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(54) Title: METHOD OF PROVIDING IMPROVED DEODORANT APPLICATION TO THE UNDERARM

(57) **Abstract:** Disclosed is a method of treating or preventing underarm malodor by topical application of an aqueous gel deodorant composition comprising: (a) from about 0.01 % to about 60 %, by weight of a deodorant active; (b) from about 0.01 % to about 15 %, by weight of a soap gelling agent comprising salts of C₁₂-C₄₀ fatty acids; (c) from about 0.01 % to about 10 % by weight of a fragrance; (d) from about 0.2 % to about 1 % by weight of a skin sensate solubilized in a solvent system wherein the solvent system comprises: (i) from about 1 % to about 90 % by weight of the composition of a non-aqueous liquid carrier; (ii) from about 1 % to about 90 %, by weight of the composition is water; said solvent system having a solubility parameter of from about 9 (cal/cm³)^{0.5} to about 15 (cal/cm³)^{0.5}. Also disclosed are methods of using the compositions. The disclosed method and compositions of the present invention are directed to deodorant compositions comprising a specified solvent system which will provide an improved skin sensation with little to no skin irritation and will not interfere or substantially alter the perfume matrices of the composition.

METHOD OF PROVIDING IMPROVED DEODORANT APPLICATION TO THE UNDERARM

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TECHNICAL FIELD

The present invention relates to a method of preventing malodor of the underarm by the topical application of an aqueous gel deodorant composition comprising a skin sensate solubilized in a defined solvent system. The sensate as formulated within the gel deodorant composition provides a cooling effect on the skin with minimal or no skin irritation and with minimal or no interference with the fragrance component of the deodorant composition.

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BACKGROUND OF THE INVENTION

Human body malodors are generally believed to be caused in part by microbial interaction with sweat gland secretions which produces pungent fatty acids and other odor compounds. Aside from cleansing, one way such odors are controlled is by the use of deodorant products, particularly in the underarm area of the body.

Deodorant products generally contain a safe and effective level of perfume or other odor masking ingredients, an antimicrobial active ingredient, or a combination thereof, incorporated into a vehicle from which the active ingredients may be deposited on the skin. Gel deodorant compositions have several advantages over other types of stick formulations. For example, they usually leave no more than a minimal amount of residue on the skin, and they glide easily over the skin when applied. Deodorant compositions of the gel type generally incorporate three key ingredients: a material known to have deodorant efficacy, a gelling agent, and a polar solvent system. Deodorant compositions are typically aqueous compositions.

The gelling agents used most often in deodorant gel compositions are of the fatty acid soap type. The gelling agents used in these compositions include, for instance, the sodium or potassium salts of C₁₂-C₂₂ fatty acids. These types of gel compositions most often utilize a highly polar alcohol solvent as the primary polar solvent ingredient, which is necessary to form the gel structure with the gelling agent. Monohydric and dihydric alcohols, especially, propylene glycol and polyhydric alcohols such as dipropylene glycol, are typically used for this purpose.

Likewise, compositions of various types have incorporated with them components which provide a cooling or warming sensation to skin. It is well established that the "cooling" effect of menthol is a physiological effect due to the direct action of menthol on the nerve endings of the human body responsive for the detection of hot or cold and is not due to latent heat evaporation.

5 It is believed that menthol acts as a direct stimulus on the cold receptors at the nerve endings which in turn stimulates the central nervous system.

Although menthol is well established as a physiological coolant, its use and effectiveness is limited in some types of compositions by its strong minty odor and its relative volatility. The high volatility of menthol limits the period of time which it can provide cooling sensation. It is
10 believed that the molecular size of menthol as well as the manner in which it penetrates into the skin can result in skin stinging and irritation.

It has now been found that skin sensates can be formulated in a specified solvent system to deliver a cool, clean and refreshing benefit.

It is an object of the present invention to provide a method of treating or preventing
15 malodor of the underarm by the topical application of a deodorant composition which provides a cooling sensation during and after application, with minimal or no skin irritation and with minimal or no interference with the fragrance expression of the deodorant.

20

SUMMARY OF THE INVENTION

The method and composition of the present invention are directed to a deodorant composition for treating or preventing underarm malodor by topical application of an aqueous gel deodorant composition comprising: a) from about 0.01% to about 60%, by weight of a deodorant
25 active; b) from about 0.01% to about 15%, by weight of a soap gelling agent comprising salts of C₁₂-C₄₀ fatty acids; c) from about 0.01% to about 10% by weight of a fragrance; d) from about 0.2% to about 1% by weight of a skin sensate solubilized in a solvent system which comprises: i) from about 1% to about 90% by weight of the composition of a non-aqueous liquid carrier; and ii) from about 1% to about 90%, by weight of the composition of water; said solvent system having a
30 solubility parameter of from about 9 (cal/cm³)^{0.5} to about 15 (cal/cm³)^{0.5}. Also disclosed are methods of using the compositions.

It has been found that aqueous gel deodorants can be formulated with specific skin sensates to provide an improved skin sensation with little or no skin irritation and with little or no interference with the perfume matrices of the composition. The gel deodorant of the present
35 invention provides an unmet consumer benefit by providing a cool, clean and refreshing feeling from deodorant underarm application in the absence of excessive irritation and unpleasant sensate odor.

DETAILED DESCRIPTION OF THE INVENTION

5 The essential ingredients as well as a variety of preferred and optional ingredients for the compositions of the present invention are described below.

The term "ambient conditions" as used herein refers to surrounding conditions at about one atmosphere of pressure (1 atm), 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.

10 The deodorant compositions of the present invention, including corresponding methods of the present invention, can comprise, consist of, or consist essentially of the essential elements and limitations of the invention described herein, as well as any of the additional or optional ingredients, components, or limitations described herein.

15 All percentages, parts and ratios are by weight of the total composition, unless otherwise specified. All such weights as they pertain to 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 material, unless otherwise specified.

Deodorant Active

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The method and composition of the present invention are directed to a deodorant composition comprising a deodorant active, at concentrations ranging from about 0.01% to about 60%, preferably from about 0.01% to about 20%, more preferably from about 0.01% to about 10%, even more preferably from about 0.1% to about 5%, by weight of the composition.

25 Deodorant actives suitable for use in the deodorant compositions of the present invention include any topical material that is known for or is otherwise effective in preventing or eliminating malodor associated with underarm perspiration. These deodorant actives are typically antimicrobial agents (e.g., bactericides, fungicides), malodor-absorbing materials, or combinations thereof.

30 Preferred deodorant actives are antimicrobial agents, non-limiting examples of which include cetyl-trimethylammonium bromide, cetyl pyridinium chloride, benzethonium chloride, diisobutyl phenoxy ethoxy ethyl dimethyl benzyl ammonium chloride, sodium N-lauryl sarcosine, sodium N-palmethyl sarcosine, lauroyl sarcosine, N-myristoyl glycine, potassium N-lauryl sarcosine, trimethyl ammonium chloride, sodium aluminum chlorohydroxy lactate, triethyl citrate, 35 tricetylmethyl ammonium chloride, 2,4,4'-trichloro-2'-hydroxy diphenyl ether (triclosan), 3,4,4'-trichlorocarbanilide (triclocarban), diaminoalkyl amides such as L-lysine hexadecyl amide, heavy metal salts of citrate, salicylate, and piroctone, especially zinc salts, and acids thereof, heavy metal

salts of pyrrithione, especially zinc pyrrithione, zinc phenolsulfate, farnesol, phenoxyethanol, octoxyglycerin (ethylhexyl glycerin), methylparaben, glyceryl monolaurate, witch hazel, witch hazel distillate, witch hazel extract, and combinations thereof.

Preferred deodorant actives are triclosan, triclocarban and combinations thereof, wherein
5 the preferred concentration of either triclosan or triclocarban ranges from about 0.01% to about 1.0%, more preferably from about 0.05% to about 0.5%, even more preferably from about 0.1% to 0.3%, by weight of the composition, and wherein the total concentration of triclosan and triclocarban when used together in a composition ranges from about 0.01% to about 2.0%, more preferably from about 0.2% to about 1.0%, even more preferably from about 0.2% to about 0.6%,
10 by weight of the composition.

Other deodorant actives include odor-absorbing materials such as carbonate and bicarbonate salts, including alkali metal carbonates and bicarbonates, ammonium and tetraalkylammonium. Preferred are sodium and potassium salts of such odor-absorbing materials.

Mixtures of deodorant actives are also contemplated and intended to be encompassed
15 herein.

b. Fragrance

The method and compositions of the present invention are directed to a deodorant composition comprising a fragrance or perfume, to impart a desired aroma, to mask odors that
20 may be associated with other components of the compositions, and/or to mask underarm malodor. The concentration of the fragrance in the composition typically ranges from about 0.01% to about 10%, preferably from about 1% to about 5%, by weight of the composition. As used herein, the terms "fragrance" and "perfume" are used interchangeably.

Any fragrance suitable for application to the skin can be used herein including a wide
25 variety of fragrances and perfumes that are known to those skilled in the art. The particular fragrance used is largely a matter of choice; however, the fragrance should be used at a concentration effective for providing a noticeable aroma to the composition, for masking undesired aroma of the composition, and/or to mask underarm malodor. Also, the fragrance and whatever carriers accompany it should not impart excessive stinging to the skin, especially broken
30 or irritated skin, at the levels previously disclosed. The fragrance can be water soluble or water insoluble; however it generally will be soluble in the composition hereof, typically in either water or the non-aqueous carrier as described hereafter.

Perfumes suitable for use in the deodorant composition of the present invention include the many perfumes having a variety of specific fragrances and strengths, some examples of which
35 are described in Arctander, Perfume and Flavour Chemicals (Aroma Chemicals), Vol. I and II (1969); and Arctander, Perfume and Flavour Materials of Natural Origin (1960). U.S. Patent

4,322,308, Hooper et al., issued March 30, 1982, and U.S. Patent 4,304,679, Hooper et al., issued December 8, 1981, both incorporated herein by reference, disclose fragrance components as generally including, but are not limited to, volatile phenolic substances (such as iso-amyl salicylate, benzyl salicylate, and thyme oil red); essence oils (such as geranium oil, patchouli oil, and petitgrain oil); citrus oils; extracts and resins (such as benzoin siam resinoid and opoponax resinoid); "synthetic" oils (such as Bergamot 37 and 430, Geranium 76 and Pomeransol 314); aldehydes and ketones (such as B-methyl naphthyl ketone, p-t-butyl-A-methyl hydrocinnamic aldehyde and p-t-amyl cyclohexanone); polycyclic compounds (such as Coumarin and B-naphthyl methyl ether); esters (such as diethyl phthalate, phenylethyl phenylacetate, non-anolide-1:4).

10 Fragrances also include esters and essential oils derived from floral materials and fruits, citrus oils, absolutes, aldehydes, resinoides, musk and other animal notes (e.g., natural isolates of civet, castoreum and musk), balsamic, etc. and alcohols (such as dimyrcetol, phenylethyl alcohol and tetrahydromuguol). Examples of such components useful in fragrances herein include decyl aldehyde, undecyl aldehyde, undecylenic aldehyde, lauric aldehyde, amyl cinnamic aldehyde, ethyl methyl phenyl glycidate, methyl nonyl acetaldehyde, myristic aldehyde, nonalactone, nonyl

15 aldehyde, octyl aldehyde, undecalactone, hexyl cinnamic aldehyde, benzaldehyde, vanillin, heliotropine, para-hydroxy phenolbutanone, 6-acetyl 1,1,3,4,4,6 hexamethyl tetrahydronaphthalene, alpha-methyl ionone, gamma-methyl ionone, and amyl-cyclohexanone and mixtures of these components.

20 The fragrances used in the deodorant compositions of the present invention may and typically will further comprise solubilizers, diluents, or solvents which are well known in the art. Such materials are described in Arctander, Perfume and Flavour Chemicals (Aroma Chemicals), Vol. I and II (1969). These materials most typically include dipropylene glycol, diethylene glycol, C₁-C₆ alcohols, and/or benzyl alcohol.

25

Soap Gelling Agent

The method and compositions of the present invention are directed to a deodorant composition comprising from about 0.01% to about 15%, by weight, of a soap gelling agent, preferably from about 0.1% to about 10%, more preferably from about 1% to about 8%, most preferably from about 3% to about 7%, wherein the soap gelling agent is a salt of fatty acids containing from about 12 to about 40 carbon atoms (C₁₂-C₄₀), preferably salts of C₁₂-C₂₂ fatty acids, more preferably C₁₄-C₂₀, most preferably C₁₆-C₂₀. Suitable salt forming cations for use in these gelling agents include metal salts such as alkali metals, e.g. sodium and potassium, alkaline earth metals, e.g. magnesium, calcium and aluminum. Preferred are sodium and

35 potassium salts.

Non-limiting examples of fatty acids useful in synthesizing the gelling agent include myristic, palmitic, stearic, oleic, linoleic, linolenic, margaric and mixtures of such acids. Naturally occurring sources of such fatty acids include coconut oil, beef tallow, lanolin, fish oil, beeswax, palm oil, peanut oil, olive oil, cottonseed oil, soybean oil, corn oil, rapeseed oil, rosin acids, and greases.

Preferred fatty acid soap type gel forming agents include sodium stearate, sodium palmitate, potassium stearate, potassium palmitate, sodium myristate, and aluminum monostearate. The most preferred gel forming agent is sodium stearate.

Mixtures of soap gelling agents can also be used.

Solvent System

The method and compositions of the present invention are directed to a deodorant composition comprising a solvent system suitable for topical application to the skin, and which has the components and essential characteristics described hereinafter which solubilize the cooling sensate material within the composition. The solvent system comprises a combination of water and a non-aqueous carrier liquid, wherein the combination has a solubility parameter of from about 9 (cal/cm³)^{0.5} to about 15 (cal/cm³)^{0.5}, preferably from about 10 (cal/cm³)^{0.5} to about 14 (cal/cm³)^{0.5}.

Solubility parameters as used to characterize the solvent system component of the deodorant composition of the present invention are determined by methods well known in the chemical arts for establishing the relative polar character of a solvent or other material. A description of solubility parameters¹ and means for determining them are described by C.D. Vaughan, "Solubility Effects in Product, Package, Penetration and Preservation" 103 Cosmetics and Toiletries 47-69, October 1988; and C. D. Vaughan, "Using Solubility Parameters in Cosmetics Formulation", 36 J. Soc. Cosmetic Chemists 319-333, September/October, 1988, which descriptions are incorporated herein by reference.

The solvent system component of the deodorant composition of the present invention comprises water at concentrations ranging from about 1% to about 90%, preferably from about 10% to about 60%, more preferably from about 15% to about 50%, even more preferably from about 15% to about 30%, by weight of the composition.

The solvent system component further comprises a non-aqueous carrier liquid, wherein the addition of the non-aqueous carrier liquid to the selected water component provides the resulting solvent system in the deodorant composition with the solubility parameter as described herein. Any non-aqueous carrier liquid that is known for otherwise effective for use on the skin is also suitable for use herein, provided that it is compatible with the essential and any selected

optional components in the deodorant composition of the present invention, and provided that it results in the requisite solubility parameter as described herein for the solvent system.

The non-aqueous carrier liquid is present in the deodorant composition at a concentration ranging from about 1% to about 90%, preferably from about 30% to about 75, by weight of the deodorant composition. Nonlimiting examples of suitable non-aqueous liquid carriers include C₁ to C₂₀ monohydric alcohols, preferably C₂ to C₈ monohydric alcohols; C₂ to C₄₀ dihydric or polyhydric alcohols, preferably C₂ to C₂₀ dihydric or polyhydric alcohols; alkyl ethers of all such alcohols (preferably C₁-C₄ alkyl ethers); and polyalkoxylated glycols such as propylene glycols and polyethylene glycols having from 2 to 30 repeating alkoxyate (e.g., ethoxyate or propoxyate) groups; polyglycerols having from 2 to 16 repeating glycerol moieties; derivatives and combinations thereof.

Specific non-limiting examples of non-aqueous carrier liquids suitable for use herein include propylene glycol; hexylene glycol; dipropylene glycol; tripropylene glycol; tetrapropylene glycol, glycerin; propylene glycol methyl ether; dipropylene glycol methyl ether; ethanol; n-propanol; n-butanol; t-butanol; 2-methoxyethanol; 2-ethoxyethanol; ethylene glycol; isopropanol; isobutanol; 1,4-butylene glycol; 2,3-butylene glycol; trimethylene glycol; 1,3-butanediol, propylene glycol monoisostearate; PPG-3 myristyl ether; PEG-4 (PEG-4 is also known as PEG-200); PEG-6, PEG-8 (PEG-8 is also known as PEG-400); 1,2, pentanediol; PPG-14 butylether; dimethyl isosorbide; 1,2-hexanediol, 2-methyl-1,3-propanediol (MP Diol) and combinations thereof. Preferred are PPG-3 myristyl ether, propylene glycol, dipropylene glycol, tripropylene glycol, tetrapropylene glycol, PEG-6, PEG-8, hexylene glycol, glycerin, 1,2-hexanediol, 2-methyl-1,3-propanediol (MP Diol) and combinations thereof.

Other non-limiting examples of suitable non-aqueous carrier liquids for use herein are described in U.S. Patent 4,781,917 (Luebbe et al.), U.S. Patent 5,643,558 (Provancal et al.), U.S. Patent 4,816,261 (Luebbe et al.), EP 404 533 A1 (Smith et al.), which descriptions are incorporated herein by reference.

Skin Sensates

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The method and compositions of the present invention are directed to a deodorant composition comprising a cooling sensate having a molecular weight of at least 158, and which is solubilized in the selected solvent system described hereinbefore. The concentration of the cooling sensate must range from about 0.10% to about 1%, preferably from about 0.20% to about 0.75%, more preferably from about 0.30% to about 0.60% by weight of the deodorant composition.

The cooling sensate for use in the deodorant composition of the present invention can include any sensate material that is known for or otherwise effective in providing a cooling effect on the skin, and which has a minimum molecular weight as described above, preferably a molecular weight ranging from 158 to 290, even more preferably from about 180 to about 250.

5 The cooling sensate must also be capable of being solubilized in the solvent system component of the composition.

Nonlimiting examples of cooling sensates suitable for use in the deodorant compositions of the present invention include menthoxypropandiol or 3-*l*-Menthoxypropane-1,2-diol, menthyl lactate or Frescolat ML, menthone glycerin acetal or Frescolat MGA, menthyl butanediol acid or
10 Physcool, *n*-ethyl menthyl carboxamide (ethyl carboxamide) or WS-3, trimethyl butanamide or WS-23, menthene or Coolact P, eucalyptus oil, carvone and peppermint oil, and combinations thereof. Most preferred is 3-*l*-Menthoxypropane-1,2-diol.

Other sensates can be added to the deodorant composition, in addition to the cooling sensates described herein, provided that such other sensates are suitable for application to the
15 underarm and are otherwise compatible with the essential and any selected optional ingredients in the deodorant compositions. The deodorant compositions of the present invention, however, is preferably substantially free of such other sensates, more preferably free of menthol and/or camphor, both of which can cause excessive irritation to the skin and/or undesirably affect the fragrance expression of the composition. In this context, the terms "free of" and "substantially
20 free of" are used interchangeably to mean that the compositions preferably contain less than 0.2%, more preferably less than 0.1%, even more preferably less than 0.05%, most preferably zero percent, of such other sensates by weight of the deodorant composition.

25

OPTIONAL MATERIALS

The method and compositions of the present invention are directed to a deodorant composition may further comprise one or more other optional materials that are known for use in antiperspirant, deodorant or other personal care product, or which is otherwise suitable for topical
30 application to human skin.

Nonlimiting examples of such other optional materials include dyes or colorants, emulsifiers,, distributing agents, pharmaceutical or other topical active, preservatives, surfactants, processing aides such as viscosity modifiers, wash-off aids, pH modifiers, chealants and so forth. Examples of such optional materials are described in U.S. Patent 5,585,092, Trandai et. al; issued
35 December 17, 1996, whose description is incorporated herein by reference.

PRODUCT FORM

The method and compositions of the present invention are directed to a deodorant composition which can be formulated as any known or otherwise effective product form for providing topical application of deodorant active to the desired area of the skin. The deodorant compositions can be in any of a variety of solid, semi-solid or liquid forms, including solid sticks, soft solids such as gels or creams, liquids such as roll-ons or aerosol/nonaerosol sprays, and so forth. The preferred product form is a solid stick, e.g., gel solid.

METHOD OF MAKING

The method and compositions of the present invention are directed to a deodorant composition which may be prepared by any known or otherwise effective technique, suitable for providing a deodorant composition of the desired form and having the essential materials described herein. Many such techniques are described in the deodorant and formulation arts for each of the described product forms, some examples of which are described in U.S. Patents 5,916,546 (Sawin et al.); U.S. Patent 5,902,572 (Luebke et al.); and U.S. Patent 5,585,092 (Trandai et al.), which descriptions are incorporated herein by reference.

For example, a deodorant composition of the present invention can be prepared generally by merely combining a liquid carrier with the deodorant active. Optional gellants or structurants may then be added with agitation and heat to a temperature of from about 75°C to about 100°C to allow the gellant or structurant to melt and form a substantially clear or translucent liquid. The resulting solution is cooled before adding fragrance (if applicable), and then cooled before adding fragrance, and then the cooled composition is poured into an appropriate container or dispenser at about 70°C and allowed to solidify within the container or dispenser by cooling or allowing to cool the contained composition to ambient temperature.

METHOD OF USING

The method and compositions of the present invention are directed to a deodorant composition which may be applied topically to the axilla area of the skin in an amount effective to treat or prevent underarm malodor. The composition is preferably applied to each axilla area in an amount ranging from about 0.1 gram to about 20 grams, more preferably from about 0.1 gram to about 10 grams, even more preferably from about 0.1 gram to about 1 gram, to each axilla area to the desired area of the skin. The compositions are preferably applied one or two times daily, more preferably once daily, to achieve effective malodor control over an extended period.

EXAMPLES

The following non-limiting examples illustrate specific deodorant embodiments of the present invention. Each of the exemplified compositions are prepared by methods well known in the formulation art for preparing the various deodorant product forms. All of the exemplified compositions contain solubilized sensate and a solvent system having a solubility parameter of from about 9 (cal/cm³)^{0.5} to about 15 (cal/cm³)^{0.5}. All exemplified amounts are weight percents based on the total weight of the deodorant composition, unless otherwise specified.

Example I

CFTA Ingredient Name	wt. %
Dipropylene Glycol	50.0
Water	25.0
Propylene Glycol	14.2535
3- <i>l</i> -Menthoxyp propane-1,2-diol (Takasago)	0.4
Sodium Stearate	5.5
Fragrance	3.0
PPG-3 Myristyl Ether	1.5
Triclosan	0.30
Tetrasodium EDTA	0.025
Sodium Hydroxide	0.020
Dye	0.0015

Example II

CFTA Ingredient Name	wt. %
Dipropylene Glycol	45.0
Water	30.0
Propylene Glycol	18.883
Frescolat ML	0.5
Sodium Stearate	4.5
Triclosan	0.05
Tetrasodium EDTA	0.025
Sodium Hydroxide	0.040
Dye	0.002
Fragrance	1.0

Example III

CFTA Ingredient Name	wt. %
Dipropylene Glycol	25.0
Water	25.0
Propylene Glycol	14.8385
WS-23	0.10
Sodium Stearate	5.9
Fragrance	3.0
PPG-3 Myristyl Ether	1.0
Triclosan	0.10
Tetrasodium EDTA	0.025
Sodium Hydroxide	0.040
Dye	0.02
Tripropylene glycol	25.0

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Example IV

CFTA Ingredient Name	wt. %
Dipropylene Glycol	20.0
Water	20.0
Propylene Glycol	19.6335
WS-3	0.10
Sodium Stearate	5.0
Fragrance	3.0
PPG-3 Myristyl Ether	1.7
Triclocarban	0.10
Tetrasodium EDTA	0.025
Sodium Hydroxide	0.040
Dye	0.0015
MP Diol	30.0
WS-23	0.4

Example V

CFTA Ingredient Name	wt. %
Dipropylene Glycol	50.0
Water	24.0
Propylene Glycol	14.9335
WS-23	0.4
3- <i>l</i> -Menthoxyp propane-1,2-diol (Takasago)	0.10
Sodium Stearate	5.5
Fragrance	3.0
PPG-3 Myristyl Ether	1.7
Octoxyglycerin	0.30
Tetrasodium EDTA	0.025
Sodium Hydroxide	0.040
Dye	0.0015

WHAT IS CLAIMED IS:

1. A method of treating or preventing underarm malodor by topical application of an aqueous gel deodorant composition comprising:
 - (a) from about 0.01% to about 60%, by weight, of a deodorant active;
 - (b) from about 0.01% to about 15%, by weight, of a soap gelling agent comprising salts of C₁₂-C₄₀ fatty acids;
 - (c) from about 0.01% to about 10% by weight of a fragrance;
 - (d) from about 0.2% to about 1% by weight of a skin sensate solubilized in a solvent system, wherein the solvent system comprises:
 - i) from about 1% to about 90% by weight of the composition of a non-aqueous liquid carrier; and
 - ii) from about 1% to about 90%, by weight of the composition of water;said solvent system having a solubility parameter of from about 9 (cal/cm³)^{0.5} to about 15 (cal/cm³)^{0.5}.
2. The method of Claim 1 characterized in that the deodorant active is from about 0.01% to about 10% by weight of an antimicrobial agent, wherein said antimicrobial agent is selected from the group consisting of cetyl-trimethylammonium bromide, cetyl pyridinium chloride, benzethonium chloride, diisobutyl phenoxy ethoxy ethyl dimethyl benzyl ammonium chloride, sodium N-lauryl sarcosine, sodium N-palmethyl sarcosine, lauroyl sarcosine, N-myristoyl glycine, potassium N-lauryl sarcosine, trimethyl ammonium chloride, sodium aluminum chlorohydroxy lactate, triethyl citrate, tricetylmethyl ammonium chloride, 2,4,4'-trichloro-2'-hydroxy diphenyl ether, 3,4,4'-trichlorocarbanilide, diaminoalkyl amides, heavy metal salts of citrate, salicylate, and piroctose, and zinc salts and acids thereof, heavy metal salts of pyrithione, zinc phenolsulfate, farnesol, phenoxyethanol, octoxyglycerin (ethylhexyl glycerin), methylparaben, glyceryl monolaurate, witch hazel, witch hazel distillate, witch hazel extract and combinations thereof.
3. The method according to any one of the preceding claims characterized in that the skin sensate is selected from the group consisting of 3-*l*-menthoxypropane-1,2-diol, menthyl lactate, menthone glycerin acetal, menthyl butanedioc acid, n-ethyl menthyl carboxamide, trimethyl, menthene, eucalyptus oil, carvone, peppermint oil and combinations thereof.

carboxamide, trimethyl, menthene, eucalyptus oil, carvone, peppermint oil and combinations thereof.

4. The method according to any one of the preceding claims characterized in that the skin sensate is 3-/menthoxypropane-1,2-diol.
5. The method according to any one of the preceding claims characterized in that the skin sensate is 3-/menthoxypropane-1,2-diol in combination with a sensate selected from the group consisting of menthyl lactate, menthone glycerin acetal, menthyl butanedioc acid, n-ethyl mentyl carboxamide, trimethyl butanamide, menthene, eucalyptus oil, carvone, peppermint oil and combinations thereof.
6. The method according to any one of the preceding claims characterized in that from about 30% to about 75% by weight of the composition is a non-aqueous liquid carrier, wherein said non-aqueous liquid carrier is selected from the group consisting of propylene glycol; hexylene glycol; dipropylene glycol; tripropylene glycol; tetrapropylene glycol, glycerin; propylene glycol methyl ether; dipropylene glycol methyl ether; ethanol; n-propanol; n-butanol; t-butanol; 2-methoxyethanol; 2-ethoxyethanol; ethylene glycol; isopropanol; isobutanol; 1,4-butylene glycol; 2,3-butylene glycol; trimethylene glycol; 1,3-butanediol; propylene glycol monoisostearate; PPG-3 myristyl ether; PEG-4; PEG-6, PEG-8; 1,2, pentanediol; PPG-14 butylether; dimethyl isosorbide; 1,2-hexanediol, 2-methyl-1,3-propanediol and combinations thereof.
7. The method according to any one of the preceding claims characterized in that the soap gelling agent is selected from the group consisting of sodium stearate, sodium palmitate, potassium stearate, potassium palmitate, sodium myristate, aluminum monostearate and mixtures thereof.
8. The method according to any one of the preceding claims characterized in that the composition is substantially free of menthol or camphor.
9. A method of controlling malodor comprising applying to the skin of a human a safe and effective amount of the aqueous gel deodorant composition of any one of the preceding claims.

10. An aqueous gel deodorant composition comprising:
- (a) from about 0.01% to about 60%, by weight, of a deodorant active;
 - (b) from about 0.01% to about 15%, by weight, of a soap gelling agent comprising salts of C₁₂-C₄₀ fatty acids;
 - (c) from about 0.01% to about 10% by weight of a fragrance;
 - (d) from about 0.2% to about 1% by weight of a skin sensate solubilized in a solvent system wherein the solvent system comprises:
 - i) from about 1% to about 90% by weight of the composition of a non-aqueous liquid carrier;
 - ii) from about 1% to about 90%, by weight of the composition is water;said solvent system having a solubility parameter of from about 9 (cal/cm³)^{0.5} to about 15 (cal/cm³)^{0.5}, wherein the composition is applied topically to the axilla area of the skin.