Claims:

1. A method of countering malodour in a washing machine at the end of a wash cycle, comprising the addition thereto of a fragrance precursor,
the fragrance precursor being selected from the group consisting of:
ethyl (Z)-2-acetyl-4-methyltridec-2-enoate;
ethyl N,S-bis(4-oxo-4-(2,6,6-trimethylcyclohex-3-en-1-yl)butan-2-yl)cysteinate;
4-(dodecylthio)-4-methylpentan-2-one;
1-butoxy-3-((1E,4Z)-hepta-1,4-dien-1-yl)benzene;
2-ethoxy-4-((1E,4Z)-hepta-1,4-dien-1-yl)phenol;
and mixtures thereof.

2. Method according to claim 1, in which the fragrance precursor is added in the form of a solution in a solvent.

3. Method according to claim 1 or claim 2, in which the precursor is added as part of a fragrance formulation.

4. Method according to claim 3, in which the fragrance forms part of a fabric conditioner/softener formulation.

5. Method according to claim 1, in which the precursor is selected from ethyl (Z)-2-acetyl-4-methyltridec-2-enoate and a blend of ethyl (Z)-2-acetyl-4-methyltridec-2-enoate with ethyl N,S-bis(4-oxo-4-(2,6,6-trimethylcyclohex-3-en-1-yl)butan-2-yl)cysteinate.

6. Method according to claim 5, in which, in a blend, the weight ratio of ethyl (Z)-2-acetyl-4-methyltridec-2-enoate to ethyl N,S-bis(4-oxo-4-(2,6,6-trimethylcyclohex-3-en-1-yl)butan-2-yl)cysteinate is from 5:1 to 20:1.

7. Method according to claim 6, in which the weight ratio is from 8:1 – 10:1.

8. Method according to claim 2, in which the weight proportion of precursor in the solution is from 10-80% by weight.