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(54) Titre : COMPOSITIONS ANTISUDORALES ET PROCEDES ASSOCIES  
(54) Title: ANTIPERSPIRANT COMPOSITIONS AND METHODS

(57) **Abrégé/Abstract:**

The present invention relates to methods for enhancing fragrance expression of an antiperspirant composition, wherein the antiperspirant composition comprises no more than 25% by weight of the antiperspirant composition of non-perfume and non-antiperspirant ingredients with a polarity between 3 MPa<sup>1/2</sup> and 15 MPa<sup>1/2</sup> and wherein the composition has a hardness of 600 gram force or more.

## ABSTRACT

The present invention relates to methods for enhancing fragrance expression of an antiperspirant composition, wherein the antiperspirant composition comprises no more than 25% by weight of  
5 the antiperspirant composition of non-perfume and non-antiperspirant ingredients with a polarity between  $3 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$  and wherein the composition has a hardness of 600 gram force or more.

## ANTIPERSPIRANT COMPOSITIONS AND METHODS

## CROSS REFERENCE TO RELATED APPLICATIONS

This application claims priority to U.S. Provisional App. No. 61/678,642 filed August 2, 2012.

5

## FIELD OF THE INVENTION

The present disclosure relates to antiperspirant compositions and methods relating thereto.

## BACKGROUND OF THE INVENTION

There are many factors that contribute to the purchase intent of a consumer when looking  
10 for a deodorant or antiperspirant products, like the expected or previously experienced odor and  
wetness protection, residue, and skin feel. One of the often overlooked purchase intent drivers is  
scent. When formulating products, a balance is often struck between performance and other  
properties which encourage purchase. Scent is one of the purchase encouraging properties often  
sacrificed for performance. Thus, there is a need for deodorant and antiperspirant products that  
15 have better fragrance expression.

## SUMMARY OF THE INVENTION

A method of enhancing fragrance expression, comprising formulating an antiperspirant  
composition so that no more than 25% by weight of the composition, of the non-perfume and  
20 non-antiperspirant active ingredients, have a polarity between 3 MPa<sup>1/2</sup> and 15 MPa<sup>1/2</sup>.

A method of enhancing fragrance expression in a solid antiperspirant product, comprising  
formulating an antiperspirant composition comprising about 7% to about 20% of a primary  
structurant; about 10 to about 25% of an antiperspirant active; a perfume; and additional chassis  
ingredients; wherein about 15% or less, by weight of the composition, of the additional chassis  
25 ingredients have a polarity greater than about 3.0 MPa<sup>1/2</sup>.

## BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a graph depicting the polarity (x-axis) and hydrogen bonding (y-axis) of chassis  
ingredients and perfume raw materials in a currently marketed product.

30 FIG. 2 is a graph depicting the polarity (x-axis) and hydrogen bonding (y-axis) of chassis  
ingredients and perfume raw materials when formulated as described herein.

FIG. 3 is a graph depicting the polarity (x-axis) and hydrogen bonding (y-axis) of a  
variety of perfume raw materials.

FIG. 4 is a chromatogram overlay from a headspace gas chromatography.

## DETAILED DESCRIPTION OF THE INVENTION

The term "anhydrous" as used herein means substantially free of added or free water. From a formulation standpoint, this means that the anhydrous antiperspirant stick compositions of the present invention contain less than about 1%, and more specifically zero percent, by weight of free or added water, other than the water of hydration typically associated with the particulate antiperspirant active prior to formulation.

The term "ambient conditions" as used herein refers to surrounding conditions under about one atmosphere of pressure, at about 50% relative humidity, and at about 25 °C, unless otherwise specified. All values, amounts, and measurements described herein are obtained under ambient conditions unless otherwise specified.

The term "majority" refers to greater than about 51% of the stated component or parameter.

The term "polarity" as used herein is defined by the Hansen Solubility Parameter for solubility.

"Substantially free of" refers to about 2% or less, about 1% or less, or about 0.1% or less of a stated ingredient. "Free of" refers to no detectable amount of the stated ingredient or thing.

The term "volatile" as used herein refers to those materials that have a measurable vapor pressure at 25 °C. Such vapor pressures typically range from about 0.01 millimeters of Mercury (mm Hg) to about 6 mmHg, more typically from about 0.02 mmHg to about 1.5 mmHg; and have an average boiling point at one (1) atmosphere of pressure of less than about 250 °C, more typically less than about 235 °C. Conversely, the term "non-volatile" refers to those materials that are not "volatile" as defined herein.

All percentages, parts and ratios are by weight of the total composition, unless otherwise specified. All such weights as they pertain to the listed ingredients are based on the specific ingredient level and, therefore, do not include solvents, carriers, by-products, filler or other minor ingredients that may be included in commercially available materials, unless otherwise specified.

When looking at currently marketed invisible solid antiperspirant products, consumers will often rank the performance of a product by attribute. Unsurprisingly, invisible solid products often get midland to low scores on scent expression. This is due, at least in part, to the trapping of fragrance materials within the composition so that they are not sufficiently expressed at application.

Products in the solid form tend to use more wax than other forms of antiperspirant and deodorant, like soft solid, in order to attain the desired product hardness that is the signature of the solid form. The downsides to larger amounts of wax include cost, whiteness in appearance on skin, and a feeling of waxy residue after application. To reduce these negative attributes of wax, other materials are added to the formulation and these materials often have negative effects on perfume expression. Additionally, the amount of wax itself appears to have an impact on perfume expression.

Without being limited by theory, the present inventors believe that by modifying a formulation to limit the overlap of the polarity of chassis ingredients with those in a perfume, the resulting product will have a better scent expression. See, for example, FIG. 1 which shows an overlap in polarity between some of the product ingredients and some of the perfume raw materials and FIG. 2 which shows how reformulating the product (Inventive Formulation 1) minimizes the overlap between the product ingredients and the perfume raw materials. When these two formulations were compared head-to-head, Table A, below, shows the significant wins for Inventive Formulation 1 in both fragrance at application and scent liking at application. Comparative Formulation 1 and Inventive Formulation 1 both contained the same perfume at the same level.

TABLE A

	Comparative Formula #1	Inventive Formula #1
Fragrance at Application	6.32	6.91
Scent Liking at Application	6.8	7.15

Moreover, there was also an efficacy boost in wetness as seen in Table B, below.

TABLE B - Analysis of Sweat Amount - Treatment Estimates			
	Baseline	Day 5	Day 10

Treatment	[N] Mean (SE)	Sweat (mg)	[N] Mean (SE)	Sweat (mg)	[N] Mean (SE)	Sweat (mg)
[C] Comparative Formula #1	[28] 2.71 (0.024)	508	[28] 2.43 (0.028)	267 (47%)	[28] 2.42 (0.027)	263 (48%)
[D] Inventive Formula #1	[28] 2.71 (0.024)	509	[28] 2.41 (0.028)	255 (50%)	[28] 2.37 (0.027)	237 (53%)

When looking to quantify the formulation attributes that would lead to a better scent expressing product, several avenues are identified. The first is a maximum total percentage of non-perfume and non-antiperspirant ingredients within a composition that can have a polarity value between 3 MPa<sup>1/2</sup> and 15 MPa<sup>1/2</sup>. In other words, one would look at the total of all ingredients, excluding perfumes and antiperspirants, with a polarity value between 3 MPa<sup>1/2</sup> and 10 MPa<sup>1/2</sup> and the percentage of those ingredients can be 25% or less, although some formulations may be even lower at, for example, 23%, 20, 17, 15, 12, 10, 8, 6, 4, 3, or 2%, or less.

There are some non-perfume, non-antiperspirant components which appear to have a larger impact on perfume expression. Some of these components have a polarity of 15 MPa<sup>1/2</sup> or more, like castor wax. Thus, when looking at the maximum total percentage parameter, there are occasions, when those ingredients with a polarity of 15 MPa<sup>1/2</sup> or more may be formulated at an amount of about 4%, 3, 2, or 1%, or less. The composition may be substantially free of or free of castor wax. The composition may also be free of non-perfume and non-antiperspirant ingredients with a polarity of 10 MPa<sup>1/2</sup> or more.

Another option for attaining better fragrance expression is through the control of the polarity of certain ingredients in the composition. For example, an antiperspirant composition often has a primary structurant, an antiperspirant active, a perfume, optional ingredients, and then additional chassis ingredients like an additional structurant, a solvent, and/or a non-volatile organic fluid. The limitation of polarity on the additional chassis ingredients can also help perfume expression. This is seen, for example, where the composition contains 10% or less, by weight of the composition, of additional chassis materials with a polarity that overlaps with the majority of the majority of the perfume raw materials by 50% or more. Some formulations may be even lower and comprise 9%, 8, 7, 6, 5, 4, or 3%, or less, by weight of the composition, of additional chassis ingredients with a polarity overlapping the majority of perfume raw materials by 50% or more. The composition may be substantially free of or free of castor wax.

A third option for attaining better fragrance expression is through the control of the polarity of additional chassis materials by limiting the maximum amount of additional chassis materials that can have a polarity of  $3.0 \text{ MPa}^{1/2}$  or more to 15% or less by weight of the composition. Some formulations may have even less and comprise 12%, 10, 8, 6, 5, 4, or 3%, or less, by weight of the composition, of additional chassis materials that have a polarity of  $3.0 \text{ MPa}^{1/2}$  or more.

Another parameter that can be helpful to formulate antiperspirant products with better scent expression is hydrogen bonding (H-bonding), as seen in FIGS. 1 - 3. As polarity increases, hydrogen bonding also naturally increases making it harder to prevent overlap of perfume raw materials and other ingredients, especially when the polarity increases beyond  $3.0 \text{ MPa}^{1/2}$ . Thus, it is also helpful to limit the components with H-bonding between about  $3.0 \text{ MPa}^{1/2}$  and about  $10 \text{ MPa}^{1/2}$  to less than about 25%. As seen in FIG. 2, there are many more options of materials with a H-bonding below  $4 \text{ MPa}^{1/2}$ , when you go below a polarity of  $3 \text{ MPa}^{1/2}$ .

Moreover, further support for the fragrance expression benefits of formulating a composition according to the teachings here can be seen in Fig. 4. In Fig. 4, headspace gas chromatography was run on Comparative Example 1 (red/lower graph) and Inventive Example 5 (blue/upper graph). As can be seen from FIG. 4, for the six perfume raw materials (PRM's) measured, Inventive Example 5 displayed a significantly higher amount of fragrance in the head space than that of Comparative Example 1. The average ratio across the PRM's expressed in the inventive formula versus the comparative formula was 1.7.

Any of these options may be combined in any combination to help formulate for enhanced scent expression.

#### ANTIPERSPIRANT COMPOSITION

The antiperspirant compositions as described herein can contain a primary structurant, an antiperspirant active, a perfume, and additional chassis ingredient(s). The antiperspirant composition may further comprise other optional ingredient(s). The compositions can be in the form of a solid stick. The compositions can have a product hardness of about 600 gram force or more. The compositions may be free of dipropylene glycol, added water, castor wax, or any combination thereof. The antiperspirant composition may be anhydrous. The antiperspirant composition may be free of added water.

#### Hardness

The antiperspirant compositions of the present invention can have a product hardness of least about 600 gram-force, more specifically from about 600 gram-force to about 5,000

gram·force, still more specifically from about 750 gram·force to about 2,000 gram·force, and yet more specifically from about 800 gram·force to about 1,400 gram·force.

The term "product hardness" or "hardness" as used herein is a reflection of how much force is required to move a penetration cone a specified distance and at a controlled rate into an antiperspirant composition under the test conditions described herein below. Higher values represent harder product, and lower values represent softer product. These values are measured at 27 °C, 15% relative humidity, using a TA-XT2 Texture Analyzer, available from Texture Technology Corp., Scarsdale, N.Y., U.S.A. The product hardness value as used herein represents the peak force required to move a standard 45-degree angle penetration cone through the composition for a distance of 10 mm at a speed of 2 mm/second. The standard cone is available from Texture Technology Corp., as part number TA-15, and has a total cone length of about 24.7 mm, angled cone length of about 18.3 mm, and a maximum diameter of the angled surface of the cone of about 15.5 mm. The cone is a smooth, stainless steel construction and weighs about 17.8 grams.

#### 15 Primary Structurants

The antiperspirant compositions of the present invention comprise a suitable concentration of a primary structurant to help provide the compositions with the desired viscosity, rheology, texture and/or product hardness, or to otherwise help suspend any dispersed solids or liquids within the composition.

20 The term "solid structurant" as used herein means any material known or otherwise effective in providing suspending, gelling, viscosifying, solidifying, and/or thickening properties to the composition or which otherwise provide structure to the final product form. These solid structurants include gelling agents, and polymeric or non-polymeric or inorganic thickening or viscosifying agents. Such materials will typically be solids under ambient conditions and include organic solids, crystalline or other gellants, inorganic particulates such as clays or silicas, or combinations thereof.

25 The concentration and type of solid structurant selected for use in the antiperspirant compositions will vary depending upon the desired product hardness, rheology, and/or other related product characteristics. For most structurants suitable for use herein, the total structurant concentration ranges from about 5% to about 35%, more typically from about 10% to about 30%, or from about 7% to about 20%, by weight of the composition.

30 Non-limiting examples of suitable primary structurants include stearyl alcohol and other fatty alcohols; hydrogenated castor wax (e.g., Castorwax MP80, Castor Wax, etc.); hydrocarbon waxes include paraffin wax, beeswax, carnauba, candelilla, spermaceti wax, ozokerite, ceresin,

baysberry, synthetic waxes such as Fisher-Tropsch waxes, and microcrystalline wax; polyethylenes with molecular weight of 200 to 1000 daltons; solid triglycerides; behenyl alcohol, or combinations thereof.

Other non-limiting examples of primary structurants suitable for use herein are described  
5 in U.S. Pat. No. 5,976,514 (Guskey et al.) and U.S. Pat. No. 5,891,424 (Bretzler et al.).

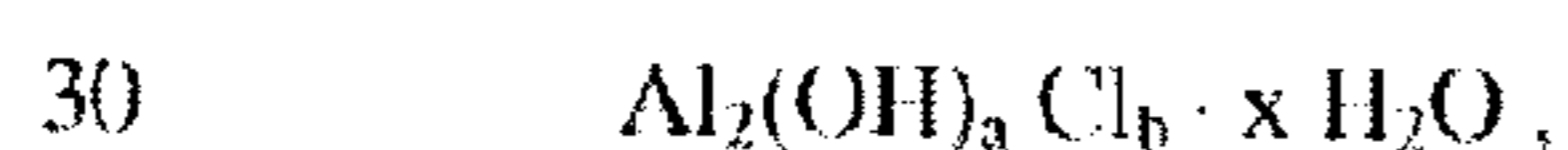
#### Antiperspirant Active

The antiperspirant stick compositions of the present invention can comprise a particulate antiperspirant active suitable for application to human skin. The concentration of antiperspirant  
10 active in the composition should be sufficient to provide the desired perspiration wetness and odor control from the antiperspirant stick formulation selected.

The antiperspirant stick compositions of the present invention comprise an antiperspirant active at concentrations of from about 0.5% to about 60%, and more specifically from about 5% to about 35%, by weight of the composition. These weight percentages are calculated on an  
15 anhydrous metal salt basis exclusive of water and any complexing agents such as, for example, glycine, and glycine salts. The antiperspirant active as formulated in the composition can be in the form of dispersed particulate solids having an average particle size or equivalent diameter of less than about 100 microns, more specifically less than about 20 microns, and even more specifically less than about 10 microns.

20 The antiperspirant active for use in the anhydrous antiperspirant compositions of the present invention may include any compound, composition or other material having antiperspirant activity. More specifically, the antiperspirant actives may include astringent metallic salts, especially inorganic and organic salts of aluminum, zirconium and zinc, as well as mixtures thereof. Even more specifically, the antiperspirant actives may include aluminum-  
25 containing and/or zirconium-containing salts or materials, such as, for example, aluminum halides, aluminum chlorohydrate, aluminum hydroxyhalides, zirconyl oxyhalides, zirconyl hydroxyhalides, and mixtures thereof.

Aluminum salts for use in the anhydrous antiperspirant stick compositions include those that conform to the formula:



wherein a is from about 2 to about 5;

the sum of a and b is about 6;

x is from about 1 to about 6; and

a, b, and x may have non-integer values.

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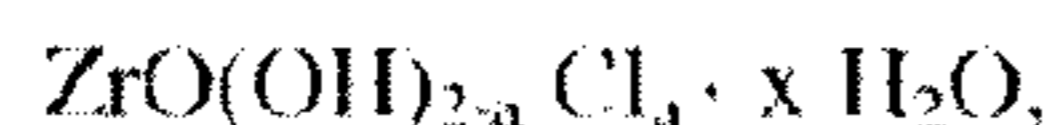
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More specifically, aluminum chlorohydroxides referred to as "5/6 basic chlorohydroxide" may be used, wherein  $a=5$ , and "2/3 basic chlorohydroxide", wherein  $a=4$ .

Processes for preparing aluminum salts are disclosed in U.S. Pat. No. 3,887,692, Gilman, issued Jun. 3, 1975; U.S. Pat. No. 3,904,741, Jones et al., issued Sep. 9, 1975; U.S. Pat. No. 4,359,456, Gosling et al., issued Nov. 16, 1982; and British Patent Specification 2,048,229, Fitzgerald et al., published Dec. 10, 1980.

Mixtures of aluminum salts are described in British Patent Specification 1,347,950, Shin et al., published Feb. 27, 1974.

Zirconium salts for use in the anhydrous antiperspirant stick compositions include those which conform to the formula:



wherein  $a$  is from about 1.5 to about 1.87;

$x$  is from about 1 to about 7; and

$a$  and  $x$  may both have non-integer values.

These zirconium salts are described in Belgian Patent 825,146, Schmitz, issued Aug. 4, 1975.

Zirconium salts that additionally contain aluminum and glycine, commonly known as "ZAG complexes," are believed to be especially beneficial. These ZAG complexes contain aluminum chlorohydroxide and zirconyl hydroxy chloride conforming to the above-described formulas. Such ZAG complexes are described in U.S. Pat. No. 3,792,068, Luedders et al., issued Feb. 12, 1974; Great Britain Patent Application 2,144,992, Callaghan et al., published Mar. 20, 1985; and U.S. Pat. No. 4,120,948, Shelton, issued Oct. 17, 1978.

Also suitable for use herein are enhanced efficacy aluminum-zirconium chlorohydroxide-amino acid which typically has the empirical formula  $\text{Al}_n\text{Zr}(\text{OH})_{[3n+4-m(n+1)]}(\text{Cl})_{[m(n+1)]}-\text{AA}_q$  where  $n$  is 2.0 to 10.0, preferably 3.0 to 8.0;  $m$  is about 0.48 to about 1.11 (which corresponds to M:Cl approximately equal to 2.1-0.9), preferably about 0.56 to about 0.83 (which corresponds to M:Cl approximately equal to 1.8-1.2);  $q$  is about 0.8 to about 4.0, preferably about 1.0 to 2.0; and AA is an amino acid such as glycine, alanine, valine, serine, leucine, isoleucine,  $\beta$ -alanine, cysteine,  $\beta$ -amino-n-butyric acid, or  $\gamma$ -amino-n-butyric acid, preferably glycine. These salts also generally have some water of hydration associated with them, typically on the order of 1 to 5 moles per mole of salt (typically, about 1% to about 16%, more typically about 4% to about 13% by weight). These salts are generally referred to as aluminum-zirconium trichlorohydroxide or

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tetrachlorohydrate when the Al:Zr ratio is between 2 and 6 and as aluminum-zirconium pentachlorohydrate or octachlorohydrate when the Al:Zr ratio is between 6 and 10. The term "aluminum-zirconium chlorohydrate" is intended to embrace all of these forms. The preferred aluminum-zirconium salt is aluminum-zirconium chlorohydrate-glycine. Additional examples of suitable high efficacy antiperspirant actives can include Aluminum Zirconium Pentachlorohydrate Glycine, Aluminum Zirconium Octachlorohydrate Glycine, or a combination thereof. These high efficacy actives are more fully described in U.S. App. Pub. No. 2007/0003499 by Shen et al. filed June 30, 2005.

#### Perfume

Perfumes are often a combination of many raw materials, known as perfume raw materials. Any perfume suitable for use in an antiperspirant composition may be used herein.

#### Additional Chassis Ingredients

#### Additional Structurant

The antiperspirant composition can further comprise an additional structurant. The additional structurant may be present in an amount from 1 % to about 10 %, by weight of the composition. The additional structurant(s) will likely be present at an amount less than the primary structurant.

Non-limiting examples of suitable additional structurants include stearyl alcohol and other fatty alcohols; hydrogenated castor wax (e.g., Castorwax MP80, Castor Wax, etc.); hydrocarbon waxes include paraffin wax, beeswax, carnauba, candelilla, spermaceti wax, ozokerite, ceresin, bayberry, synthetic waxes such as Fisher-Tropsch waxes, and microcrystalline wax; polyethylenes with molecular weight of 200 to 1000 daltons; and solid triglycerides; behenyl alcohol, or combinations thereof.

Other non-limiting examples of additional structurants suitable for use herein are described in U.S. Pat. No. 5,976,514 (Guskey et al.) and U.S. Pat. No. 5,891,424 (Bretzler et al.).

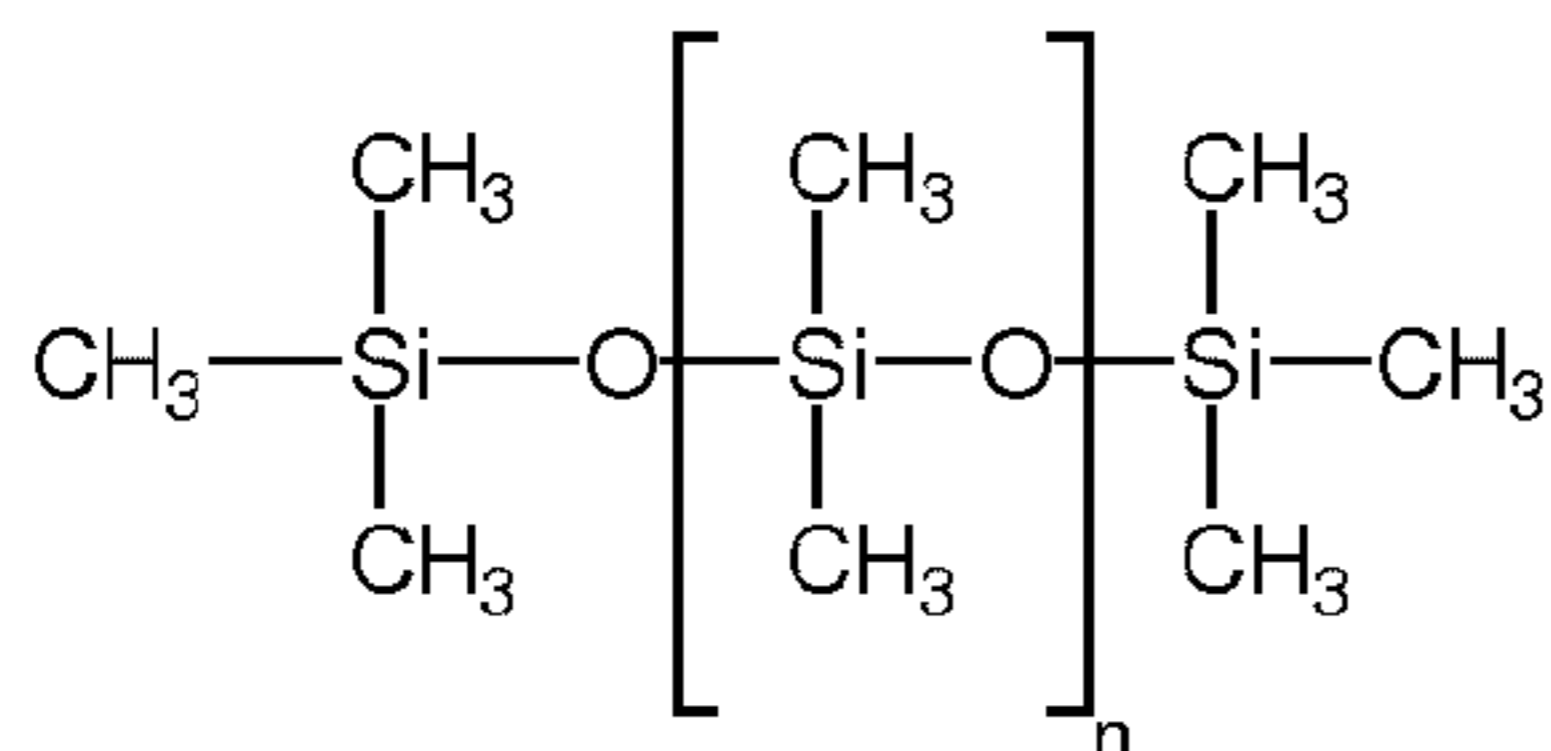
#### Solvent

The antiperspirant composition of the present invention comprises a solvent at concentrations ranging from about 20% to about 80%, and more specifically from about 30% to about 70%, by weight of the composition. The solvent can be a volatile silicone which may be cyclic or linear.

"Volatile silicone" as used herein refers to those silicone materials that have measurable vapor pressure under ambient conditions. Non-limiting examples of suitable volatile silicones are described in Todd et al., "Volatile Silicone Fluids for Cosmetics", *Cosmetics and Toiletries*, 91:27-32 (1976).

The volatile silicone can be a cyclic silicone having from 3 to 7, and more specifically from 5 to 6, silicon atoms, and still more specifically 5, like cyclopentasiloxane. These cyclic silicone materials will generally have viscosities of less than about 10 centistokes at 25 °C.

Linear volatile silicone materials suitable for use in the antiperspirant compositions  
5 include those represented by the formula:



wherein n is from 1 to 7, and more specifically from 2 to 3. These linear silicone  
10 materials will generally have viscosities of less than about 5 centistokes at 25 °C.

Specific examples of volatile silicone solvents suitable for use in the antiperspirant compositions include, but are not limited to, Cyclomethicone D-5; GE 7207 and GE 7158 (commercially available from General Electric Co.); Dow Corning 344; Dow Corning 345; Dow Corning 200; and DC1184 (commercially available from Dow Corning Corp.); and SWS-03314  
15 (commercially available from SWS Silicones).

#### Non-Volatile Organic Fluids

Non-volatile organic fluids may be present, for example, in an amount of about 15% or less, by weight of the composition.

Non-limiting examples of nonvolatile organic fluids include mineral oil, PPG-14 butyl  
20 ether, isopropyl myristate, petrolatum, butyl stearate, cetyl octanoate, butyl myristate, myristyl myristate, C12-15 alkylbenzoate (e.g., Finsolv.TM.), octyldodecanol, isostearyl isostearate, octododecyl benzoate, isostearyl lactate, isostearyl palmitate, and isobutyl stearate.

#### Other Optional Ingredients

The anhydrous antiperspirant compositions of the present invention may further comprise  
25 any optional material that is known for use in antiperspirant and deodorant compositions or other personal care products, or which is otherwise suitable for topical application to human skin.

One example of an optional ingredient is a scent expression material. Scent expression or release technology may be employed with some or all of the fragrance materials to define a desired scent expression prior to use and during use of the antiperspirant products. Such scent  
30 expression or release technology can include cyclodextrin complexing material, like beta cyclodextrin. Other materials, such as, for example, starch-based matrices or microcapsules may

be employed to "hold" fragrance materials prior to exposure to bodily-secretions (e.g., perspiration). The encapsulating material may have release mechanisms other than via a solvent; for example, the encapsulating material may be frangible, and as such, rupture or fracture with applied shear and/or normal forces encountered during application and while wearing. A  
5 microcapsule may be made from many materials, one example is polyacrylates.

Another example of optional materials are clay mineral powders such as talc, mica, sericite, silica, magnesium silicate, synthetic fluorophlogopite, calcium silicate, aluminum silicate, bentonite and montmorillonite; pearl pigments such as alumina, barium sulfate, calcium secondary phosphate, calcium carbonate, titanium oxide, finely divided titanium oxide,  
10 zirconium oxide, zinc oxide, hydroxy apatite, iron oxide, iron titrate, ultramarine blue, Prussian blue, chromium oxide, chromium hydroxide, cobalt oxide, cobalt titanate, titanium oxide coated mica; organic powders such as polyester, polyethylene, polystyrene, methyl methacrylate resin, cellulose, 12-nylon, 6-nylon, styrene-acrylic acid copolymers, poly propylene, vinyl chloride polymer, tetrafluoroethylene polymer, boron nitride, fish scale guanine, laked tar color dyes,  
15 laked natural color dyes; and combinations thereof.

Talc, if used at higher levels can produce a significant amount of white residue which has been found to be a consumer negative for product acceptance. Therefore it is best to limit the composition to less than 10%, less than about 8%, less than about 6%, or less than about 3%, by weight of the composition.

20 Nonlimiting examples of other optional materials include emulsifiers, distributing agents, antimicrobials, pharmaceutical or other topical active, preservatives, surfactants, and so forth. Examples of such optional materials are described in U.S. Pat. No. 4,049,792 (Elsnau); U.S. Pat. No. 5,019,375 (Tanner et al.); and U.S. Pat. No. 5,429,816 (Hofrichter et al.).

## 25 Methods

Also included herein are methods. While some compositional attributes are listed below, the compositions included as part of the methods can have any combination of ingredients and attributes as described above.

30 One method is for enhancing fragrance expression and comprises formulating an antiperspirant composition so that no more than about 25%, by weight of the composition, of the non-perfume and non-antiperspirant ingredients have a polarity between about  $3.0 \text{ MPa}^{1/2}$  and about  $15 \text{ MPa}^{1/2}$ . Further, the composition may comprise no more than about 20%, by weight of the composition, of non-perfume ingredients with a polarity of about  $3.0 \text{ MPa}^{1/2}$  and about  $15 \text{ MPa}^{1/2}$ . The composition can have a hardness of 600 gram force or more. The composition may

comprise a primary structurant, and antiperspirant active, a perfume, and additional chassis ingredients. The additional chassis ingredients may comprise an additional structurant, a solvent, a non-volatile organic fluid, or a combination thereof. The composition may further comprise other optional ingredients. The optional ingredients may comprise scent expression materials, clay mineral powders, pigments, emulsifiers, distributing agents, antimicrobials, pharmaceutical or other topical actives, preservatives, surfactants, or combinations thereof. The scent expression materials may comprise a fragrance complexing material, a microcapsule, or a combination thereof. The fragrance complexing material may comprise beta cyclodextrin. The microcapsule may comprise a polyacrylates microcapsule, a gelatin microcapsule, or a combination thereof.

10 An additional method can include a method of enhancing fragrance expression in a solid antiperspirant product, comprising formulating an antiperspirant composition comprising about 10 to about 20% of a primary structurant; about 10 to about 25% of an antiperspirant active; a perfume; and additional chassis ingredients; wherein about 15% or less, by weight of the composition, of the additional chassis ingredients have a polarity greater than about  $3.0 \text{ MPa}^{1/2}$ .

15 The composition may further have 12%, 10, 8, 6, 5, 4, 3%, or less, by weight of the composition, of additional chassis ingredients with a polarity greater than about  $3.0 \text{ MPa}^{1/2}$ . The additional chassis ingredients may be selected from the group consisting of an additional structurant, a solvent, a non-volatile organic fluid, and combinations thereof. The composition can have a hardness of 600 gram force or more. The composition may further comprise other optional

20 ingredients. The optional ingredients may comprise scent expression materials, clay mineral powders, pigments, emulsifiers, distributing agents, antimicrobials, pharmaceutical or other topical actives, preservatives, surfactants, or combinations thereof. The scent expression materials may comprise a fragrance complexing material, a microcapsule, or a combination thereof. The fragrance complexing material may comprise beta cyclodextrin. The microcapsule

25 may comprise a polyacrylates microcapsule, a gelatin microcapsule, or a combination thereof.

#### EXAMPLES

Following are non-limiting inventive and comparative examples. Comparative Example 1 and Inventive examples 1-7 are made by adding all ingredients to a vessel, heating the vessel to  $85^\circ\text{C}$ , mixing for about 30 minutes at  $85^\circ\text{C}$ , cooling the composition to about  $55\text{-}60^\circ\text{C}$ , pouring it

30 into a container (or multiple containers depending on size of the batch), and allowing it to cool to ambient temperature to solidify.

<i>Product Description:</i>	Comparative Formula #1	Inventive Formula #1
<u>Raw Materials</u>	Weight %	Weight %
Aluminum Zirconium Trichlorohydrate Gly	24.00	24.00

Cyclopentasiloxane	27.95	47.55
C12-15 alkyl benzoate	9.50	-
PPG-14 Butyl ether	6.50	-
Mineral Oil	1.00	2.00
Phenyl Trimethicone	3.00	-
White Petrolatum, Super White Propopet	3.00	3.50
Stearyl Alcohol	14.00	16.00
Castor Wax	3.85	-
Ozokerite	-	4.75
Behenyl Alcohol	0.20	0.20
Cyclodextrin	2.00	-
Talc	3.00	-
Fragrance	2.00	2.00

	Inventive Example 2	Inventive Example 3	Inventive Example 4	Inventive Example 5	Inventive Example 6	Inventive Example 7
Cyclopentasil -oxane	31.95%	45.55%	34.80%	30.95%	46.80%	35.30%
Aluminum Zirconium Trichlorohydr ex Glycine Powder	-	24.00%	24.00%	-	24.00%	24.00%
Acid ZAG	25.60%	-	-	25.60%	-	-
Stearyl Alcohol (T)	14.50%	16.00%	15.00%	14.50%	16.00%	15.00%
Behenyl Alcohol (T, AC)	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%
PPG-14 Butyl Ether (T, AC)	2.00%	-	2.00%	2.00%	-	2.00%
Petrolatum	5.00%	3.50%	5.00%	5.00%	3.50%	5.00%
Mineral Oil	6.00%	2.00%	4.00%	6.00%	2.00%	4.00%
Talc (T)	3.00%	-	-	3.00%	-	-
Dimethicone	5.00%	-	5.00%	5.00%	-	5.00%
Polyethylene	-	-	-	-	-	3.50%
synthetic wax	-	-	-	3.50%	3.50%	-
Ozokerite	2.50%	4.75%	4.00%	-	-	-
Cyclodextrin	3.00%	2.00%	4.00%	3.00%	2.00%	4.00%
Max Perfume Level	1.25%	2.00%	2.00%	1.25%	2.00%	2.00%
Total RM	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Total % of materials with	19.7%	16.2%	17.2%	19.7%	16.2%	17.2%

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polarity > 3 MPa <sup>1/2</sup>						
% of additional chassis materials with polarity > 3 MPa <sup>1/2</sup>	2.20%	0.20%	2.20%	2.20%	0.20%	2.20%

(T = having polarity above 3 MPa<sup>1/2</sup> and included in total % calculation; AC = having polarity above 3 MPa<sup>1/2</sup> and included in additional chassis calculation)

The dimensions and values disclosed herein are not to be understood as being strictly  
 5 limited to the exact numerical values recited. Instead, unless otherwise specified, each such  
 dimension is intended to mean both the recited value and a functionally equivalent range  
 surrounding that value. For example, a dimension disclosed as "40 mm" is intended to mean  
 "about 40 mm."

It should be understood that every maximum numerical limitation given throughout this  
 10 specification will include every lower numerical limitation, as if such lower numerical limitations  
 were expressly written herein. Every minimum numerical limitation given throughout this  
 specification will include every higher numerical limitation, as if such higher numerical  
 limitations were expressly written herein. Every numerical range given throughout this  
 specification will include every narrower numerical range that falls within such broader  
 15 numerical range, as if such narrower numerical ranges were all expressly written herein.

The devices, apparatuses, methods, components, and/or compositions of the present  
 invention can include, consist essentially of, or consist of, the components of the present  
 invention as well as other ingredients described herein. As used herein, "consisting essentially  
 of" means that the devices, apparatuses, methods, components, and/or compositions may include  
 20 additional ingredients, but only if the additional ingredients do not materially alter the basic and  
 novel characteristics of the claimed devices, apparatuses, methods, components, and/or  
 compositions.

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The citation of any document is not an admission that it is prior  
 art with respect to any invention disclosed or claimed herein or that it alone, or in any  
 combination with any other reference or references, teaches, suggests or discloses any such  
 invention. Further, to the extent that any meaning or definition of a term in this document

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conflicts with any meaning or definition of the same term in a document referenced,  
the meaning or definition assigned to that term in this document shall govern.

The scope of the claims should not be limited by the preferred embodiments set  
forth in the examples, but should be given the broadest interpretation consistent with the  
5 description as a whole. It is therefore intended to cover in the appended claims all such  
changes and modifications that are within the scope of this invention.

## CLAIMS

What is claimed is:

- 1) A method for enhancing fragrance expression of an antiperspirant composition, comprising formulating the antiperspirant composition so that the antiperspirant composition comprises no more than 25% by weight of the antiperspirant composition of non-perfume and non-antiperspirant ingredients with a polarity between 3 MPa<sup>1/2</sup> and 15 MPa<sup>1/2</sup> and wherein the composition has a hardness of 600 gram force or more.
- 2) The method of claim 1, wherein the composition comprises less than 4% by weight of the composition of non-perfume and non-antiperspirant ingredients with a polarity of 15 MPa<sup>1/2</sup> or more.
- 3) The method of claim 2, wherein the composition comprises less than 3% by weight of the composition of non-perfume and non-antiperspirant ingredients with a polarity of 15 MPa<sup>1/2</sup> or more.
- 4) The method of claim 3, wherein the composition comprises less than 2% by weight of the composition of non-perfume and non-antiperspirant ingredients with a polarity of 15 MPa<sup>1/2</sup> or more.
- 5) The method of claim 4, wherein the composition comprises less than 1%, by weight of the composition of non-perfume and non-antiperspirant ingredients with a polarity of 15 MPa<sup>1/2</sup> or more.
- 6) The method of any one of claims 1 to 5, wherein the composition is substantially free of castor wax.

- 7) The method of any one of claims 1 to 6, wherein the composition comprises no more than 20% of the non-perfume and non-antiperspirant ingredients with a polarity of between  $3.0 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$ .
- 8) The method of any one of claims 1 to 7, wherein the non-perfume and non-antiperspirant ingredients are a primary structurant, additional chassis ingredients, other optional ingredients, or combinations thereof.
- 9) The method of claim 8, wherein the additional chassis ingredients comprise an additional structurant, a solvent, a non-volatile organic fluid, or combinations thereof.
- 10) The method of claim 8, wherein the other optional ingredients comprise a fragrance complexing material, a microcapsule, or a combination thereof.
- 11) The method of claim 10, wherein the fragrance complexing material comprises beta cyclodextrin.
- 12) The method of claim 10, wherein the microcapsule comprises a polyacrylate microcapsule, a gelatin microcapsule, or a combination thereof.
- 13) A method for enhancing fragrance expression of a solid antiperspirant product, comprising formulating the antiperspirant product so that the antiperspirant product comprises 7 to 20% of a primary structurant; 10 to 25% of an antiperspirant active; from 0% to 10% of talc; a perfume; and no more than 15% by weight of the antiperspirant product of non-perfume and non-antiperspirant ingredients having a polarity between  $3.0 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$ ; and wherein the product has a hardness of 600 gram force or more.
- 14) The method of claim 13, wherein 12% or less, by weight of the product, of the non-perfume and non-antiperspirant ingredients have a polarity between  $3.0 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$ .

- 15) The method of claim 14, wherein 10% or less, by weight of the product, of the non-perfume and non-antiperspirant ingredients have a polarity between  $3.0 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$ .
- 16) The method of claim 15, wherein 8% or less, by weight of the product, of the non-perfume and non-antiperspirant ingredients have a polarity between  $3.0 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$ .
- 17) The method of claim 16, wherein 6% or less, by weight of the product, of the non-perfume and non-antiperspirant ingredients have a polarity between  $3.0 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$ .
- 18) The method of claim 17, wherein 5% or less, by weight of the product, of the non-perfume and non-antiperspirant ingredients have a polarity between  $3.0 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$ .
- 19) The method of claim 18, wherein 4% or less, by weight of the product, of the non-perfume and non-antiperspirant ingredients have a polarity between  $3.0 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$ .
- 20) The method of claim 19, wherein 3% or less, by weight of the product, of the non-perfume and non-antiperspirant ingredients have a polarity between  $3.0 \text{ MPa}^{1/2}$  and  $15 \text{ MPa}^{1/2}$ .
- 21) The method of any one of claims 13 to 20, wherein the product is free of dipropylene glycol; free of added water; or the combination thereof.
- 22) The method of any one of claims 13 to 21, wherein the non-perfume and non-antiperspirant ingredients are an additional structurant, a solvent, a non-volatile organic fluid, or combinations thereof.

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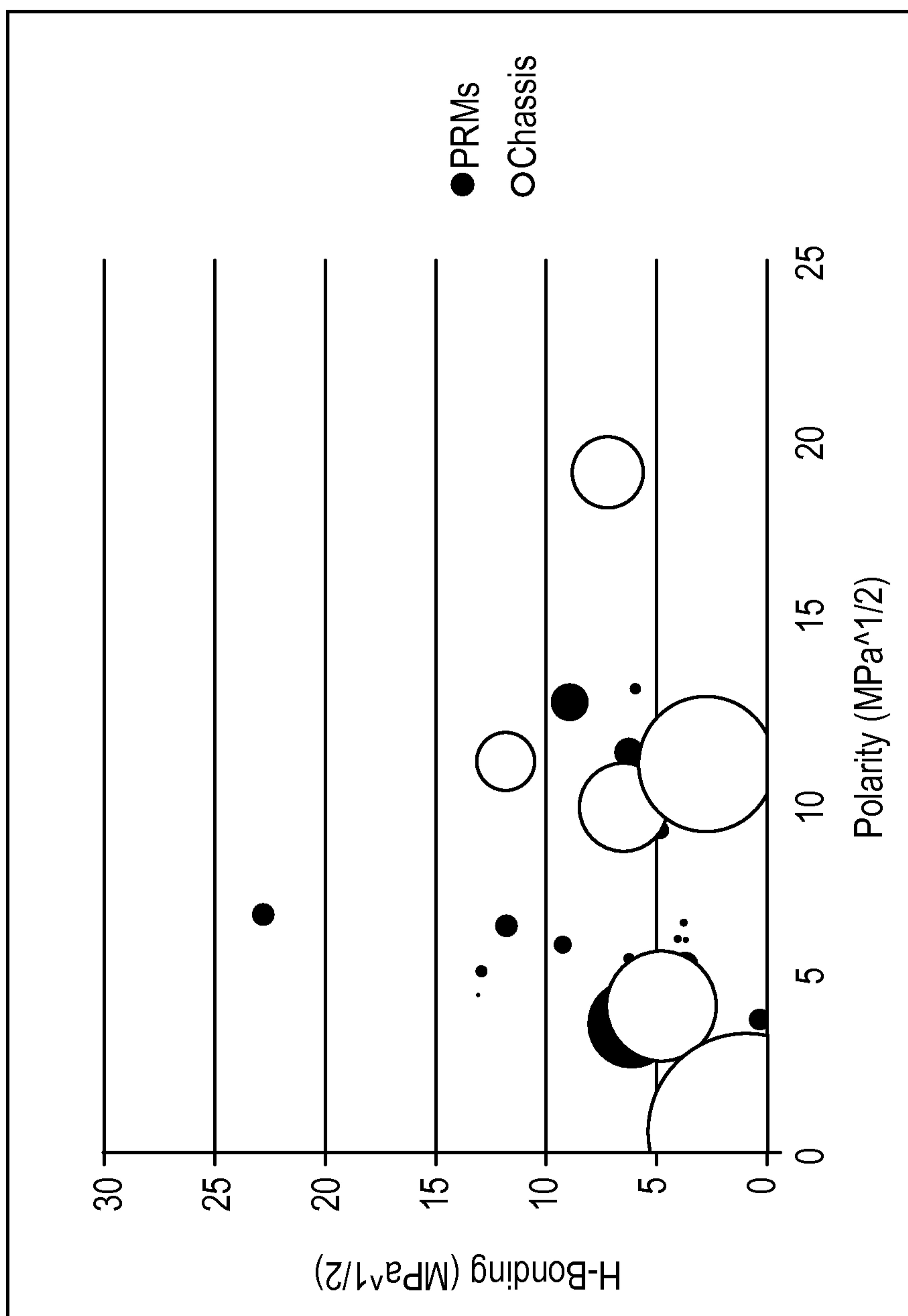


Fig. 1

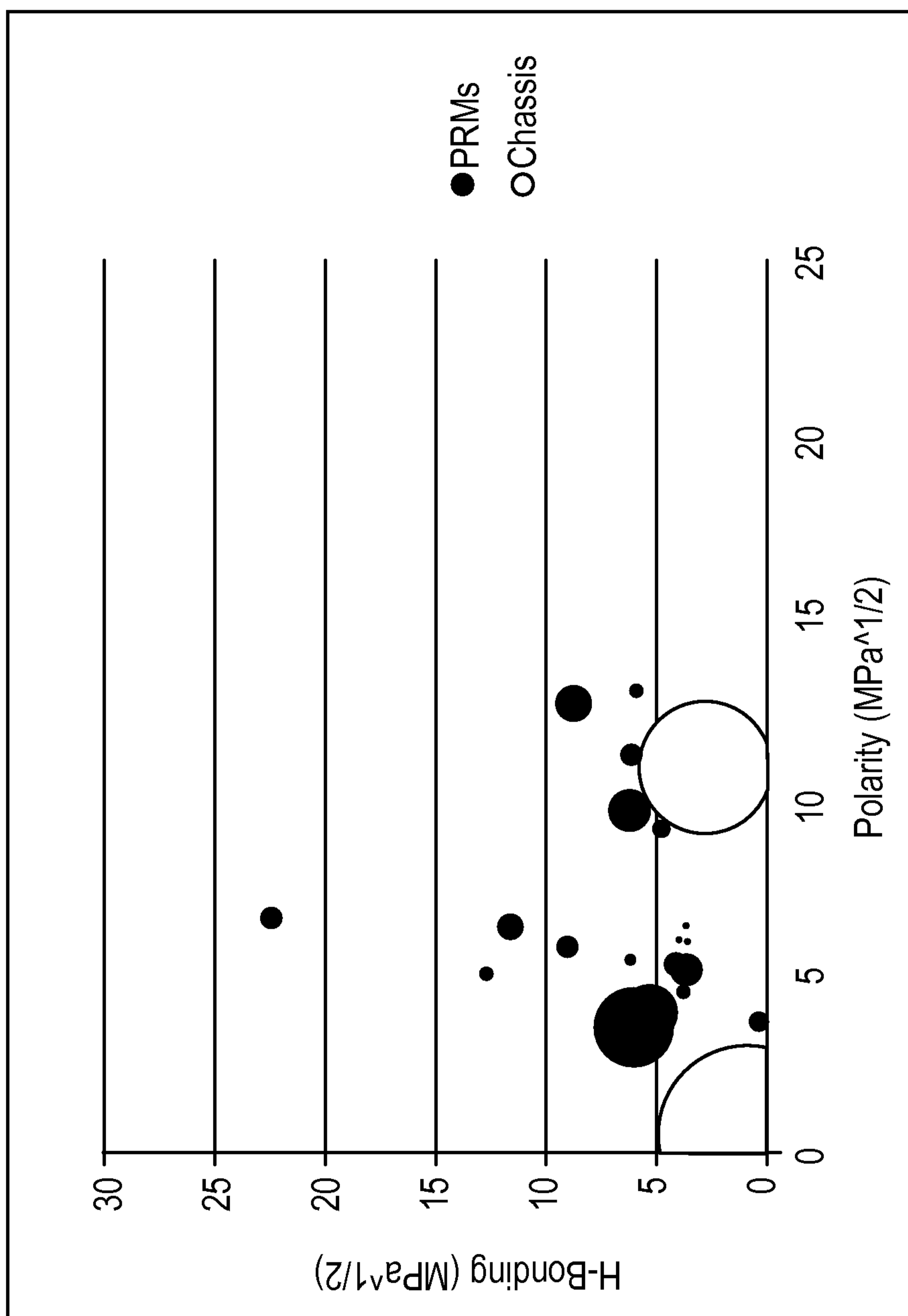


Fig. 2

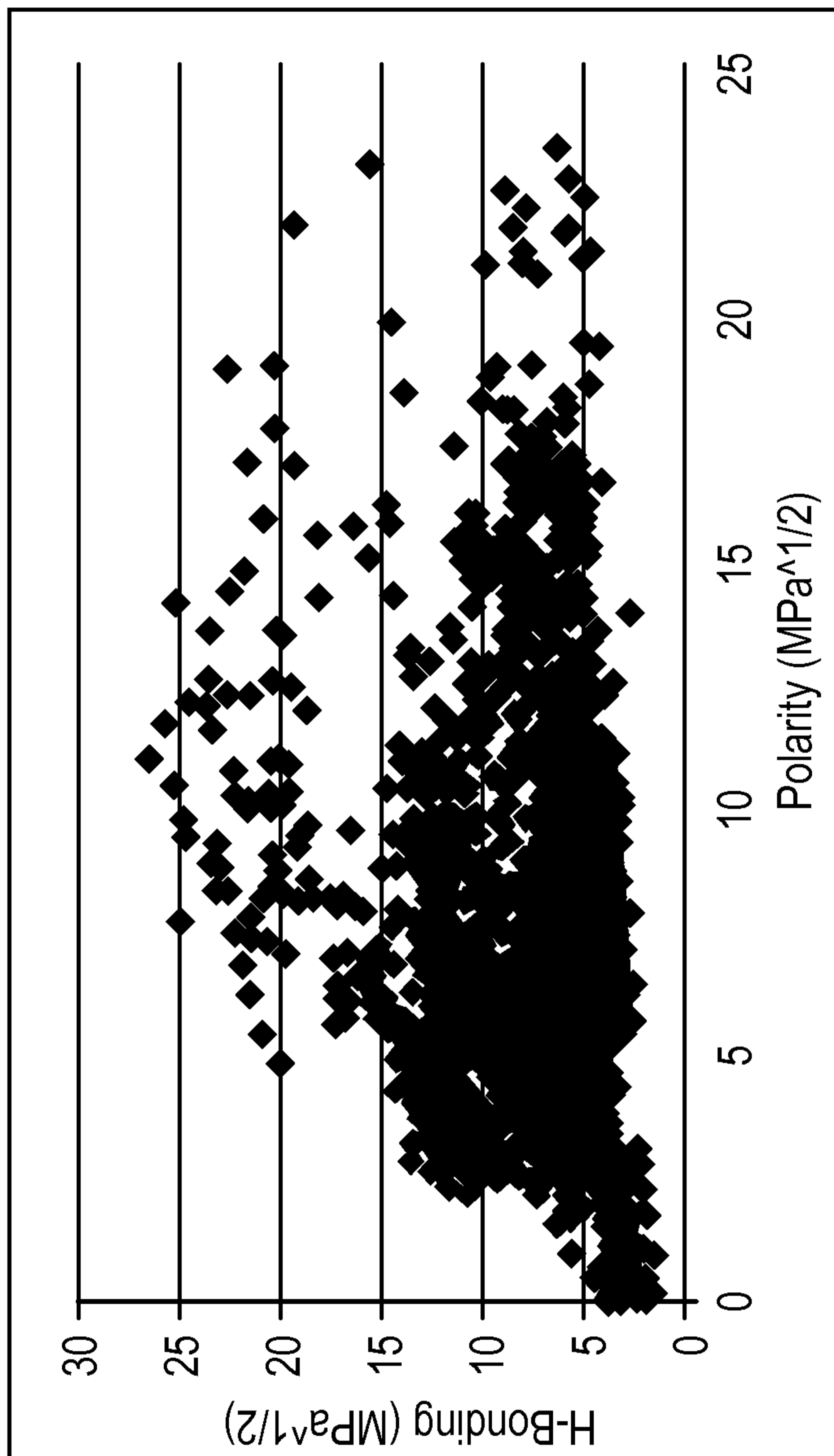


Fig. 3

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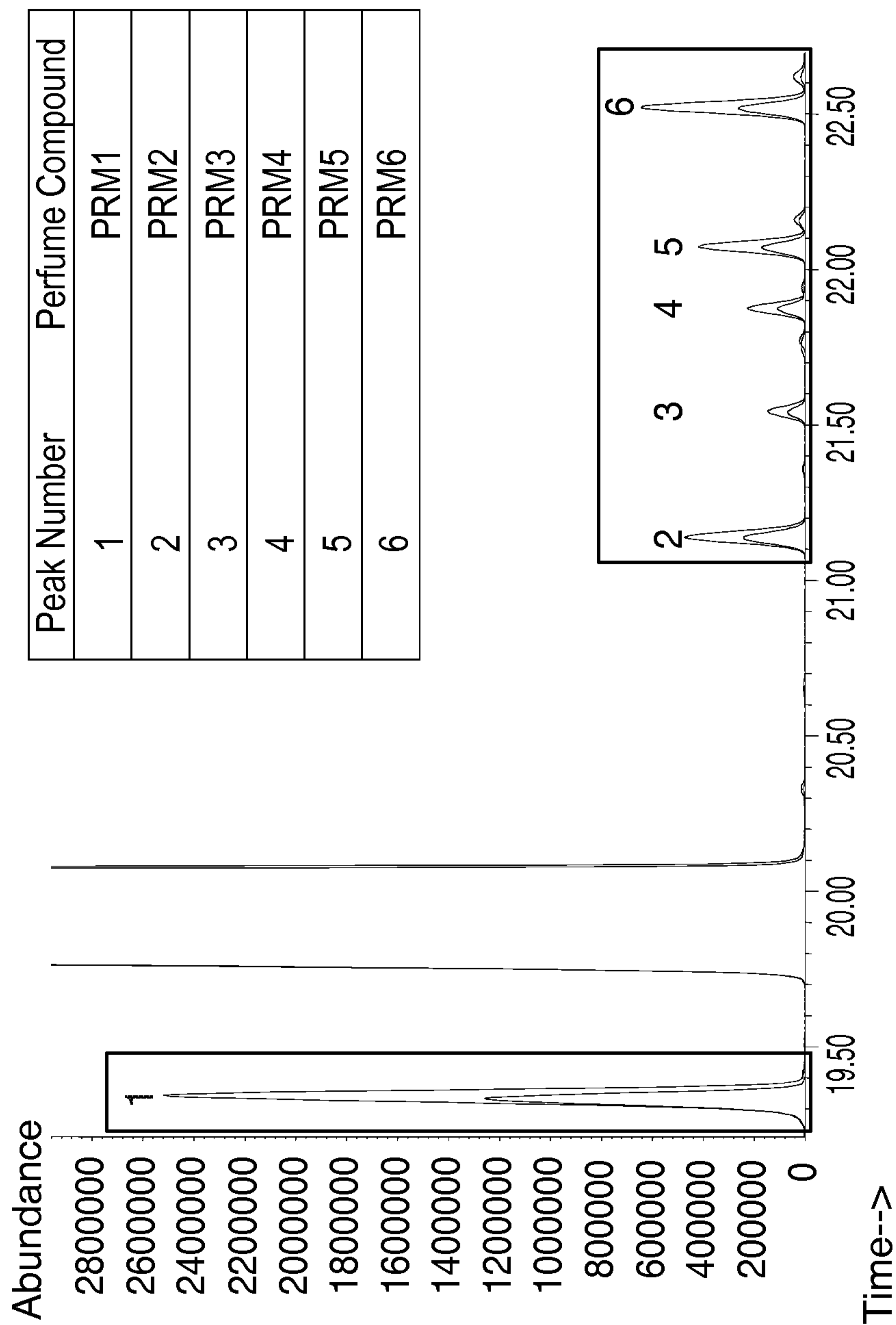


Fig. 4