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(71) Applicant: GIVAUDAN SA [CH/CH]; Chemin de la Parfumerie 5, CH-1214 Vernier (CH).

(72) Inventors: GOEKE, Andreas; Pflanzschulstr. 35, CH-8400 Wintherthur (CH). KRAFT, Philip; Kirchbachstrasse 4, CH-Duebendorf 8600 (CH). LAUE, Heike; Im Truebacker 5, CH-8600 Duebendorf (CH). ZOU, Yue; Ying Kou Road Alley 600 No. 40, Apartment 1402, Shanghai, 200433 (CN). VOIROL, Francis; Breitwies 4, CH-8532 Warth (CH).

(74) Agent: SIMMONS, John; Ueberlandstrasse 138, CH-8600 Duebendorf (CH).

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(57) Abstract: An aryl-substituted alkanal compound having a molecular weight of less than 300 g/mol and which bears a substituent on the aryl ring ortho to a substituent bearing the aldehyde functionality. Said compounds are useful as perfume ingredients in personal care and household care products.



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