Claims

1. An encapsulated perfume composition, wherein the encapsulated perfume composition is provided in the form of a plurality of core-shell microcapsules and wherein:

   a. the shell comprises an aminoplast resin;

   b. the calculated microcapsule shell thickness is lower than 0.5 µm, preferably lower than 0.3 µm, for example 0.25 µm; and

   c. the encapsulated perfume composition must comprise:

      i. from 5 to 35 % by weight of GROUP A perfume ingredients selected from long chain aldehydes having 10 carbon atoms and more, preferably 11 carbon atoms or more, and most preferably 12 carbon atoms or more; and/or tertiary alcohols having 10 carbon atoms or more; and

      ii. from 5 to 25 % by weight of GROUP B blooming perfume ingredients selected from the group consisting of hexanal; heptanal; 2-(2-mercaptopropan-2-yl)-5-methylcyclohexanone; (E)-1-(2,6,6-trimethylcyclohexa-1,3-dien-1-yl)but-2-en-1-one; (E)-1-(2,6,6-trimethylcyclohex-3-en-1-yl)but-2-en-1-one; (E)-dec-4-enal; 1-methoxy-4-propylbenzene; ethyl butanoate; ethyl butanoate; ethyl hexanoate; ethyl 2-methylpropionate; ethyl 3-methylbutanoate; ethyl 2-methylbutanoate; ethyl 2,6,6-trimethylcyclohexa-1,3-diene-1-carboxylate; (1s,4s)-1,3,3-trimethyl-2-oxabicyclo[2.2.2]octane; methyl oct-2-ynoate; 2-methoxyphenol; ethyl 2-methylpentanoate; 2,6-dimethylhept-5-enal; methyl 2-hydroxy-5-methylbenzoate; methyl 2-methylbutanoate; (2E,6Z)-nona-2,6-dienal; (2E,6Z)-nona-2,6-

dien-1-ol; (Z)-non-6-enal; 2-phenyl-ethanal; (2E,5E)-5,6,7-trimethylocta-2,5-dien-4-one; 4-methyl-2-(2-methylprop-1-en-1-yl)tetrahydro-2H-pyran; 2,6,6-trimethylcyclohexa-1,3-dienecarbaldehyde; 4-vinylcyclohex-1-enecarbaldehyde; 4-methylbenzaldehyde; 2-ethoxy-4-methylphenol; (3E,5Z)-undeca-1,3,5-triene; (2E,6Z)-nona-2,6-dienenitrile; and ethyl cyclohexanecarboxylate

and wherein the relative concentration ranges of GROUP A ingredients and of GROUP B ingredients are selected in the a way that when the level of GROUP A is from 5 to 10 wt%, then the level of GROUP B ingredients must be from 10 to 25 wt%; when the level if GROUP A is between 10 and 30 wt%, then the level of GROUP B ingredients must be from 5 to 25 wt%; when the level of GROUP B ingredients is from 5 to 10 wt%, then the level of GROUP A ingredients must be between 10 and 30 wt%; and when the level of GROUP B ingredients is between 10 and 25 wt%, then the GROUP A ingredients must be from 5 to 30 wt%.

2. The encapsulated perfume composition according to Claim 1 , wherein the at least one GROUP A perfume ingredient is selected from the group consisting of decanal, undecanal, 2-methylundecanal, dodecanal, tridecanal, tetradecanal, 3,7-dimethylocta-1,6-dien-3-ol, (E)-3,7-dimethylnona-1,6-dien-3-ol, 3,7-dimethyloctan-3-ol, 2,6-dimethyloct-7-en-2-ol, 2,6-dimethyloctan-2-ol, and (E)-4-methyldec-3-en-5-ol.

3. An encapsulated perfume composition according to any of the preceding claims in the form of a slurry comprising one or more core-shell capsules, dispersed in an aqueous dispersing medium, wherein the core contains a perfume and the shell contains an aminoplast resin, and wherein the composition is in the form of a stable and pourable suspension.

4. A method of preparing an encapsulated perfume composition according to any of the claims 1 to 3, comprising the steps of forming a perfume composition by mixing

blooming ingredients with long chain aldehydes having 10 carbon atoms or more, preferably 11 carbon atoms or more, and most preferably 12 carbon atoms or more; and/or tertiary alcohols having 10 carbon atoms or more, and encapsulating said composition.

5. The use of long chain aldehydes having 10 carbon atoms or more, preferably 11 carbon atoms or more, and most preferably 12 carbon atoms or more; and/or tertiary alcohols having 10 carbon atoms or more, for enhancing the blooming performance of an encapsulated perfume composition according to any of the claims 1 to 3.

6. A consumer product comprising an encapsulated perfume composition as defined in any of the claims 1 to 3.

7. A consumer product according to claim 6, which is a rinse-off home care or personal care product.

8. A rinse-off product according to claim 7, which is a cleaning product, such as a detergent, a shampoo, a soap or a cleansing composition.

9. A rinse-off product according to claim 7, which is a fabric care conditioner or a hair care conditioner.

10. A consumer product according to claim 6, which is a leave-on personal care product.

11. A leave-on product according to claim 10 in the form of a deodorant product.

12. A leave on product according to claim 10 in the form of an anti-perspirant.