Claims:

1. A method of extending the olfactory effect of a fragrance added to a washed item, comprising the addition to the wash of the fragrance, the fragrance comprising said fragrance and
ethyl (Z)-2-acetyl-4-methyltridec-2-enoate or
a mixture of ethyl (Z)-2-acetyl-4-methyltridec-2-enoate with at least one compound selected from the group consisting of ethyl N,S-bis(4-oxo-4-(2,6,6-trimethylcyclohex-3-en-1-yl)butan-2-yl)cysteinate; and
4-(dodecylthio)-4-methylpentan-2-one.

2. A method according to claim 1, in which the compound is present in the fragrance to the extent of from 1-30% by weight.

3. A method according to claim 1, in which the fragrance is added as a fragrant wash in a suitable solvent.

4. A method according to claim 1, in which the fragrance is added as part of a washing product.