ingredient unaffected by the washing composition base,

wherein, when the fragranced washing composition is dissolved in a wash solution of the wash, the one or more second fragrance ingredients are released from encapsulation within the particulate carrier to realize the full fragrance as formulated in the wash.

2. The fragranced washing composition according to claim 1, wherein the one or more second fragrance ingredients include at least one of an aldehyde, an acetate, an ester, a lactone, and an epoxide.

3. The fragranced washing composition according to claim 1,

(a) wherein the one or more second fragrance ingredients are 45-55% (wt) of the second fragrant component; and

(b) wherein the particulate carrier is 30-44% (wt) of the second fragrant component.

4. The fragranced washing composition according to claim 1, wherein the particulate carrier includes an octenylsuccinate-substituted waxy corn starch.

5. The fragranced washing composition according to claim 1, wherein the particulate carrier includes starch sodium octenyl succinate.

6. The fragranced washing composition according to claim 1, wherein the particulate carrier additionally comprises a humectant.

7. The fragranced washing composition according to claim 6, wherein the humectant is 4-8% (wt) of the particulate carrier.

8. The fragranced washing composition according to claim 6, wherein the humectant is a sugar alcohol.

9. The fragranced washing composition according to claim 1,

(a) wherein the particulate carrier additionally comprises a bulking agent; and

(b) wherein the bulking agent is 0.05-3% (wt) of the particulate carrier.

10. The fragranced washing composition according to claim 9, wherein the bulking agent is finely-divided silica.

11. A method of providing a full fragrance as formulated to a wash, comprising:

(a) preparing:

(i) a washing composition base;

(ii) a first fragrant component comprising one or more first fragrance ingredients of the full fragrance as formulated,

(1) wherein the first fragrant component is a liquid component;

(2) wherein the one or more first fragrance ingredients are each selected as being robust ingredients unaffected by the washing composition base; and

(3) wherein the first fragrant component does not include any fragrance ingredient affected by the washing composition base;

(iii) one or more second fragrance ingredients of the full fragrance as formulated, wherein the one or more second fragrance ingredients are each selected as being fragile ingredients affected by the washing composition base; and

(iv) a particulate carrier;

(b) encapsulating the one or more second fragrance ingredients within the particulate carrier to create a second fragrant component, wherein the second fragrant component does not include any fragrance ingredient unaffected by the washing composition base;

(c) mixing the washing composition base, the first fragrant component, and the second fragrant component to create a fragranced washing composition, wherein the fragranced washing composition is a dry powder; and

(d) dissolving the dry powder in a wash solution of the wash to:

(i) release the one or more second fragrance ingredients from encapsulation within the particulate carrier; and

(ii) realize the full fragrance as formulated in the wash.

12. The method according to claim 11, wherein the one or more second fragrance ingredients include at least one of an aldehyde, an acetate, an ester, a lactone, and an epoxide.

13. The method according to claim 11,

(a) wherein the one or more second fragrance ingredients are 45-55% (wt) of the second fragrant component; and

(b) wherein the particulate carrier is 30-44% (wt) of the second fragrant component.

14. The method according to claim 11, wherein the particulate carrier includes an octenylsuccinate-substituted waxy corn starch.

15. The method according to claim 11, wherein the particulate carrier includes starch sodium octenyl succinate.

16. The method according to claim 11, wherein the particulate carrier additionally comprises a humectant.

17. The method according to claim 16, wherein the humectant is 4-8% (wt) of the particulate carrier.

18. The method according to claim 16, wherein the humectant is a sugar alcohol.

19. The method according to claim 11,

(a) wherein the particulate carrier additionally comprises a bulking agent; and

(b) wherein the bulking agent is 0.05-3% (wt) of the particulate carrier.

20. The method according to claim 19, wherein the bulking agent is finely-divided silica.