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(54) Title: PROCESS FOR PREPARING A PARA-BRANCHED ALKYL-SUBSTITUTED HYDROXYAROMATIC COMPOUND

(57) Abstract: Disclosed herein is a process for preparing an isomeric mixture comprising a major amount of a para-branched mono-alkyl-substituted hydroxyaromatic compound. The process involves the steps of: (a) subjecting an isomeric mixture comprising a major amount of a para-di(alkyl-substituted)aromatic compound; wherein a first alkyl substituent is a C3 to C8 alkyl moiety and a second alkyl substituent is a C4+n to C8+n branched alkyl moiety, wherein n is 0 to 42 and further wherein the second alkyl substituent is at least one carbon atom greater than the first alkyl substituent to oxidation conditions to a mixture of hydroperoxide compounds followed by converting the hydroperoxide moiety to a hydroxyl group.

