

Claims

- 1- A microcapsule slurry comprising at least one microcapsule having an oil-based core and a polymeric shell, characterized in that the oil-based core comprises:
 - 25-98wt% of a perfume oil comprising at least 15wt% of high impact perfume raw materials having a Log T<-4, and
 - 2-75wt% of a density balancing material having a density greater than 1.07 g/cm³.
- 2- The microcapsule slurry according to claim 1, wherein the perfume oil comprises at least 30wt%, preferably at least 50wt% of high impact perfume raw materials having a Log T<-4.
- 3- The microcapsule slurry according to claim 1 or claim 2, wherein the polymeric shell is made of a material selected from the group consisting of polyurea, polyurethane, polyamide, polyacrylate, polysiloxane, polycarbonate, polysulfonamide, urea formaldehyde, melamine formaldehyde resin, melamine urea resin, melamine glyoxal resin, gelatin/ gum arabic shell wall and mixtures thereof.
- 4- The microcapsule slurry according to any one of the preceding claims, wherein the high impact perfume raw materials having a Log T<-4 are selected from the list in Table 1.
- 5- The microcapsule slurry according to claim 4, wherein the perfume oil comprises 4-methyl-2-pentylpyridine as high impact perfume raw material.
- 6- The microcapsule slurry according to any one of the preceding claims, wherein the density balancing material is chosen in the group consisting of benzyl salicylate, benzyl benzoate, cyclohexyl salicylate, benzyl phenylacetate, phenylethyl phenoxyacetate, triacetin, methyl and ethyl salicylate, benzyl cinnamate, and mixtures thereof.

- 7- The microcapsule slurry according to any one of the preceding claims, wherein the oil-based core comprises from 25wt% to 85wt% of perfume oil and from 15wt% to 75wt% of density balancing agent.
- 8- A microcapsule powder obtained by drying the slurry as defined in any one of claim 1-7.
- 9- A perfuming composition comprising
- (i) a perfume microcapsule slurry as defined in any one of claims 1-7 or a microcapsule powder as defined in claim 8;
 - (ii) at least one ingredient selected from the group consisting of a perfumery carrier and a perfuming co-ingredient; and
 - (iii) optionally a perfumery adjuvant.
- 10- A consumer product, in a liquid form, preferably in the form of a home care product, a hair care product or a body care product, said consumer product comprising the microcapsules slurry as defined in any one of claims 1-7 or a perfuming composition as defined in claim 9.
- 11- The consumer product according to claim 10 comprising:
- a) from 2 to 65% by weight, relative to the total weight of the consumer product, of at least one surfactant;
 - b) water and / or water-miscible hydrophilic organic solvent(s); and
 - c) a microcapsule slurry as defined in any one of claims 1-7, or a perfuming composition as defined in claim 9,
 - d) optionally non-encapsulated perfume.
- 12- The consumer product according to claim 11, wherein it is a liquid transparent isotropic consumer product, in the form of a liquid detergent, a fabric-softener, a liquid perfume booster, a hair care product or a body care product, said product comprising:
- a) from 2 to 65% by weight, relative to the total weight of the consumer product, of at least one surfactant;

- b) water and / or water-miscible hydrophilic organic solvent(s); and
 - c) a microcapsule slurry as defined in any one of claims 1-7, or a perfuming composition as defined in claim 9 preferably in an amount between 0.01 and 0.3%, preferably 0.01 and 0.15%, most preferably 0.01 and 0.1%,
 - d) optionally non-encapsulated perfume.
- 13- The consumer product according to claim 11, wherein it is a liquid structured consumer product, in the form of a liquid detergent, a fabric-conditioner, a liquid perfume booster, a shampoo, a shower gel, a liquid soap, a rinse-off hair conditioner, a body lotion comprising:
- a) from 2 to 65% by weight, relative to the total weight of the consumer product, of at least one surfactant;
 - b) optionally, a structuring agent, preferably in an amount between 0.05% and 8%, preferably between 0.1% and 5%;
 - c) water or a water-miscible hydrophilic organic solvent; and
 - d) microcapsule slurry as defined in any one of claims 1-7, or a perfuming composition as defined in claim 9, preferably in an amount from 0.01 to 2.0%, preferably 0.1 and 1%, and
 - e) optionally non-encapsulated perfume.
- 14- A powdered or solid consumer product, preferably in the form of a home care, a body care or a hair care comprising the microcapsule powder as defined in claim 8 or a perfuming composition as defined in claim 9.
- 15- A powdered or a solid consumer product according to claim 14, preferably in the form of a detergent, a perfume booster, a dry shampoo or a soap comprising:
- a) from 2 to 65% by weight, relative to the total weight of the consumer product, of at least one surfactant or polyethylene or polypropylene glycol(s) solid at room temperature
 - b) microcapsules powder as defined in claim 8, or a perfuming composition as defined in claim 9, preferably in an amount between 0.01 and 2.0%, preferably 0.1 and 1%,

- c) optionally perfume or perfume powder that is different from the microcapsules.