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(54) Titre : COMPOSES DE SILICONE
(54) Title: SILICONE COMPOUNDS

(57) Abrégé/Abstract:

The present invention is directed to silicone compounds, delivery compositions, compositions, packaged products and displays comprising such silicone compounds, and processes for making and using such benefit agent delivery compositions, compositions, packaged products and displays. Such compositions have improved deposition and retention properties that may impart improved benefit characteristics to a composition and/or situs.

ABSTRACT

The present invention is directed to silicone compounds, delivery compositions, compositions, packaged products and displays comprising such silicone compounds, and processes for making and using such benefit agent delivery compositions, compositions, packaged products and displays. Such compositions have improved deposition and retention properties that may impart improved benefit characteristics to a composition and/or situs.

SILICONE COMPOUNDS

FIELD OF INVENTION

The present application relates to silicone compounds, compositions, packaged products
5 and displays comprising such silicone compounds, and processes for making and using such
benefit agent delivery compositions and compositions, packaged products and displays
comprising such benefit agent delivery compositions.

BACKGROUND OF THE INVENTION

10 Benefit agents, such as perfumes, brighteners, insect repellants, silicones, waxes, flavors,
vitamins and fabric softening agents, skin care agents are expensive and may be less effective
when employed at high levels in personal care compositions, cleaning compositions, and fabric
care compositions. As a result, there is a desire to maximize the effectiveness of such benefit
agents. One method of achieving such objective is to improve the delivery efficiencies of such
15 benefit agents. Unfortunately, it is difficult to improve the delivery efficiencies of benefit agents
as such agents may be lost due to the agents' physical or chemical characteristics, such agents
may be incompatible with other compositional components or the situs that is treated, or such
agents may be lost during post application processes such as rinsing or drying. In an effort to
improve the delivery efficiencies of benefit agents, the industry developed perfume amine
20 compounds and perfume thiol compounds. Such compounds were the result of the reaction of a
perfume comprising an aldehyde moiety and/or ketone moiety with a carrier that comprised a
primary amine, secondary amine and/or thiol moiety. Unfortunately such compounds could only
provide limited scents as such compounds were limited to perfumes that contained an aldehyde
or ketone moiety. In addition, such compounds were not as effective as desired as they did not
25 deposit on a situs as efficiently as desired.

Applicant recognized that the perfume limitation of such compounds was due to the
carrier reaction site types and levels while the deposition problem was due to the water solubility
of the compound's carrier. Thus, Applicant resorted to more hydrophobic carriers that could
accommodate a variety of reaction cite types and numbers. As a result, the silicone compounds
30 disclosed herein allow the use of an array of perfumes types and deposit on items such as
garments with increased efficiency.

SUMMARY OF THE INVENTION

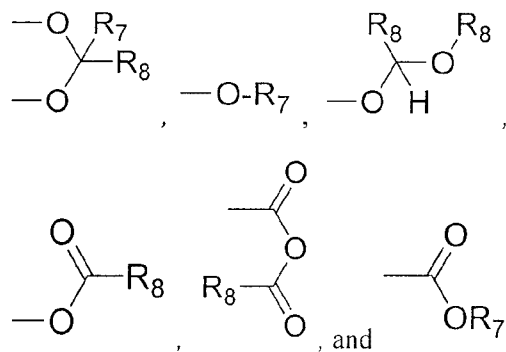
Silicone compounds, compositions comprising such silicone compounds, packaged products and displays comprising such silicone compounds, and processes for making and using such silicone compounds, and compositions, packaged products and displays comprising such silicone compounds are disclosed.

In accordance with one embodiment there is provided a silicone compound comprising a silicone moiety and a benefit agent moiety, preferably said silicone compound has the formula:



wherein:

- a) j is an integer from 0 to 150;
 - b) m is an integer from 0 to 1500;
 - c) l is an integer from 0 to 150;
- with the proviso $j+m+l$ equals an integer greater than or equal to 1 and at least one of the moieties R_1 through $R_6 = X-Z$;
- d) each of R_1 , R_2 , R_3 , R_4 , R_5 and R_6 moiety is independently selected from the group consisting of H, OH, C_1 - C_{32} alkyl, C_1 - C_{32} substituted alkyl, C_6 - C_{32} aryl, C_5 - C_{32} substituted aryl, C_6 - C_{32} alkylaryl, C_6 - C_{32} substituted alkylaryl, C_1 - C_{32} alkoxy and C_1 - C_{32} substituted alkoxy and X-Z, preferably each R_{1-6} is independently selected from the group consisting of OH, C_1 - C_2 alkyl, C_1 - C_2 substituted alkyl, C_1 - C_2 alkoxy, C_1 - C_2 substituted alkoxy and X-Z;
 - (i) each X is independently oxygen or a substituted or unsubstituted divalent alkylene radical comprising 2-12 carbon atoms; when X comprises a substituted or unsubstituted divalent alkylene radical comprising 2-12 carbon atoms;
 - (ii) each Z is selected independently from the group consisting of: R_9 ,



each R_7 is independently selected from the group consisting of H, C_1 - C_{32} alkyl, C_1 - C_{32} substituted alkyl, C_6 - C_{32} aryl, C_5 - C_{32} substituted aryl, C_6 - C_{32} alkylaryl, and C_5 - C_{32} substituted alkylaryl;

each R_8 is independently selected from the group consisting of C_1 - C_{32} alkyl, C_1 - C_{32} substituted alkyl, C_6 - C_{32} aryl, C_5 - C_{32} substituted aryl, C_6 - C_{32} alkylaryl, and C_5 - C_{32} substituted alkylaryl; and

each R_9 is independently selected from the group consisting of C_1 - C_{32} alkyl, C_1 - C_{32} substituted alkyl, C_6 - C_{32} aryl, C_5 - C_{32} substituted aryl, C_6 - C_{32} alkylaryl, and C_5 - C_{32} substituted alkylaryl;

with the provisos that at least one Z moiety is R_9 or a Z moiety that comprises R_8 , and when X is oxygen for a respective X-Z moiety, the Z moiety of said X-Z moiety is R_9 ;

wherein said benefit agent moiety is a fragment of a benefit agent selected from the group consisting of a silicones, perfume raw materials, deodorants, odor counteractants, malodors, essential oils, ethers, esters, ketones, alcohols, glycols, silicone hydrocarbons, cyclic hydrocarbons, aldehydes, terpenes, insecticides, insect repellants, pesticides, antimicrobial agents, fungicides, herbicides and mixtures thereof.

DETAILED DESCRIPTION OF THE INVENTION

Definitions

As used herein “consumer product” means baby care, beauty care, fabric & home care, family care, feminine care, health care, snack and/or beverage products or devices intended to be used or consumed in the form in which it is sold, and not intended for subsequent commercial manufacture or modification. Such products include but are not limited to diapers, bibs, wipes; products for and/or methods relating to treating hair (human, dog, and/or cat), including, bleaching, coloring, dyeing, conditioning, shampooing, styling; deodorants and antiperspirants; personal cleansing; cosmetics; skin care including application of creams, lotions, and other topically applied products for consumer use; and shaving products, products for and/or methods relating to treating fabrics, hard surfaces and any other surfaces in the area of fabric and home care, including: air care, car care, dishwashing, fabric conditioning (including softening), laundry detergency, laundry and rinse additive and/or care, hard surface cleaning and/or treatment, and other cleaning for consumer or institutional use; products and/or methods relating to bath tissue, facial tissue, paper handkerchiefs, and/or paper towels; tampons, feminine napkins; products and/or methods relating to oral care including toothpastes, tooth gels, tooth rinses, denture adhesives, tooth whitening; over-the-counter health care including cough and cold remedies, pain relievers, RX pharmaceuticals, pet health and nutrition, and water purification; processed food products intended primarily for consumption between customary meals or as a meal accompaniment (non-limiting examples include potato chips, tortilla chips, popcorn, pretzels, corn chips, cereal bars, vegetable chips or crisps, snack mixes, party mixes, multigrain chips, snack crackers, cheese snacks, pork rinds, corn snacks, pellet snacks, extruded snacks and bagel chips); and coffee.

As used herein, the term “cleaning and/or treatment composition” includes, unless otherwise indicated, granular or powder-form all-purpose or “heavy-duty” washing agents, especially cleaning detergents; liquid, gel or paste-form all-purpose washing agents, especially the so-called heavy-duty liquid types; liquid fine-fabric detergents; hand dishwashing agents or

light duty dishwashing agents, especially those of the high-foaming type; machine dishwashing agents, including the various tablet, granular, liquid and rinse-aid types for household and institutional use; liquid cleaning and disinfecting agents, including antibacterial hand-wash types, cleaning bars, mouthwashes, denture cleaners, dentifrice, car or carpet shampoos, bathroom
5 cleaners; hair shampoos and hair-rinses; shower gels and foam baths and metal cleaners; as well as cleaning auxiliaries such as bleach additives and "stain-stick" or pre-treat types, substrate-laden products such as dryer added sheets, dry and wetted wipes and pads, nonwoven substrates, and sponges; as well as sprays and mists.

As used herein, the term "fabric care composition" includes, unless otherwise indicated,
10 fabric softening compositions, fabric enhancing compositions, fabric freshening compositions and combinations thereof.

As used herein, the term "amine" includes, unless otherwise indicated, primary, secondary, tertiary, and quaternary amines.

As used herein, the articles such as "a" and "an" when used in a claim, are understood to
15 mean one or more of what is claimed or described.

As used herein, the terms "include", "includes" and "including" are meant to be synonymous with the phrase "including but not limited to".

As used herein, the term "solid" includes granular, powder, bar and tablet product forms.

As used herein, the term "situs" includes paper products, fabrics, garments, hard surfaces,
20 hair and skin.

Unless otherwise noted, all component or composition levels are in reference to the active portion of that component or composition, and are exclusive of impurities, for example, residual solvents or by-products, which may be present in commercially available sources of such components or compositions.

25 All percentages and ratios are calculated by weight unless otherwise indicated. All percentages and ratios are calculated based on the total composition unless otherwise indicated.

It should be understood that every maximum numerical limitation given throughout this specification includes every lower numerical limitation, as if such lower numerical limitations were expressly written herein. Every minimum numerical limitation given throughout this
30 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 numerical range, as if such narrower numerical ranges were all expressly written herein.

A silicone compound comprising a silicone moiety and a benefit agent moiety is disclosed.

5 In one aspect, said silicone compound has the formula:

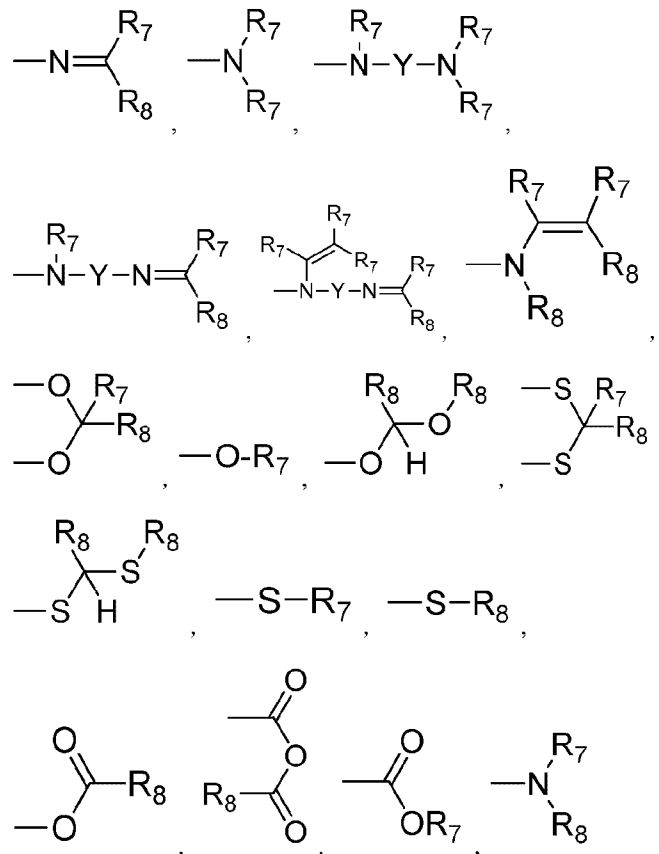


wherein:

- 10 a) j is an integer from 0 to 150, preferably from 1 to 150, more preferably from 0 to 50, most preferably from 0 to 20;
- b) m is an integer from 0 to 1500, preferably 1 to 1500, more preferably from 20 to 1000, most preferably from 20 to 400;
- c) l is an integer from 0 to 150, preferably from 1 to 150, more preferably from 0 to 50, most preferably from 0 to 20;
- 15 with the proviso j+m+l equals an integer greater than or equal to 1 and at least one of the moieties R_1 through $R_6 = X-Z$;
- d) each of R_1 , R_2 , R_3 , R_4 , R_5 and R_6 moiety is independently selected from the group consisting of H, OH, C_1 - C_{32} alkyl, C_1 - C_{32} substituted alkyl, C_6 - C_{32} aryl, C_5 - C_{32} substituted aryl, C_6 - C_{32} alkylaryl, C_6 - C_{32} substituted alkylaryl, C_1 - C_{32} alkoxy and C_1 - C_{32} substituted alkoxy and X-Z, preferably each R_{1-6} is independently selected from the group consisting of OH, C_1 - C_2 alkyl, C_1 - C_2 substituted alkyl, C_1 - C_2 alkoxy, C_1 - C_2 substituted alkoxy and X-Z;
- 20 (i) each X is independently oxygen or a substituted or unsubstituted divalent alkylene radical comprising 2-12 carbon atoms, preferably each X is independently oxygen or a substituted or unsubstituted divalent alkylene radical comprising 2-6 carbon atoms, most preferably each X is independently oxygen or a substituted or unsubstituted divalent alkylene radical comprising 2-4 carbon atoms;
- 25 when X comprises a substituted or unsubstituted divalent alkylene radical comprising 2-12 carbon atoms;
- 30

5

(ii) each Z is selected independently from the group consisting of: R₉,



each R₇ is independently selected from the group consisting of H, C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₆-C₃₂ aryl, C₅-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, C₅-C₃₂ substituted alkylaryl;

each R₈ is independently selected from the group consisting of C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₆-C₃₂ aryl, C₅-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, C₅-C₃₂ substituted alkylaryl; and

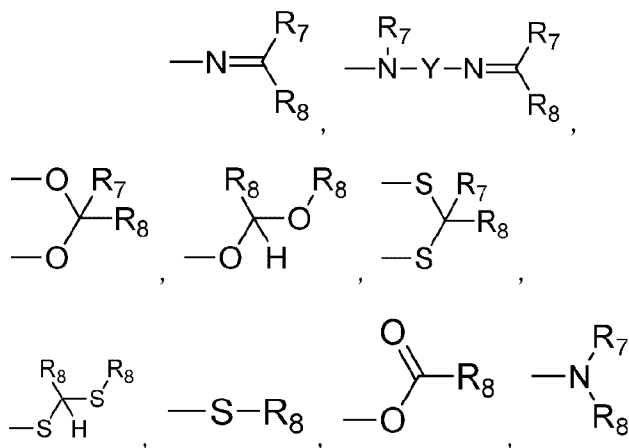
each R₉ is independently selected from the group consisting of C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₆-C₃₂ aryl, C₅-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, C₅-C₃₂ substituted alkylaryl, preferably R₉ comprises a primary, secondary or tertiary carbon that is covalently bound to X,

6

more preferably R_9 comprises a primary or secondary carbon that is covalently bound to X, most preferably R_9 comprises a primary carbon that is covalently bound to X; each Y is independently a substituted or unsubstituted divalent alkylene radical comprising 2-12 carbon atoms, preferably each Y is independently a substituted or unsubstituted divalent alkylene radical comprising 2-6 carbon atoms, most preferably each Y is a substituted or unsubstituted divalent alkylene radical comprising 2-4 carbon atoms;

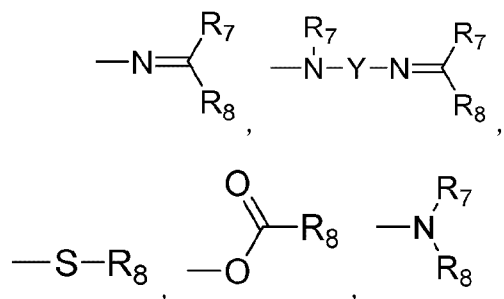
with the provisos that at least one Z moiety is R_9 or a Z moiety that comprises R_8 , and when X is oxygen for a respective X-Z moiety, the Z moiety of said X-Z moiety is R_9 ;

preferably each Z is selected independently from the group consisting of

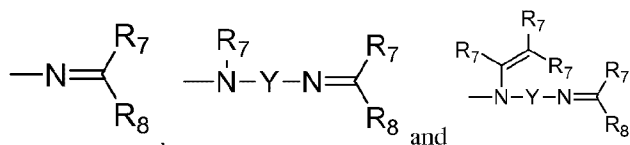


most preferably each Z is selected independently from the group consisting of

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preferably when at least one Z is selected from

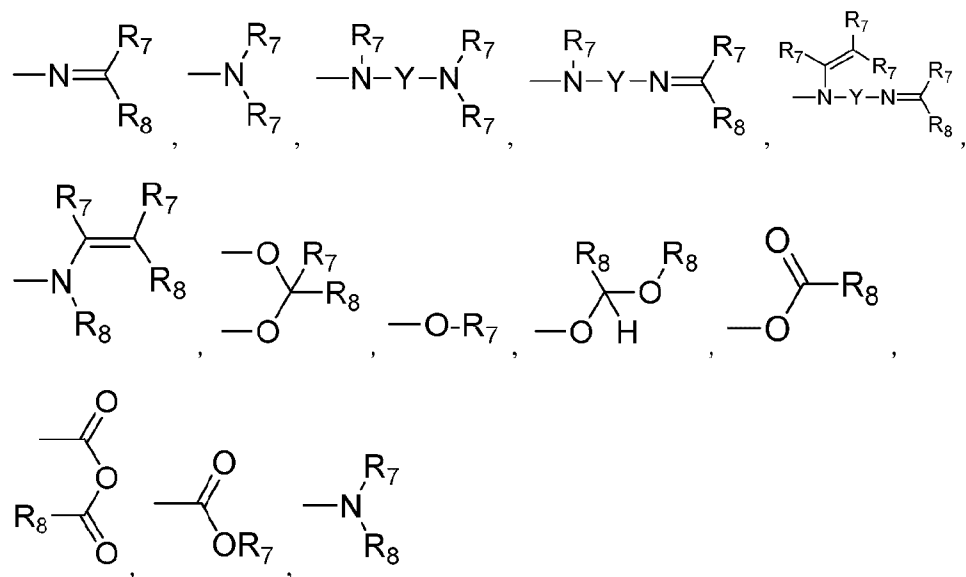


5 and the R₇ moiety that is covalently bound to the imine moiety of said at least one Z is not H, then for said at least one Z moiety, the R₇ and R₈ moieties that are covalently bound to the imine moiety of said at least one Z is bound to said imine moiety via a primary, secondary or tertiary carbon, preferably at least one of

10 the R₇ or R₈ that is covalently bound to the imine moiety of said at least one Z is bound to said imine moiety via a primary carbon, more preferably R₇ and R₈ are covalently bound to the imine moiety of said at least one Z are bound to said imine moiety via a primary carbon,

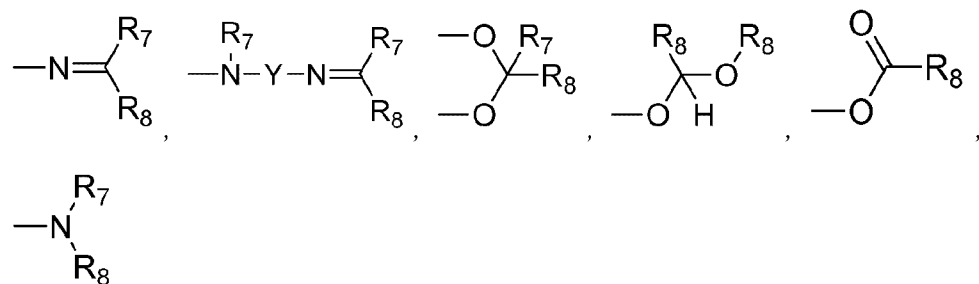
15 preferably when the R₇ moiety that is covalently bound to the imine moiety of said at least one Z is H, the R₈ moiety that is covalently bound to the imine moiety of said at least one Z is bound to said imine moiety via a carbon atom that is also a carbon atom in a carbon-carbon double bond.

20 Preferably each Z is selected independently from the group consisting of: R₉,

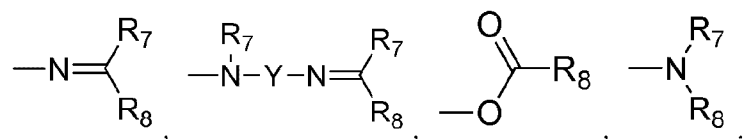


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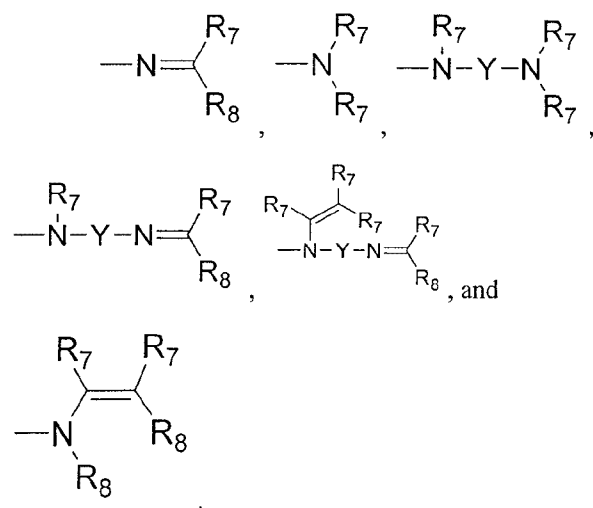
- 5 more preferably each Z is selected independently from the group consisting of



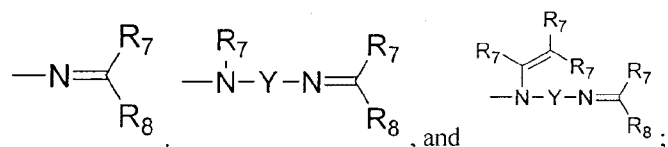
more preferably each Z is selected independently from the group consisting of



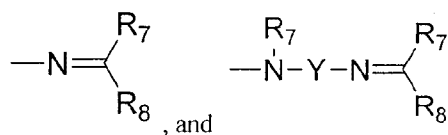
- 10 Preferably for said silicone compound each X is independently a substituted or unsubstituted divalent alkylene radical comprising 2-12 carbon atoms, preferably each X is independently a substituted or unsubstituted divalent alkylene radical comprising 2-6 carbon atoms, most preferably each X is a substituted or unsubstituted divalent alkylene radical comprising 2-4 carbon atoms; and each Z is independently select from



preferably each Z is independently selected from:



more preferably each Z is independently selected from:



5

j is an integer from 0 to 150, preferably from 1 to 100, more preferably from 0 to 40;

l is an integer from 0 to 150, preferably from 0 to 50, more preferably from 0 to 20; and

10

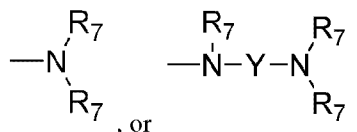
m is an integer from 0 to 1500, preferably from 20 to 1000, more preferably from 20 to 400.

In one aspect, at least one of said X moieties of the silicone compound is oxygen, preferably for said silicone compound:

15

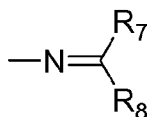
- a) j is an integer from 0 to 150, preferably from 1 to 100, more preferably from 1 to 40;
- b) l is an integer from 0 to 150, preferably from 0 to 50, more preferably from 0 to 20; and

- c) m is an integer from 0 to 1500, preferably from 20 to 1000, more preferably from 20 to 400,
more preferably for said at least one Z moiety is



5 In one aspect of said silicone compound,:

- a) j is 0;
b) m is an integer from 250 to 750, preferably from 325 to 675, more preferably 400 to 600;
c) l is 0;
10 with the proviso j+m+l equals an integer greater than or equal to 1 and at least one of the moieties R₁ through R₆ = X-Z;
d) each of R₁, R₂, R₃, R₄, is a C₁ alkyl; 99.3% to 99.7%, preferably 99.4% to 99.6%, more preferably 99.45% to 99.55% of the R₅ moieties are C₁ alkyl moieties; with the remaining R₅ moieties being X-Z moieties;
15 (i) each X is an unsubstituted divalent alkylene radical comprising 3 carbon atoms;
(ii) each Z is selected independently from the group consisting of:



20 Preferably the benefit agent moiety of the silicone compounds disclosed herein is a fragment of a benefit agent having a molecular weight of about 30 Da to about 500 Da and/or a CLogP from about -2.0 and to about 8.0; preferably a CLogP from about -2.0 and to about 7.0; more preferably a CLogP from about -2.0 and to about 5.0.

25 Preferably the benefit agent moiety of the silicone compounds disclosed herein is a fragment of a benefit agent that comprises a moiety selected from the group consisting of a vinyl ether, ketone, hydroxyl, aldehyde, thiol, carboxyl, silanol, alkoxy, acetoxy and mixtures thereof, more preferably said benefit agent moiety is a fragment of a benefit agent that comprises a moiety selected from the group consisting of a ketone, hydroxyl, aldehyde, thiol, alkoxy, and mixtures thereof, most preferably said benefit agent moiety is a fragment of a benefit agent that

comprises a moiety selected from the group consisting of a ketone, hydroxyl, aldehyde and mixtures thereof.

Preferably the benefit agent moiety of the silicone compounds disclosed herein is a fragment of a benefit agent selected from the group consisting of a silicones, perfume raw materials, deodorants, odor counteractants, malodors, essential oils, ethers, esters, ketones, 5 alcohols, glycols, silicone hydrocarbons, cyclic hydrocarbons, aldehydes, terpenes, insecticides, insect repellants, pesticides, antimicrobial agents, fungicides, herbicides and mixtures thereof.

Preferably the benefit agent moiety of the silicone compounds disclosed herein is a fragment of a benefit agent selected from the group consisting of Geraniol, menthol, (E,Z)-2,6-10 nonadien-1-ol, 3,6-nonadien-1-ol, 2,2-dimethyl-3-(3-methylphenyl)propan-1-ol, 2-methyl-3-[(1,7,7-trimethylbicyclo[2.2.1]hept-2-yl)oxy]propan-1-ol, 2-methyl-4-[(1R)-2,2,3-trimethyl-3-cyclopenten-1-yl]-(2E)-buten-1-ol, ethyl trimethylcyclopentene butenol, 1-(4-propan-2-ylcyclohexyl)ethanol, 1-(2,2,6-trimethylcyclohexyl)hexan-3-ol, (Z)-3-methyl-5-(2,2,3-trimethyl-1-cyclopent-3-enyl)pent-4-en-2-ol, undecavertol, methyl dihydrojasmonate, (E,Z)-2,6-nonadien-15 1-al, cashmeran, iso cyclo citral, triplal, neobutenone alpha, delta damascone, alpha-pinyll isobutyraldehyde, vanillin, lilial, intrelvein aldehyde, hexyl cinnamic aldehyde, adoxal, dupical, lyral, 2-tridecenal, methyl-nonyl-acetaldehyde, 4-tert-butylbenzaldehyde, dihydrocitronellal, citral, citronellal, isocyclocitral, 2,4,6-trimethoxybenzaldehyde, cuminic aldehyde, 2-methyloctanal, para tolyl acetaldehyde, o-anisaldehyde, anisic aldehyde, hexyl aldehyde, 2-20 methylpenanal, benzaldehyde, trans-2-hexenal, nonyl aldehyde, lauric aldehyde, beta ionone, koavone, tabanone coeur, zingerone, L-carvone, ionone gamma methyl, nectaryl, trimofix O, farnesol, (E)-2-ethyl-4-(2,2,3-trimethyl-1-cyclopent-3-enyl)but-2-en-1-ol, 2-Methyl-4-[(1R)-2,2,3-trimethyl-3-cyclopenten-1-yl]-(2E)-buten-1-ol, nerol (800), ethyl vanillin, 4-(5,5,6-Trimethylbicyclo[2.2.1]hept-2-yl)cyclohexan-1-ol, octalynol 967544, (E)-3,3-dimethyl-5-(2,2,3-25 trimethyl-3-cyclopenten-1-yl)-4-penten-2-ol, 3-methyl-4-phenylbutan-2-ol, eugenol, 1-(2,2,6-trimethylcyclohexyl)hexan-3-ol, propenyl guaethol, 2-ethoxy-4-methylphenol, cyclopentol HC 937165, 3,7,11-Trimethyl-1,6,10-dodecatrien-3-ol, cedrol crude, 3,7-dimethyl-1,6-nonadien-3-ol (cis & trans), 1-methyl-3-(2-methylpropyl)cyclohexanol, 3,7-dimethyl-1,6-octadiene-3-ol, 2-(4-methyl-1-cyclohex-3-enyl)propan-2-ol, cyclohexanepropanol, 2,2-dimethyl-, 3,7-dimethyl-1-30 octen-7-ol, Methyl ionone, isojasmonone B 11, alpha-damascone, beta-damascone, fleuramone, 3-ethoxy-4-hydroxybenzaldehyde, formyltricyclodecan, 6-methoxy dicyclopentadiene carboxaldehyde, undecylenic aldehyde, 4-hydroxy-3-methoxybenzaldehyde, 8-,9 and 10-undecenal, mixture of isomers, trans-4-decenal, 4-dodecenal, 4-(octahydro-4,7-methano-5H-

inden-5-yliden)butanal, 3-cyclohexene-1-propanal, beta,4-dimethyl-, mandarine aldehyde 10% CITR 965765 and 4,8-dimethyl-4,9-decadienal and mixtures thereof.

Preferably the benefit agent moiety of the silicone compounds disclosed herein is a fragment of a benefit agent selected from the group consisting of Table 1 perfume raw materials from numbers 1 through 216 and mixtures thereof, more preferably the benefit agent moiety of the silicone compounds disclosed herein is a fragment of a benefit agent selected from the group consisting of Table 1 perfume raw materials from numbers 1 through 82 and mixtures thereof, more preferably the benefit agent moiety of the silicone compounds disclosed herein is a fragment of a benefit agent selected from the group consisting of Table 1 perfume raw materials from numbers 1 through 33 and mixtures thereof, most preferably the benefit agent moiety of the silicone compounds disclosed herein is a fragment of a benefit agent selected from the group consisting of Table 1 perfume raw materials from numbers 1 through 21 and mixtures thereof.

Consumer Products

A consumer product composition comprising:

- a.) from about 0.001% to about 10% of the silicone compound of disclosed herein; and
- b.) a consumer product ingredient, preferably said consumer product ingredient is selected from the group consisting of surfactants, color care polymers, deposition aids, surfactant boosting polymers, pH adjusters, product color stabilizers, preservatives, solvents, builders, chelating agents, dye transfer inhibiting agents, dispersants, enzymes, and enzyme stabilizers, catalytic materials, bleach, bleach activators, polymeric dispersing agents, clay soil removal/anti-redeposition agents, brighteners, suds suppressors, dyes, UV absorbers, perfume, an additional perfume delivery system, structure elasticizing agents, thickeners/structurants, fabric softeners, carriers, hydrotropes, oligoamines, processing aids, hueing agents, pigments and mixtures thereof is disclosed.

Preferably said consumer product is a cleaning and/or treatment composition or fabric care composition comprising a silicone compound disclosed herein and at least one cleaning and/or treatment composition or fabric care adjunct ingredient.

In one aspect, the silicone compound disclosed herein may be incorporated into solid particles, particularly polymeric based particles. Examples of such polymeric particles may include particles comprising polyethylene glycol, starches and polysaccharides, polyvinyl alcohol, celluloses. Such particles may additionally comprise additional components such as

other benefit agents, inorganic fillers such as carbonate, silicate, clay, metal oxides. Particularly useful particles include particles based on polyethylene glycol.

Preferably said consumer product comprises packaging, that comprises a silicone compound disclosed herein attached or adhered to said packaging. Such packing may take any form including wrapping, or a container. In one aspect, silicone compounds disclosed herein may be adhered or attached to the exterior and/or the interior surface of such packaging. In one aspect, said packaging may comprise a container comprising a cap and said silicone compounds disclosed herein is adhered or attached to the exterior or interior surface of said cap.

The consumer products of the present invention can be formulated into any suitable form and prepared by any process chosen by the formulator, non-limiting examples of which are described in U.S. 5,879,584; U.S. 5,691,297; U.S. 5,574,005; U.S. 5,569,645; U.S. 5,565,422; U.S. 5,516,448; U.S. 5,489,392; U.S. 5,486,303.

Method of Use and Treated Situs

Compositions containing the silicone compound disclosed herein can be used to clean or treat a situs *inter alia* a surface or fabric. Typically at least a portion of the situs is contacted with an embodiment of Applicant's composition, in neat form or diluted in a liquor, for example, a wash liquor and then the situs may be optionally washed and/or rinsed. In one aspect, a situs is optionally washed and/or rinsed, contacted with a particle according to the present invention or composition comprising said particle and then optionally washed and/or rinsed. For purposes of the present invention, washing includes but is not limited to, scrubbing, and mechanical agitation. The fabric may comprise most any fabric capable of being laundered or treated in normal consumer use conditions. Liquors that may comprise the disclosed compositions may have a pH of from about 3 to about 11.5. Such compositions are typically employed at concentrations of from about 500 ppm to about 15,000 ppm in solution. When the wash solvent is water, the water temperature typically ranges from about 5 °C to about 90 °C and, when the situs comprises a fabric, the water to fabric ratio is typically from about 1:1 to about 30:1.

- In one aspect, a method of treating and/or cleaning a situs, said method comprising
- a.) optionally washing, rinsing and/or drying said situs;
 - b.) contacting said situs with a silicone compound disclosed herein and/or a composition comprising a silicone compound disclosed herein; and

c.) optionally washing, rinsing and/or drying said situs

is disclosed. The aforementioned drying may be passive drying such as line drying and/or active drying such as with a dryer.

- In one aspect, a situs treated with a silicone compound disclosed herein and/or a
5 composition comprising a silicone compound disclosed herein is disclosed.

Displays Comprising Silicone Compounds

In one aspect, a display comprising the silicone compounds is disclosed. Such display may be used to attract attention to, market and/or assist in whole or in part the sale of a product such as a
10 consumer product. The silicone compounds of the present invention may be adhered or attached anywhere on such display. Such display may take any form including posters, sales and/or marketing literature, or a container. In one aspect, a silicone compounds disclosed herein is adhered or attached to the exterior and/or the interior surface of such display.

15 Table 1 Suitable Perfume Raw Materials

Number	Registry Name	Trade Designation
1	2-Buten-1-one, 1-(2,6,6-trimethyl-3-cyclohexen-1-yl)-	delta-Damascone
2	(1-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-2-cyclohexen-1-yl)-, (E)-	alpha-Damascone
3	(1-(2,6,6-Trimethyl-1-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-1-cyclohexen-1-yl)-, (E)-	beta-Damascone
4	2-Buten-1-one, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-	Damascenone
5	1,1,2,3,3-pentamethyl-2,5,6,7-tetrahydroinden-4-one	Cashmeran
6	1-(5,5-dimethyl-1-cyclohexenyl)pent-4-en-1-one	Neobutenone Alpha
7	3-Cyclohexene-1-carboxaldehyde, dimethyl-	Ligustral
8	3-Cyclohexene-1-carboxaldehyde, 2,4,6-trimethyl-	Iso Cyclo Citral
9	Cyclohexanemethanol, .alpha.,3,3-trimethyl-, formate	Aphermate
10	Ethyl 2 Methyl Pentanoate	Manzanate
11	2-(2-(4-Methyl-3-cyclohexen-1-yl)propyl)cyclo-pentanone	Nectaryl
12	2-Hexyl-2-cyclopenten-1-one (main component)	Isojasmone B 11

13	Methyl 2,6,10-Trimethyl-2,5,9-cyclododecatrien-1-yl ketone;	Trimofix "O"
14	α -Isomethyl ionone; 5-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-3-methyl-3-buten-2-one;	Methyl ionone; Methyl Ionone Alpha Iso; Methyl Ionone Gamma; Isoraldeine 70; Isoraldeine 95 ; Gamma Methylionone 600 UC; Alpha Daphnone; Iraldeine gamma; gamma Methyl Ionone Pure; gamma Methyl Ionone A; Gamma Methyl Ionone Coeur
15	2-Heptylcyclopentanone;	Fleuramone; Projasmon
16	3-(Hydroxymethyl)nonan-2-one (and isomer)	Methyl lavender ketone
17	3,7,11-Trimethyl-2,6,10-dodecatrien-12-ol; 2,6,10-Dodecatrien-1-ol, 3,7,11-trimethyl-; Farnesol; Farnesyl alcohol; 3,7,11-Trimethyl-2,6,10-dodecatrien-1-ol; 3,7,11-Trimethyl-2,6,10-dodecatrienol; Trimethyl-2,6,10-dodecatriene-1-ol; (2E,6E)-3,7,11-Trimethyl-2,6,10-dodecatrien-1-ol; α -Farnesol; alpha-Farnesol; 3,7,11-Trimethyldodeca-2,6,10-trien-1-ol; 3,7,11-Trimethyl-2,6,10-dodecatrien-1-ol (farnesol); (E)-alpha-Farnesol	Farnesol
18	(1-Methyl-2-(1,2,2-trimethylbicyclo[3.1.0]hex-3-ylmethyl)cyclopropyl)methanol (Mixture of diastereoisomers)	Javanol®
19	2-Methyl-3-((1,7,7-trimethylbicyclo{2.2.1}hept-2-yl)oxy)exo-1-propanol and isomers	Bornafix®
20	2-Methyl-4-(2,2,3-trimethylcyclopent-3-en-1-yl)butan-1-ol; 2-Methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-butan-1-ol	Brahmanol®
21	2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; 2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; B-Ethyl-2,2,3-trimethyl-3-Cyclopentene-1-but-2-enol; Ethyl Trimethylcyclopentene Butenol	Bacdanol® Bacdanol ; Sandranol; Bangalol; Sandolen ; Balinol; Laevo Trisandol; Levosandol;
22	Cyclohexanemethanol, 4-(1-methylethyl)-, cis-; 4-Isopropylcyclohexanemethanol;	Mayol® 957230
23	2-Methyl-5-phenylpentan-1-ol	Rosaphen®
24	3-Methyl-5-phenylpentanol; 3-Methyl-5-phenyl-1-pentanol;	Phenoxanol®; Mefrosol; Phenyl hexanol
25	9-decen-1-ol; 9-Decenol;	Rosalva; Trepanol
26	2-Methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol;; 2-Buten-1-ol, 2-methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-; 2-Buten-1-ol,2-methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-	Hindinol; Sandalmysore core ; Santalaire; Madranol; Santaliff™

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27	3-Cyclohexene-1-propanol gamma 4-dimethyl-	Cyclomethylene citronellol 937001
28	2,2-Dimethyl-3-(3-methylphenyl)propan-1-ol	Majantol®
29	3,7-Dimethyl-6-octen-1-ol, (-)-Citronellol; Rhodinol	Citronellol
30	(2E,6Z)-nona-2,6-dien-1-ol	2 6 Nonadienol
31	2-[(1,7,7-Trimethylbicyclo[2.2.1]hept-2-yl)oxy]-ethanol	Cedanol
32	2,4,6-Trimethyl-3-cyclohexene-1-methanol	Isocyclogeraniol
33	3,7-Dimethyl-trans-2,6-octadien-1-ol; 3,7-Dimethyl-2,6-octadien-1-ol (isomers); trans-Geraniol; Guaniol; Lemonol; trans-3,7-Dimethyl-2,6-octadien-1-ol; Geraniol alcohol; Geraniol extra; Geranyl alcohol; 2,6-Dimethyl-trans-2,6-octadien-8-ol; 2,6-Octadien-1-ol, 3,7-dimethyl-, trans-; 3,7-Dimethyl-trans-2,6-octadien-1-ol; (E)-3,7-Dimethyl-2,6-octadien-1-ol; Meranol; trans-3,7-Dimethyl octa-2,6-dien-1-ol; (2E)-3,7-Dimethyl-2,6-octadien-1-ol; Nerol; Neryl alcohol; trans-3,7-Dimethyl-2,6-octadien-1-ol (geraniol); t-Geraniol; (E)-Geraniol; (E)-3,7-Dimethyl-2,6-octadien-1-ol; Geraniol (E)	Geraniol
34	Dihydrocinnamic alcohol; 3-Phenylpropanol; Benzenepropanol; 1-Propanol, 3-phenyl-; γ -Phenylpropanol; γ -Phenylpropyl alcohol; (3-Hydroxypropyl)benzene; Hydrocinnamic alcohol; Hydrocinnamyl alcohol; 3-Phenyl-n-propanol; 3-Phenyl-1-propanol; 3-Phenylpropyl alcohol; 3-Benzenepropanol; Phenylpropyl alcohol; 1-Hydroxy-3-phenylpropane; 3-Phenylpropan-1-ol; Phenylpropylic alcohol	3-Phenylpropyl alcohol
35	Cinnamic alcohol; 3-Phenyl-2-propen-1-ol; Cinnamyl alcohol; γ -Phenylallyl alcohol; Phenyl-2-propen-1-ol; Styrene; Styryl carbinol; 3-Phenylallyl alcohol; 1-Phenyl-1-propen-3-ol; 3-Phenyl-2-propen-1-ol; 3-Phenyl-2-propenol; Alkohol skoricovy; 3-Fenyl-2-propen-1-ol; Peruvín; Phenyl-2-propenol; Phenylallyl alcohol; (2E)-3-Phenyl-2-propen-1-ol; 3-phenylprop-2-en-1-ol; 2-Propen-1-ol, 3-phenyl-	Cinnamic alcohol
36	2-Hexen-1-ol, (E)-; trans-2-Hexen-1-ol; trans-2-Hexenol; 2-Hexenol; 2-Hexen-1-ol, trans-; (2E)-2-Hexen-1-ol; (E)-2-Hexenol; (E)-Hex-2-en-1-ol; (E)-Hex-2-enol; (E)-2-Hexene-1-ol; Hex-2(E)-enol; t-2-Hexen-1-ol; 2-(E)-hexenol; trans-Hex-2-en-1-ol	trans-2-Hexenol

37	4-(5,5,6-Trimethylbicyclo[2.2.1]hept-2-yl)cyclohexan-1-ol (and isomers, 85% solution in IPM)	Sandela®
38	1-Naphthalenol, 1,2,3,4,4a,5,8,8a-octahydro-2,2,6,8-tetramethyl-	Octalynol 967544
39	3-Methyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-4-penten-2-ol;	Ebanol
40	4-Methyl-3-decen-5-ol	Undecavertol
41	4-Penten-2-ol, 3,3-dimethyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-;	Nirvanol® 974650; Polysantol® 974656
42	3-Methyl-4-phenylbutan-2-ol	Muguesia
43	2-Methoxy-4-allylphenol	Eugenol
44	Cyclohexanepropanol, 2,2,6-trimethyl-alpha-propyl-; 1-(2,2,6-Trimethylcyclohexyl)hexan-3-ol	Norlimbanol 967412; Timberol®;
45	5-Propenyl-2-ethoxyphenol;	Propenyl guaethol; Vanitrope
46	1-(4-Isopropyl-cyclohexyl) ethanol; 1-(4-Isopropylcyclohexyl)-ethanol	Mugetanol
47	2-Pentylcyclopentan-1-ol; 2-Pentylcyclopentanol	Cyclopentol HC 937165
48	3,7,11-Trimethyl-1,6,10-dodecatrien-3-ol	Nerolidol
49	Cedrol Crude	Cedrol
50	3,7-Dimethyl-7-hydroxyoctan-1-al dimethyl acetal	Hydroxycitronellal dimethyl acetal
51	4-Methyl-2-(2-methylpropyl)tetrahydro-2H-pyran-4-ol; Florol® 966458	Florosa
52	2,5,5-Trimethyl-octahydronaphthalen-2-ol;	Ambrinol 20-T
53	2,5,5-Trimethyl-1,2,3,4,4a,5,6,7-octahydro-2-naphthalenol;	Ambrinol; Ambrinol S
54	4-Methyl-1-isopropyl-3-cyclohexen-1-ol	Terpinen-4-ol
55	3,7-Dimethyl-1,6-nonadien-3-ol (cis & trans)	Ethyl linalool
56	1-Methyl-3-(2-methylpropyl)cyclohexanol	Rossitol®
57	4-Phenyl-2-methyl-2-butanol	α,α -Dimethylphenylethylcarbinol
58	3,7-Dimethyloctan-1,7-diol	Hydroxyol
59	1-Methyl-4-isopropylcyclohexane-8-ol	Dihydro terpeneol
60	3,7-Dimethyl-1,6-octadiene-3-ol	Linalool
61	3,7-Dimethyl-4,6-octadien-3-ol	Allo-Ocimenol; Muguol
62	2-(4-Methyl-cyclohex-3-enyl)-propan-2-ol; p-Menthan-8-ol	alpha Terpeneol, LindenoI™
63	1-Phenyl-2-methyl-2-propanol; α,α -Dimethylbenzyl carbinol; benzeneethanol, α,α -dimethyl-	2-methyl-1-phenylpropan-2-ol
64	Cyclohexanepropanol,2,2-dimethyl-	Coranol 928130

65	2,6-Dimethyl-7-octen-2-ol; 2-Methyl-6-methyleneoct-7-en-2-ol, dihydro derivative; 7-Octen-2-ol, 2,6-dimethyl-; 2,6-Dimethyl-7-octen-2-ol; 3,7-Dimethyl-1-octen-7-ol; 2,6-Dimethyl-oct-7-en-2-ol; Mircenol, 6,10-dihydro	Dihydromyrcenol, Dihydro Myrcenol
66	3,7-Dimethyloctan-3-ol	Tetrahydrolinalool
67	2,6-Dimethyl-2-octanol	Tetrahydro myrcenol
68	2,6-Dimethyl-2-heptanol	Dimetol , Freesiol , Lolitol
69	3-Ethoxy-4-hydroxybenzaldehyde	Ethyl vanillin
70	Octahydro-1H-4,7-methanoindene-5-carbaldehyde;	Vertral® Formyltricyclodecan
71	4,7-Methano-1H-indene-2-carboxaldehyde, octahydro-5-methoxy-; 6-Methoxy dicyclopentadiene carboxaldehyde; 8-Methoxytricyclo(5.2.2.1)decane-4-carboxaldehyde; Octahydro-5-methoxy-4,7-methano-1H-indene-2-carboxaldehyde;	Scentenal® 981810
72	10-Undecen-1-al ; Undecenoic aldehyde; n-Undecenoic aldehyde; Hendecen-10-al;	Undecylenic aldehyde; Aldehyde C-11, unsaturated; Aldehyde C-11 undecylenic;
73	4-Hydroxy-3-methoxybenzaldehyde	Vanillin
74	8-,9 and 10-Undecenal, mixture of isomers	Intreleven aldehyde
75	Trans-4-decenal	Decenal-4-trans
76	α -hexyl-; α -n-Hexyl- β -phenylacrolein; 2-Hexyl-3-phenyl-2-propenal; 2-Hexyl-3-phenyl-propenal; (2Z)-2-Hexyl-3-phenyl-2-propenal; Hexyl-3-phenyl-propenal; n-Hexyl cinnamaldehyde; (2E)-2-Benzylideneoctanal; 2-[(E)-Benzylidene]octanal	α -Hexylcinnamaldehyde; α -Hexylcinnamic aldehyde; Hexyl cinnamic aldehyde; Hexylcinnamaldehyde; Cinnamaldehyde,
77	4-Dodecenal	Tangerinal DIPG 984655
78	4-(Octahydro-4,7-methano-5H-inden-5-yliden)butanal	Dupical
79	3-Cyclohexene-1-propanal, beta, 4-dimethyl-	Liminal® 955374
80	trans-2-Dodecenal	Mandarine aldehyde 10% CITR 965765
81	4,8-Dimethyl-4,9-decadienal	Floral Super
82	Hydroxymyrac aldehyde; 4-(4-Hydroxy-4-methyl-pentyl)-3-cyclohexen-1-carboxyaldehyde; Lyrat ; Kovanol	Lyrat
83	2-Hexenal, (E)-	2-Hexenal
84	2-Hexen-1-ol	Beta Gamma Hexenol
85	3-Hexen-1-ol	Beta Gamma Hexenol
86	Benzaldehyde	Benzaldehyde
87	Benzeneacetaldehyde	Phenyl Acetaldehyde
88	Benzeneacetaldehyde, .alpha.-methyl-	Hydratropic Aldehyde

89	3-Cyclohexene-1-carboxaldehyde, 3,5-dimethyl-	Cyclal C,
90	Benzaldehyde, 4-methoxy-	Anisic Aldehyde
91	2-Cyclohexen-1-one, 2-methyl-5-(1-methylethenyl)-, (R)-	Laevo Carvone
92	Ethanol, 2,2'-oxybis-	Calone 161
93	Benzoic acid, 2-amino-, methyl ester	Methyl Anthranilate
94	4,7-Methano-1H-inden-6-ol, 3a,4,5,6,7,7a-hexahydro-, acetate	Flor Acetate
95	Octanal, 7-hydroxy-3,7-dimethyl-	Hydroxycitronellal
96	2(3H)-Furanone, 5-ethyl-dihydro-	Gamma Hexalactone
97	Phenol, 4-methyl-	Para Cresol
98	Bicyclo[2.2.1]heptan-2-one, 1,7,7-trimethyl-, (1R)-	Camphor Gum
99	2H-Pyran, 3,6-dihydro-4-methyl-2-(2-methyl-1-propenyl)-	Nerol Oxide
100	Benzeneethanol, .beta.-methyl-	Hydratropic Alcohol
101	Benzeneethanol, .alpha.,.alpha.-dimethyl-	Dimethyl Benzyl Carbinol
102	Benzoic acid, 2-(methylamino)-, methyl ester	Dimethyl Anthranilate
103	2-Propenal, 3-phenyl-	Cinnamic Aldehyde
104	4H-Pyran-4-one, 2-ethyl-3-hydroxy-	Ethyl Maltol
105	2-Heptanone	Methyl Amyl Ketone
106	3-Octanone	Ethyl Amyl Ketone
107	2-Octanone	Methyl Hexyl Ketone
108	Heptenone, methyl-	Methyl Heptenone
109	1-Heptanol	Heptyl Alcohol
110	5-Hepten-2-one, 6-methyl-	Methyl Heptenone
111	Ethanol, 2-(2-methoxyethoxy)-	Veramoss Sps
112	Cyclohexaneethanol	Cyclohexyl Ethyl Alcohol
113	3-Octen-1-ol, (Z)-	Octenol Dix
114	3-Cyclohexene-1-carboxaldehyde, 3,6-dimethyl-	Cyclovertal
115	Ethanone, 1-(4-methylphenyl)-	Para Methyl Acetophenone
116	Octanal, 7-methoxy-3,7-dimethyl-	Methoxycitronellal Pq
117	Linalool oxide	Linalool Oxide
118	Benzenepropanal, .beta.-methyl-	Trifernal
119	4,7-Methano-1H-indenecarboxaldehyde, octahydro-	Formyltricyclodecan
120	2-Butanone, 4-phenyl-	Benzyl Acetone
121	Ethanone, 1-(4-methoxyphenyl)-	Para Methoxy Acetophenone
122	1,4-Methanonaphthalen-5(1H)-one, 4,4a,6,7,8,8a-hexahydro-	Tamisone
123	Benzenepropanol	Phenyl Propyl Alcohol
124	Ethanol, 2-phenoxy-	Phenoxyethanol

125	1H-Indole	Indole
126	1,3-Dioxolane, 2-(phenylmethyl)-	Ethylene Glycol Acetal/Phenyl Acetaldehy
127	2H-1-Benzopyran-2-one, 3,4-dihydro-	Dihydrocoumarin
128	Octanal	Octyl Aldehyde
129	5-Heptenal, 2,6-dimethyl-	Melonal
130	Octanal, 3,7-dimethyl-	Dihydrocitronellal
131	2-Nonenal	2 Nonen-1-al
132	6-Octenal, 3,7-dimethyl-	Citronellal
133	Cyclohexanol, 1-methyl-4-(1-methylethyl)-	Dihydroterpincol
134	3,5-Octadien-2-ol, 2,6-dimethyl-, (?Z)-	Muguol
135	Cyclohexanone, 5-methyl-2-(1-methylethyl)-, cis-	Iso Menthone
136	3-Cyclohexen-1-ol, 4-methyl-1-(1-methylethyl)-	Terpinenol
137	Bicyclo[2.2.1]heptan-2-ol, 1,3,3-trimethyl-	Fenchyl Alcohol
138	Cyclohexanol, 2-(1,1-dimethylethyl)-, cis-	Verdol
139	Bicyclo[2.2.1]heptan-2-ol, 1,7,7-trimethyl-, (1S-endo)-	Borneol Crystals
140	Decanal	Decyl Aldehyde
141	Cyclohexanol, 5-methyl-2-(1-methylethyl)-	Menthol
142	2H-Pyran-2-one, 6-butyltetrahydro-	Nonalactone
143	3-Hepten-2-one, 3,4,5,6,6-pentamethyl-	Koavone
144	Terpineol	Terpineol
145	2-Decenal	2 Decene-1-al
146	2,6-Octadienal, 3,7-dimethyl-	Citral
147	Cyclopentanone, 3-methyl-2-pentyl-	Jasmylone
148	Undecenal	Iso C-11 Aldehyde
149	Cyclohexanol, 2-(1,1-dimethylethyl)-, acetate	Verdox
150	Undecanal, 2-methyl-	Methyl Nonyl Acetaldehyde
151	Undecanal	Undecyl Aldehyde
152	2-Undecenal	2-Undecene-1-Al
153	3-Octanol	Octanol-3
154	2-Heptanol, 2,6-dimethyl-	Dimethyl-2, 6-Heptan-2-ol
155	3-Nonanone	Ethyl Hexyl Ketone
156	1-Octanol	Octyl Alcohol
157	3-Octanol, 3,7-dimethyl-	Linacsol
158	Nonanal	Nonyl Aldehyde
159	Ethanone, 1-(3,3-dimethylcyclohexyl)-	Herbac
160	3-Heptanone, 5-methyl-, oxime	Stemone
161	Isononanol	Iso Nonyl Alcohol
162	Cyclohexanone, 2-(1-methylpropyl)-	2-Sec-Butyl Cyclo Hexanone
163	1-Nonanol	Nonyl Alcohol
164	1-Octanol, 3,7-dimethyl-	Dimethyl Octanol

165	Cyclopentanone, 2-pentyl-	Delphone
166	6-Octen-1-ol, 3,7-dimethyl-, (S)-	Baranol
167	Benzaldehyde, 4-(1-methylethyl)-	Cuminic Aldehyde
168	2-Cyclopenten-1-one, 3-methyl-2-pentyl-	Dihydrojasmane
169	Cyclohexanol, 3,3,5-trimethyl-, cis-	Trimethylcyclohexanol
170	1-Hexanol, 5-methyl-2-(1-methylethyl)-, (R)-	Tetrahydro Lavandulol
171	Cyclohexanol, 4-(1-methylethyl)-	Roselea
172	7-Octen-2-ol, 2,6-dimethyl-, formate	Dimyrcetol
173	Cyclohexanone, 5-methyl-2-(1-methylethyl)-, trans-	Menthone Racemic
174	5,7-Octadien-2-ol, 2,6-dimethyl-	Ocimenol
175	2H-Pyran, 6-butyl-3,6-dihydro-2,4-dimethyl-	Gyrane
176	Cyclohexanol, 4-(1,1-dimethylethyl)-	Patchon
177	Cyclohexanol, 5-methyl-2-(1-methylethyl)-, [1R-(1.alpha.,2.beta.,5.alpha.)]-	Menthol Natural
178	Decanal, 2-methyl-	Methyl Octyl Acetaldehyde
179	2-Nonanol, 6,8-dimethyl-	Nonadyl
180	Phenol, 4-(1,1-dimethylethyl)-	Para Tertiary Butyl Phenol
181	Cyclohexanol, 5-methyl-2-(1-methylethenyl)-, [1R-(1.alpha.,2.beta.,5.alpha.)]-	Iso Pulegol
182	Cyclohexanone, 4-(1,1-dimethylpropyl)-	Orivone
183	2-Undecanone	Methyl Nonyl Ketone
184	1-Decanol	Rhodallone
185	2-Cyclohexen-1-one, 3-methyl-5-propyl-	Livescone
186	Phenol, 2-methyl-5-(1-methylethyl)-	Carvacrol
187	2-Naphthalenol, decahydro-	Trans Deca Hydro Beta Naphthol
188	Phenol, 5-methyl-2-(1-methylethyl)-	Thymol Nf
189	2-Cyclopenten-1-one, 2-methyl-3-(2-pentenyl)-	Iso Jasmane
190	Benzenepropanal, 4-(1,1-dimethylethyl)-	Bourgeonal
191	Benzenepropanal, .alpha.-methyl-4-(1-methylethyl)-	Cymal
192	2-Dodecenal	2 Dodecene-1-al
193	Benzenepropanal, .beta.-methyl-3-(1-methylethyl)-	Florhydral
194	Benzenepropanal, 2-ethyl-.alpha.,.alpha.-dimethyl-	Floralozone
195	1,3-Benzodioxole-5-carboxaldehyde	Heliotropin
196	Ionone	Ionone Ab
197	3-Buten-2-one, 4-(2,6,6-trimethyl-2-cyclohexen-1-yl)-, (E)-	Ionone Alpha
198	3-Buten-2-one, 4-(2,6,6-trimethyl-1-cyclohexen-1-yl)-	Ionone Beta
199	2-Buten-1-one, 1-(2,4,4-trimethyl-2-cyclohexen-1-yl)-, (E)-	Isodamascone N

200	Phenol, 2-methoxy-4-(1-propenyl)-	Iso Eugenol
201	3-Cyclohexene-1-carboxaldehyde, 1-methyl-4-(4-methylpentyl)-	Vernaldehyde
202	Benzenepropanal, 4-methoxy-.alpha.-methyl-	Canthoxal
203	Cyclohexenebutanal, .alpha.,2,2,6-tetramethyl-	Cetonal
204	Phenol, 2-methoxy-4-propyl-	Dihydro Eugenol
205	Dodecanal	Lauric Aldehyde
206	Benzene, 1,2-dimethoxy-4-(2-propenyl)-	Methyl Eugenol
207	9-Undecenal, 2,6,10-trimethyl-	Adoxal
208	Ethanol, 2-[(1,7,7-trimethylbicyclo[2.2.1]hept-2-yl)oxy]-, exo-	Arbanol
209	Phenol, 4-chloro-3,5-dimethyl-	4-Chloro 3,5 Xylenol
210	2H-1-Benzopyran-2-one	Coumarin
211	Cyclopentanone, 2-heptyl-	Fleuramone
212	3-Decanone, 1-hydroxy-	Methyl Lavender Ketone
213	1-Propanone, 1-[2-methyl-5-(1-methylethyl)-2-cyclohexen-1-yl]-	Nerone
214	5,9-Undecadienal, 2,6,10-trimethyl-	Oncidal
215	9-Undecen-2-one, 6,10-dimethyl-	Tetra Hydro Psuedo Ionone
216	Bicyclo[2.2.2]oct-5-ene-2-carboxaldehyde, 6-methyl-8-(1-methylethyl)-	Maceal

The perfumes raw materials in this specification, including the perfume raw materials listed above, can be obtained from suppliers including: International Flavors and Fragrances of New York, NY USA; Givaudan of Vernier Switzerland; Firmenich of Geneva, Switzerland; Symrise of Holzminden, Germany; Kao of Tokyo, Japan; Takasago of Tokyo, Japan; and Florasynth of Tel-Aviv, Israel.

Process of Making Benefit Agent Delivery Compositions

The silicone compounds disclosed in the present application may be made via the teachings and examples disclosed herein.

Suitable forms for the silicone compounds include, solids and fluids including agglomerates, emulsions, solutions, prills, beads and encapsulates.

In one aspect, the silicone compound is pre-made and added to a consumer product or intermediate for a consumer product.

In one aspect, the components of the silicone compound are added to a consumer product or an intermediate for a consumer product and the silicone compound is formed in situ.

In one aspect the components of the silicone compound are added separately to a consumer product and the silicone compound may form in the consumer product before, during and/or after use by the consumer.

In one aspect, when additional benefit agent(s) and/or benefit agent delivery system(s), for example perfume and/or encapsulated perfume, are employed to form a particle, bead and/or agglomerate, the silicone compound of the present invention may be added before, during or after said additional benefit agent(s) and/or benefit agent delivery system(s) are added to said particle, bead and/or agglomerate.

In one aspect, when additional benefit agent(s) and/or benefit agent delivery system(s), for example perfume and/or encapsulated perfume, are employed, the silicone compound of the present invention may be added before, during or after said additional benefit agent(s) and/or benefit agent delivery system(s) are added to a consumer product.

Suitable equipment for use in the processes disclosed herein may include continuous stirred tank reactors, homogenizers, turbine agitators, recirculating pumps, paddle mixers, ploughshear mixers, ribbon blenders, vertical axis granulators, twin screw extruders and drum mixers, both in batch and, where available, in continuous process configurations, spray dryers, and extruders. Such equipment can be obtained from Lodige GmbH (Paderborn, Germany), Littleford Day, Inc. (Florence, Kentucky, U.S.A.), Forberg AS (Larvik, Norway), Glatt Ingenieurtechnik GmbH (Weimar, Germany), Niro (Soeborg, Denmark), Hosokawa Bepex Corp. (Minneapolis, Minnesota, USA), Arde Barinco (New Jersey, USA), Wenger (Sabetha, Kansas USA).

Compositions Comprising Silicone Compounds

Applicant's compositions comprise an embodiment of the silicone compounds disclosed in the present application. In one aspect, such compositions may be a consumer product. While the precise level of silicone compound that is employed depends on the type and end use of the product comprising such composition, consumer products, including cleaning and/or fabric treatment products, may comprise, based on total product weight, from about 0.001% to about 25%, from about 0.01% to about 5%, or even from about 0.05% to about 3% of a silicone compound.

In one aspect, an embodiment of the silicone compounds disclosed in the present application may be solid particles, particularly polymeric based particles. Examples of such polymeric particles may include particles comprising polyethylene glycol, starches and polysaccharides, polyvinyl alcohol, celluloses. Such particles may additionally comprise additional components such as other benefit agents, inorganic fillers such as carbonate, silicate, clay, metal oxides. Particularly useful particles include particles based on polyethylene glycol.

Adjunct Materials

While not essential for each consumer product embodiment of the present invention, the non-limiting list of adjuncts illustrated hereinafter are suitable for use in the instant consumer products and may be desirably incorporated in certain embodiments of the invention, for example

5 to assist or enhance performance, for treatment of the substrate to be cleaned, or to modify the aesthetics of the composition as is the case with perfumes, colorants, dyes or the like. The precise nature of these additional components, and levels of incorporation thereof, will depend on the physical form of the composition and the nature of the operation for which it is to be used. Suitable adjunct materials include, but are not limited to surfactants, color care polymers, deposition aids,

10 surfactant boosting polymers, pH adjusters, product color stabilizers, preservatives, solvents, builders, chelating agents, dye transfer inhibiting agents, dispersants, enzymes, and enzyme stabilizers, catalytic materials, bleach, bleach activators, polymeric dispersing agents, clay soil removal/anti-redeposition agents, brighteners, suds suppressors, dyes, UV absorbers, perfume and perfume delivery systems, structure elasticizing agents, thickeners/structurants, fabric softeners,

15 carriers, hydrotropes, oligoamines, processing aids, hueing agents, and/or pigments.

As stated, the adjunct ingredients are not essential for each consumer product embodiment of the present invention. Thus, certain embodiments of Applicant's compositions do not contain one or more of the following adjuncts materials: surfactants, color care polymers, deposition aids, surfactant boosting polymers, pH adjusters, product color stabilizers, preservatives, solvents,

20 builders, chelating agents, dye transfer inhibiting agents, dispersants, enzymes, and enzyme stabilizers, catalytic materials, bleach, bleach activators, polymeric dispersing agents, clay soil removal/anti-redeposition agents, brighteners, suds suppressors, dyes, UV absorbers, perfume and perfume delivery systems, structure elasticizing agents, thickeners/structurants, fabric softeners, carriers, hydrotropes, oligoamines, processing aids, hueing agents, and/or pigments. However,

25 when one or more adjuncts is present, such one or more adjuncts may be present as detailed below.

Suitable Fabric Softening Actives

The fluid fabric enhancer compositions disclosed herein comprise a fabric softening active ("FSA"). Suitable fabric softening actives, include, but are not limited to, materials

30 selected from the group consisting of quaternary ammonium compounds, amines, fatty esters,

sucrose esters, silicones, dispersible polyolefins, clays, polysaccharides, fatty acids, softening oils, polymer latexes and mixtures thereof.

Non-limiting examples of water insoluble fabric care benefit agents include dispersible polyethylene and polymer latexes. These agents can be in the form of emulsions, latexes, 5 dispersions, suspensions, and the like. In one aspect, they are in the form of an emulsion and/or a latex. Dispersible polyethylenes and polymer latexes can have a wide range of particle size diameters (χ_{50}) including but not limited to from about 1 nm to about 100 μm ; alternatively from about 10 nm to about 10 μm . As such, the particle sizes of dispersible polyethylenes and polymer latexes are generally, but without limitation, smaller than silicones or other fatty oils. 10 Generally, any surfactant suitable for making polymer emulsions or emulsion polymerizations of polymer latexes can be used to make the water insoluble fabric care benefit agents of the present invention. Suitable surfactants consist of emulsifiers for polymer emulsions and latexes, dispersing agents for polymer dispersions and suspension agents for polymer suspensions. Suitable surfactants include anionic, cationic, and nonionic surfactants, or combinations thereof. 15 In one aspect, such surfactants are nonionic and/or anionic surfactants. In one aspect, the ratio of surfactant to polymer in the water insoluble fabric care benefit agent is about 1:100 to about 1:2; alternatively from about 1:50 to about 1:5, respectively. Suitable water insoluble fabric care benefit agents include but are not limited to the examples described below.

Quat - Suitable quats include but are not limited to, materials selected from the group consisting 20 of ester quats, amide quats, imidazoline quats, alkyl quats, amdioester quats and mixtures thereof. Suitable ester quats include but are not limited to, materials selected from the group consisting of monoester quats, diester quats, triester quats and mixtures thereof. In one aspect, a suitable ester quat is bis-(2-hydroxypropyl)-dimethylammonium methylsulphate fatty acid ester having a molar ratio of fatty acid moieties to amine moieties of from 1.85 to 1.99, an average chain length of the 25 fatty acid moieties of from 16 to 18 carbon atoms and an iodine value of the fatty acid moieties, calculated for the free fatty acid, of from 0.5 to 140, or from 0.5 to 60, from 15 to 50 or from 15 to 25. In one aspect, the cis-trans-ratio of double bonds of unsaturated fatty acid moieties of the bis (2 hydroxypropyl)-dimethylammonium methylsulphate fatty acid ester is from 55:45 to 75:25, respectively. Suitable amide quats include but are not limited to, materials selected from 30 the group consisting of monoamide quats, diamide quats and mixtures thereof. Suitable alkyl quats include but are not limited to, materials selected from the group consisting of mono alkyl quats, dialkyl quats, trialkyl quats, tetraalkyl quats and mixtures thereof.

Amines - Suitable amines include but are not limited to, materials selected from the group consisting of amidoesteramines, amidoamines, imidazoline amines, alkyl amines, amdioester amines and mixtures thereof. Suitable ester amines include but are not limited to, materials selected from the group consisting of monoester amines, diester amines, triester amines and mixtures thereof. Suitable amido quats include but are not limited to, materials selected from the group consisting of monoamido amines, diamido amines and mixtures thereof. Suitable alkyl amines include but are not limited to, materials selected from the group consisting of monoalkylamines, dialkyl amines quats, trialkyl amines, and mixtures thereof.

In one embodiment, the fabric softening active is a quaternary ammonium compound suitable for softening fabric in a rinse step. In one embodiment, the fabric softening active is formed from a compound of a fatty acid and an aminoalcohol obtaining mixtures of mono-, di-, and, in one embodiment, tri-ester compounds. In another embodiment, the fabric softening active comprises one or more softener quaternary ammonium compounds such, but not limited to, as a monoalkylquaternary ammonium compound, dialkylquaternary ammonium compound, a diamido quaternary compound, a diester quaternary ammonium compound, or a combination thereof.

In one aspect, the fabric softening active comprises a diester quaternary ammonium or protonated diester ammonium (hereinafter "DQA") compound composition. In certain embodiments of the present invention, the DQA compound compositions also encompass diamido fabric softening actives and fabric softening actives with mixed amido and ester linkages as well as the aforementioned diester linkages, all herein referred to as DQA.

In one aspect, said fabric softening active may comprise, as the principal active, compounds of the following formula:



wherein each R comprises either hydrogen, a short chain C₁-C₆, in one aspect a C₁-C₃ alkyl or hydroxyalkyl group, for example methyl, ethyl, propyl, hydroxyethyl, and the like, poly(C₂-₃ alkoxy), polyethoxy, benzyl, or mixtures thereof; each X is independently (CH₂)_n, CH₂-CH(CH₃)- or CH-(CH₃)-CH₂-; each Y may comprise -O-(O)C-, -C(O)-O-, -NR-C(O)-, or -C(O)-NR-; each m is 2 or 3; each n is from 1 to about 4, in one aspect 2; the sum of carbons in each R1, plus one when Y is -O-(O)C- or -NR-C(O)-, may be C₁₂-C₂₂, or C₁₄-C₂₀, with each R1 being a hydrocarbyl, or substituted hydrocarbyl group; and X- may comprise any softener-compatible anion. In one aspect, the softener-compatible anion may comprise chloride, bromide,

methylsulfate, ethylsulfate, sulfate, and nitrate. In another aspect, the softener-compatible anion may comprise chloride or methyl sulfate.

In another aspect, the fabric softening active may comprise the general formula:



- 5 wherein each Y, R, R1, and X- have the same meanings as before. Such compounds include those having the formula:

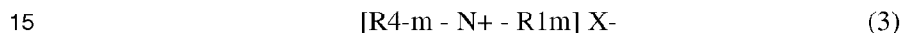


- wherein each R may comprise a methyl or ethyl group. In one aspect, each R1 may comprise a C₁₅ to C₁₉ group. As used herein, when the diester is specified, it can include the monoester that
10 is present.

These types of agents and general methods of making them are disclosed in U.S.P.N. 4,137,180.

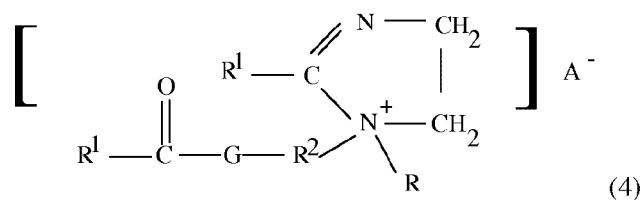
An example of a suitable DEQA (2) is the "propyl" ester quaternary ammonium fabric softener active comprising the formula 1,2-di(acyloxy)-3-trimethylammonio propane chloride.

A third type of useful fabric softening active has the formula:



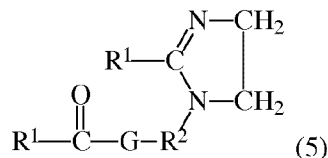
wherein each R, R1, m and X- have the same meanings as before.

In a further aspect, the fabric softening active may comprise the formula:



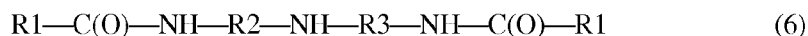
- wherein each R, R1, and A- have the definitions given above; R2 may comprise a C₁₋₆ alkylene group, in one aspect an ethylene group; and G may comprise an oxygen atom or an -NR- group;
20

In a yet further aspect, the fabric softening active may comprise the formula:



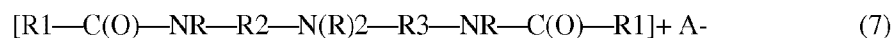
wherein R1, R2 and G are defined as above.

- In a further aspect, the fabric softening active may comprise condensation compounds of fatty
25 acids with dialkylenetriamines in, e.g., a molecular ratio of about 2:1, said compounds containing compounds of the formula:



wherein R1, R2 are defined as above, and R3 may comprise a C1-6 alkylene group, in one aspect, an ethylene group and wherein the compounds may optionally be quaternized by the additional of an alkylating agent such as dimethyl sulfate. Such quaternized compounds are described in additional detail in U.S.P.N. 5,296,622.

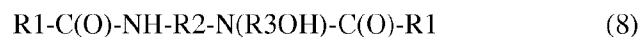
- 5 In a yet further aspect, the fabric softening active may comprise the formula:



wherein R, R1, R2, R3 and A- are defined as above;

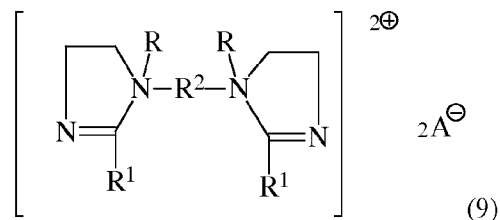
In a yet further aspect, the fabric softening active may comprise compounds of fatty acid with hydroxyalkylalkylenediamines in a molecular ratio of about 2:1, said compounds containing

- 10 compounds of the formula:



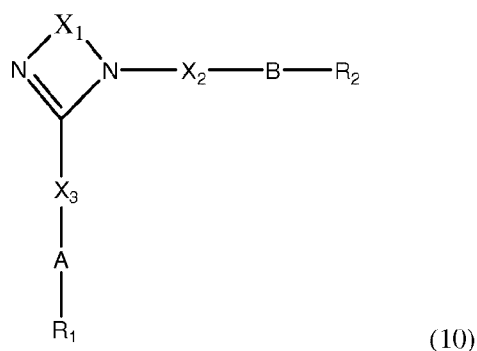
wherein R1, R2 and R3 are defined as above;

In a yet further aspect, the fabric softening active may comprise the formula:



- 15 wherein R, R1, R2, and A- are defined as above.

In yet a further aspect, the fabric softening active may comprise the formula:



wherein;

- 20 X₁ is a C₂₋₃ alkyl group, in one aspect, an ethyl group;
X₂ and X₃ are independently C₁₋₆ linear or branched alkyl or alkenyl groups, in one aspect, methyl, ethyl or isopropyl groups;
R₁ and R₂ are independently C₈₋₂₂ linear or branched alkyl or alkenyl groups;

characterized in that;

A and B are independently selected from the group comprising -O-(C=O)-, -(C=O)-O-, or mixtures thereof, in one aspect, -O-(C=O)-

Non-limiting examples of fabric softening actives comprising formula (1) are N, N-bis(stearoyl-oxy-ethyl) N,N-dimethyl ammonium chloride, N,N-bis(tallowoyl-oxy-ethyl) N,N-dimethyl ammonium chloride, N,N-bis(stearoyl-oxy-ethyl) N-(2 hydroxyethyl) N-methyl ammonium methylsulfate.

Non-limiting examples of fabric softening actives comprising formula (2) is 1, 2 di (stearoyl-oxy) 3 trimethyl ammoniumpropane chloride.

Non-limiting examples of fabric softening actives comprising formula (3) include dialkylenedimethylammonium salts such as dicanoladimethylammonium chloride, di(hard)tallowdimethylammonium chloride dicanoladimethylammonium methylsulfate, and mixtures thereof. An example of commercially available dialkylenedimethylammonium salts usable in the present invention is dioleyldimethylammonium chloride available from Witco Corporation under the trade mark Adogen® 472 and dihardtallow dimethylammonium chloride available from Akzo Nobel Arquad™ 2HT75.

A non-limiting example of fabric softening actives comprising formula (4) is 1-methyl-1-stearoylamidoethyl-2-stearoylimidazolinium methylsulfate wherein R1 is an acyclic aliphatic C15-C17 hydrocarbon group, R2 is an ethylene group, G is a NH group, R5 is a methyl group and A- is a methyl sulfate anion, available commercially from the Witco Corporation under the trade mark Varisoft®.

A non-limiting example of fabric softening actives comprising formula (5) is 1-tallowylamidoethyl-2-tallowylimidazoline wherein R1 is an acyclic aliphatic C15-C17 hydrocarbon group, R2 is an ethylene group, and G is a NH group.

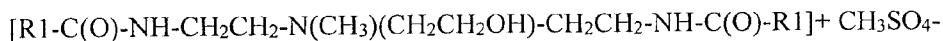
A non-limiting example of a fabric softening active comprising formula (6) is the compounds of fatty acids with diethylenetriamine in a molecular ratio of about 2:1, said compound mixture containing N,N"-dialkyldiethylenetriamine with the formula:



wherein R1 is an alkyl group of a commercially available fatty acid derived from a vegetable or animal source, such as Emersol® 223LL or Emersol® 7021, available from Henkel Corporation, and R2 and R3 are divalent ethylene groups.

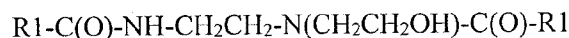
In one aspect, said fatty acid may be obtained, in whole or in part, from a renewable source, via extraction from plant material, fermentation from plant material, and/or obtained via genetically modified organisms such as algae or yeast.

A non-limiting example of Compound (7) is a di-fatty amidoamine based softener having the formula:



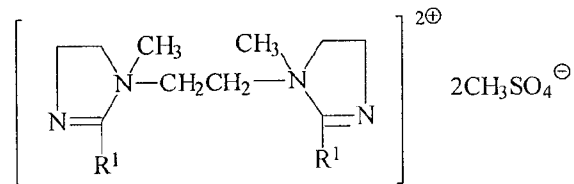
wherein R1 is an alkyl group. An example of such compound is that commercially available from the Witco Corporation e.g. under the trade mark Varisoft® 222LT.

An example of a fabric softening active comprising formula (8) is the compounds of fatty acids with N-2-hydroxyethylethylenediamine in a molecular ratio of about 2:1, said compound mixture containing a compound of the formula:



wherein R1-C(O) is an alkyl group of a commercially available fatty acid derived from a vegetable or animal source, such as Emersol® 223LL or Emersol® 7021, available from Henkel Corporation.

An example of a fabric softening active comprising formula (9) is the diquatery compound having the formula:



wherein R¹ is derived from fatty acid. Such compound is available from Witco Company.

A non-limiting example of a fabric softening active comprising formula (10) is a dialkyl imidazoline diester compound, where the compound is the compound of N-(2-hydroxyethyl)-1,2-ethylenediamine or N-(2-hydroxyisopropyl)-1,2-ethylenediamine with glycolic acid, esterified with fatty acid, where the fatty acid is (hydrogenated) tallow fatty acid, palm fatty acid, hydrogenated palm fatty acid, oleic acid, rapeseed fatty acid, hydrogenated rapeseed fatty acid or a mixture of the above.

It will be understood that combinations of softener actives disclosed above are suitable for use in this invention.

Anion A

In the cationic nitrogenous salts herein, the anion A-, which comprises any softener compatible anion, provides electrical neutrality. Most often, the anion used to provide electrical neutrality in

these salts is from a strong acid, especially a halide, such as chloride, bromide, or iodide. However, other anions can be used, such as methylsulfate, ethylsulfate, acetate, formate, sulfate, carbonate, fatty acid anions and the like. In one aspect, the anion A may comprise chloride or methylsulfate. The anion, in some aspects, may carry a double charge. In this aspect, A-
 5 represents half a group.

In one embodiment, the fabric softening agent is chosen from at least one of the following: said fabric softener active material comprises a fabric softener active selected from the group consisting of bis-(2-hydroxypropyl)-dimethylammonium methylsulphate fatty acid ester, 1,2-di(acyloxy)-3-trimethylammonio propane chloride, N, N-bis(stearoyl-oxy-ethyl)-N,N-
 10 dimethyl ammonium chloride, N,N-bis(tallowoyl-oxy-ethyl) N,N-dimethyl ammonium chloride, N,N-bis(stearoyl-oxy-ethyl) N-(2 hydroxyethyl)-N-methyl ammonium methylsulfate, N,N-bis-(stearoyl-2-hydroxypropyl)-N,N-dimethylammonium methylsulphate, N,N-bis-(tallowoyl-2-hydroxypropyl)-N,N-dimethylammonium methylsulphate, N,N-bis-(palmitoyl-2-hydroxypropyl)-N,N-dimethylammonium methylsulphate, N,N-bis-(stearoyl-2-hydroxypropyl)-N,N-
 15 dimethylammonium chloride, 1, 2 di (stearoyl-oxy) 3 trimethyl ammonium propane chloride, dicanoladimethylammonium chloride, di(hard)tallowdimethylammonium chloride dicanoladimethylammonium methylsulfate, 1-methyl-1-stearoylamidoethyl-2-stearoylimidazolinium methylsulfate, 1-tallowylamidoethyl-2-tallowylimidazoline, dipalmethyl hydroxyethylammonium methosulfate and mixtures thereof.

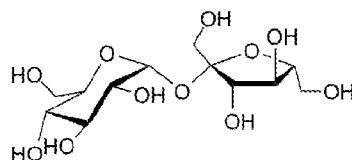
20 Polysaccharides

One aspect of the invention provides a fabric enhancer composition comprising a cationic starch as a fabric softening active. In one embodiment, the fabric care compositions of the present invention generally comprise cationic starch at a level of from about 0.1% to about 7%, alternatively from about 0.1% to about 5%, alternatively from about 0.3% to about 3%, and
 25 alternatively from about 0.5% to about 2.0%, by weight of the composition. Suitable cationic starches for use in the present compositions are commercially-available from Cerestar under the trade mark C*BOND® and from National Starch and Chemical Company under the trade name CATO® 2A.

Sucrose esters

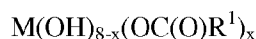
30 Nonionic fabric care benefit agents can comprise sucrose esters, and are typically derived from sucrose and fatty acids. Sucrose ester is composed of a sucrose moiety having one or more of its hydroxyl groups esterified.

Sucrose is a disaccharide having the following formula:



Alternatively, the sucrose molecule can be represented by the formula: $M(OH)_8$, wherein M is the disaccharide backbone and there are total of 8 hydroxyl groups in the molecule.

- 5 Thus, sucrose esters can be represented by the following formula:



wherein x is the number of hydroxyl groups that are esterified, whereas (8-x) is the hydroxyl groups that remain unchanged; x is an integer selected from 1 to 8, alternatively from 2 to 8, alternatively from 3 to 8, or from 4 to 8; and R^1 moieties are independently selected from C_1 - C_{22} alkyl or C_1 - C_{30} alkoxy, linear or branched, cyclic or acyclic, saturated or unsaturated, substituted
10 or unsubstituted.

In one embodiment, the R^1 moieties comprise linear alkyl or alkoxy moieties having independently selected and varying chain length. For example, R^1 may comprise a mixture of linear alkyl or alkoxy moieties wherein greater than about 20% of the linear chains are C_{18} ,
15 alternatively greater than about 50% of the linear chains are C_{18} , alternatively greater than about 80% of the linear chains are C_{18} .

In another embodiment, the R^1 moieties comprise a mixture of saturate and unsaturated alkyl or alkoxy moieties; the degree of unsaturation can be measured by "Iodine Value" (hereinafter referred as "IV", as measured by the standard AOCS method). The IV of the sucrose esters
20 suitable for use herein ranges from about 1 to about 150, or from about 2 to about 100, or from about 5 to about 85. The R^1 moieties may be hydrogenated to reduce the degree of unsaturation. In the case where a higher IV is preferred, such as from about 40 to about 95, then oleic acid and fatty acids derived from soybean oil and canola oil are the starting materials.

In a further embodiment, the unsaturated R^1 moieties may comprise a mixture of "cis" and
25 "trans" forms about the unsaturated sites. The "cis" / "trans" ratios may range from about 1:1 to about 50:1, or from about 2:1 to about 40:1, or from about 3:1 to about 30:1, or from about 4:1 to about 20:1.

Dispersible Polyolefins

Generally, all dispersible polyolefins that provide fabric care benefits can be used as water
30 insoluble fabric care benefit agents in the present invention. The polyolefins can be in the format of waxes, emulsions, dispersions or suspensions. Non-limiting examples are discussed below.

In one embodiment, the polyolefin is chosen from a polyethylene, polypropylene, or a combination thereof. The polyolefin may be at least partially modified to contain various functional groups, such as carboxyl, alkylamide, sulfonic acid or amide groups. In another embodiment, the polyolefin is at least partially carboxyl modified or, in other words, oxidized.

5 For ease of formulation, the dispersible polyolefin may be introduced as a suspension or an emulsion of polyolefin dispersed by use of an emulsifying agent. The polyolefin suspension or emulsion may comprise from about 1% to about 60%, alternatively from about 10% to about 55%, alternatively from about 20% to about 50% by weight of polyolefin. The polyolefin may have a wax dropping point (see ASTM D3954- 94, volume 15.04 --- "Standard Test Method for
10 Dropping Point of Waxes") from about 20° to about 170°C, alternatively from about 50° to about 140°C. Suitable polyethylene waxes are available commercially from suppliers including but not limited to Honeywell (A-C polyethylene), Clariant (Velustrol® emulsion), and BASF (LUWAX®).

When an emulsion is employed with the dispersible polyolefin, the emulsifier may be any
15 suitable emulsification agent. Non-limiting examples include an anionic, cationic, nonionic surfactant, or a combination thereof. However, almost any suitable surfactant or suspending agent may be employed as the emulsification agent. The dispersible polyolefin is dispersed by use of an emulsification agent in a ratio to polyolefin wax of about 1:100 to about 1:2, alternatively from about 1:50 to about 1:5, respectively.

20 Polymer Latexes

Polymer latex is made by an emulsion polymerization which includes one or more monomers, one or more emulsifiers, an initiator, and other components familiar to those of ordinary skill in the art. Generally, all polymer latexes that provide fabric care benefits can be used as water insoluble fabric care benefit agents of the present invention. Additional non-limiting examples
25 include the monomers used in producing polymer latexes such as: (1) 100% or pure butylacrylate; (2) butylacrylate and butadiene mixtures with at least 20% (weight monomer ratio) of butylacrylate; (3) butylacrylate and less than 20% (weight monomer ratio) of other monomers excluding butadiene; (4) alkylacrylate with an alkyl carbon chain at or greater than C₆; (5) alkylacrylate with an alkyl carbon chain at or greater than C₆ and less than 50% (weight
30 monomer ratio) of other monomers; (6) a third monomer (less than 20% weight monomer ratio) added into an aforementioned monomer systems; and (7) combinations thereof.

Polymer latexes that are suitable fabric care benefit agents in the present invention may include those having a glass transition temperature of from about -120°C to about 120°C, alternatively

from about -80°C to about 60°C . Suitable emulsifiers include anionic, cationic, nonionic and amphoteric surfactants. Suitable initiators include initiators that are suitable for emulsion polymerization of polymer latexes. The particle size diameter (χ_{50}) of the polymer latexes can be from about 1 nm to about 10 μm , alternatively from about 10 nm to about 1 μm , or even from about 10 nm to about 20 nm.

Fatty Acid

One aspect of the invention provides a fabric softening composition comprising a fatty acid, such as a free fatty acid. The term “fatty acid” is used herein in the broadest sense to include unprotonated or protonated forms of a fatty acid; and includes fatty acid that is bound or unbound to another chemical moiety as well as the various combinations of these species of fatty acid. One skilled in the art will readily appreciate that the pH of an aqueous composition will dictate, in part, whether a fatty acid is protonated or unprotonated. In another embodiment, the fatty acid is in its unprotonated, or salt form, together with a counter ion, such as, but not limited to, calcium, magnesium, sodium, potassium and the like. The term “free fatty acid” means a fatty acid that is not bound to another chemical moiety (covalently or otherwise) to another chemical moiety.

In one embodiment, the fatty acid may include those containing from about 12 to about 25, from about 13 to about 22, or even from about 16 to about 20, total carbon atoms, with the fatty moiety containing from about 10 to about 22, from about 12 to about 18, or even from about 14 (mid-cut) to about 18 carbon atoms.

The fatty acids of the present invention may be derived from (1) an animal fat, and/or a partially hydrogenated animal fat, such as beef tallow, lard, etc.; (2) a vegetable oil, and/or a partially hydrogenated vegetable oil such as canola oil, safflower oil, peanut oil, sunflower oil, sesame seed oil, rapeseed oil, cottonseed oil, corn oil, soybean oil, tall oil, rice bran oil, palm oil, palm kernel oil, coconut oil, other tropical palm oils, linseed oil, tung oil, etc. ; (3) processed and/or bodied oils, such as linseed oil or tung oil via thermal, pressure, alkali-isomerization and catalytic treatments; (4) a mixture thereof, to yield saturated (e.g. stearic acid), unsaturated (e.g. oleic acid), polyunsaturated (linoleic acid), branched (e.g. isostearic acid) or cyclic (e.g. saturated or unsaturated α -disubstituted cyclopentyl or cyclohexyl derivatives of polyunsaturated acids) fatty acids.

Mixtures of fatty acids from different fat sources can be used.

In one aspect, at least a majority of the fatty acid that is present in the fabric softening composition of the present invention is unsaturated, e.g., from about 40% to 100%, from about

55% to about 99%, or even from about 60% to about 98%, by weight of the total weight of the fatty acid present in the composition, although fully saturated and partially saturated fatty acids can be used. As such, the total level of polyunsaturated fatty acids (TPU) of the total fatty acid of the inventive composition may be from about 0% to about 75% by weight of the total weight of the fatty acid present in the composition.

The cis/trans ratio for the unsaturated fatty acids may be important, with the cis/trans ratio (of the C18:1 material) being from at least about 1:1, at least about 3:1, from about 4:1 or even from about 9:1 or higher.

Branched fatty acids such as isostearic acid are also suitable since they may be more stable with respect to oxidation and the resulting degradation of color and odor quality.

The Iodine Value or “IV” measures the degree of unsaturation in the fatty acid. In one embodiment of the invention, the fatty acid has an IV from about 10 to about 140, from about 15 to about 100 or even from about 15 to about 60.

Another class of fatty ester fabric care actives is softening oils, which include but are not limited to, vegetable oils (such as soybean, sunflower, and canola), hydrocarbon based oils (natural and synthetic petroleum lubricants, in one aspect polyolefins, isoparaffins, and cyclic paraffins), triolein, fatty esters, fatty alcohols, fatty amines, fatty amides, and fatty ester amines. Oils can be combined with fatty acid softening agents, clays, and silicones.

Clays

In one embodiment of the invention, the fabric care composition may comprise a clay as a fabric care active. In one embodiment clay can be a softener or co-softeners with another softening active, for example, silicone. Suitable clays include those materials classified geologically smectites.

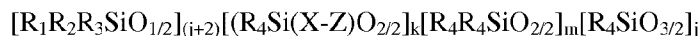
Silicone

In one embodiment, the fabric softening composition comprises a silicone. Suitable levels of silicone may comprise from about 0.1% to about 70%, alternatively from about 0.3% to about 40%, alternatively from about 0.5% to about 30%, alternatively from about 1% to about 20% by weight of the composition. Useful silicones can be any silicone comprising compound. In one embodiment, the silicone polymer is selected from the group consisting of cyclic silicones, polydimethylsiloxanes, aminosilicones, cationic silicones, silicone polyethers, silicone resins, silicone urethanes, and mixtures thereof. In one embodiment, the silicone is a polydialkylsilicone, alternatively a polydimethyl silicone (polydimethyl siloxane or “PDMS”), or a derivative thereof. In another embodiment, the silicone is chosen from an aminofunctional

silicone, amino-polyether silicone, alkyloxyated silicone, cationic silicone, ethoxylated silicone, propoxylated silicone, ethoxylated/propoxylated silicone, quaternary silicone, or combinations thereof.

In another embodiment, the silicone may be chosen from a random or blocky organosilicone

5 polymer having the following formula:



wherein:

10

j is an integer from 0 to about 98; in one aspect j is an integer from 0 to about 48; in one aspect, j is 0;

k is an integer from 0 to about 200, in one aspect k is an integer from 0 to about 50; when k = 0, at least one of R₁, R₂ or R₃ is -X-Z;

15 m is an integer from 4 to about 5,000; in one aspect m is an integer from about 10 to about 4,000; in another aspect m is an integer from about 50 to about 2,000;

R₁, R₂ and R₃ are each independently selected from the group consisting of H, OH, C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₅-C₃₂ or C₆-C₃₂ aryl, C₅-C₃₂ or C₆-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, C₆-C₃₂ substituted alkylaryl, C₁-C₃₂ alkoxy, C₁-C₃₂ substituted alkoxy and X-Z;

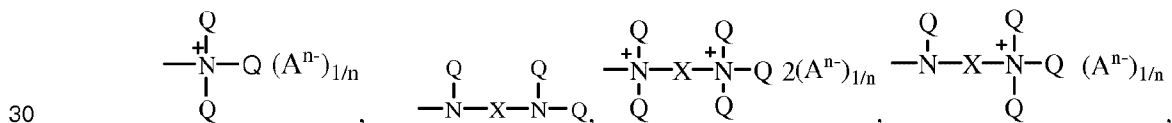
20 each R₄ is independently selected from the group consisting of H, OH, C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₅-C₃₂ or C₆-C₃₂ aryl, C₅-C₃₂ or C₆-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, C₆-C₃₂ substituted alkylaryl, C₁-C₃₂ alkoxy and C₁-C₃₂ substituted alkoxy;

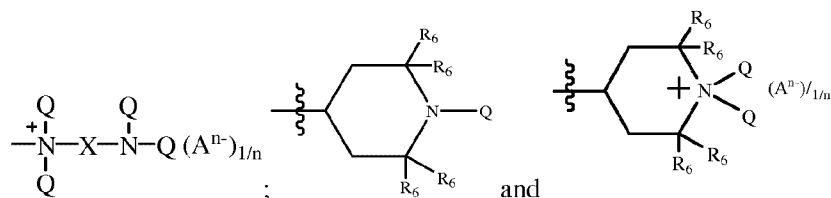
each X in said alkyl siloxane polymer comprises a substituted or unsubstituted divalent alkylene radical comprising 2-12 carbon atoms, in one aspect each divalent alkylene radical is

25 independently selected from the group consisting of -(CH₂)_s- wherein s is an integer from about 2 to about 8, from about 2 to about 4; in one aspect, each X in said alkyl siloxane polymer comprises a substituted divalent alkylene radical selected from the group consisting of: -CH₂-



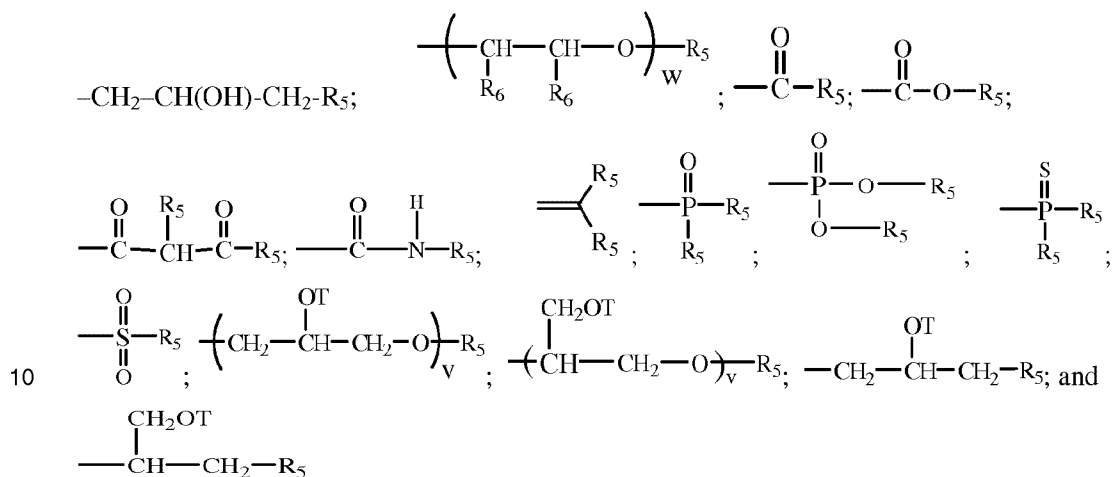
each Z is selected independently from the group consisting of $-\overset{\overset{Q}{|}}{N}-Q$,



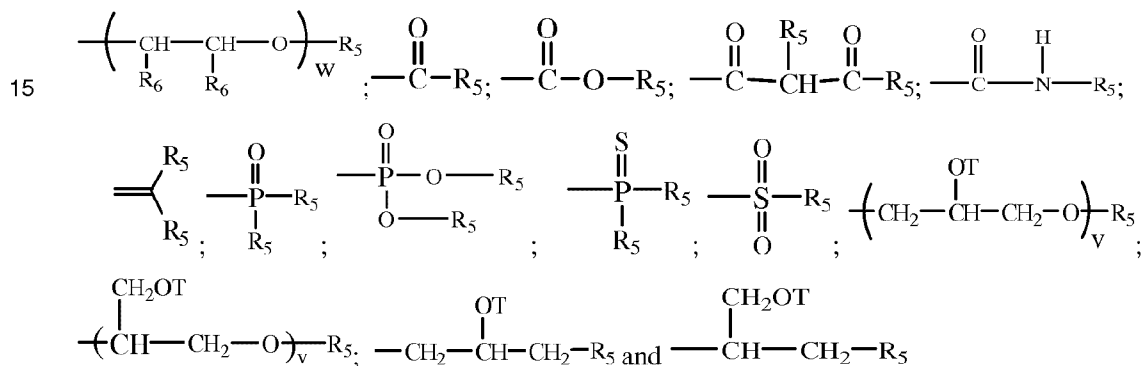


with the proviso that

when Z is a quat, Q cannot be an amide, imine, or urea moiety and if Q is an amide, imine, or urea moiety, then any additional Q bonded to the same nitrogen as said amide, imine, or urea moiety must be H or a C₁-C₆ alkyl, in one aspect, said additional Q is H; for Z Aⁿ⁻ is a suitable charge balancing anion. In one aspect Aⁿ⁻ is selected from the group consisting of Cl⁻, Br⁻, I⁻, methylsulfate, toluene sulfonate, carboxylate and phosphate ; and at least one Q in said organosilicone is independently selected from



each additional Q in said organosilicone is independently selected from the group comprising of H, C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₅-C₃₂ or C₆-C₃₂ aryl, C₅-C₃₂ or C₆-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, C₆-C₃₂ substituted alkylaryl, -CH₂-CH(OH)-CH₂-R₅;



wherein each R_5 is independently selected from the group consisting of H, C_1 - C_{32} alkyl, C_1 - C_{32} substituted alkyl, C_5 - C_{32} or C_6 - C_{32} aryl, C_5 - C_{32} or C_6 - C_{32} substituted aryl, C_6 - C_{32} alkylaryl, C_6 - C_{32} substituted alkylaryl, $-(CHR_6-CHR_6-O)_w-L$ and a siloxyl residue;

each R_6 is independently selected from H, C_1 - C_{18} alkyl

- 5 each L is independently selected from $-C(O)-R_7$ or R_7 ;

w is an integer from 0 to about 500, in one aspect w is an integer from about 1 to about 200; in one aspect w is an integer from about 1 to about 50;

each R_7 is selected independently from the group consisting of H; C_1 - C_{32} alkyl; C_1 - C_{32}

- 10 substituted alkyl, C_5 - C_{32} or C_6 - C_{32} aryl, C_5 - C_{32} or C_6 - C_{32} substituted aryl, C_6 - C_{32} alkylaryl; C_6 - C_{32} substituted alkylaryl and a siloxyl residue;

each T is independently selected from H, and

$$\left(\text{CH}_2 - \overset{\text{OT}}{\underset{|}{\text{CH}}} - \text{CH}_2 - \text{O} \right)_v \text{R}_5; \quad \left(\overset{\text{CH}_2\text{OT}}{\underset{|}{\text{CH}}} - \text{CH}_2 - \text{O} \right)_v \text{R}_5;$$

$-\text{CH}_2 - \overset{\text{OT}}{\underset{|}{\text{CH}}} - \text{CH}_2 - \text{R}_5; -\overset{\text{CH}_2\text{OT}}{\underset{|}{\text{CH}}} - \text{CH}_2 - \text{R}_5$ and

wherein each v in said organosilicone is an integer from 1 to about 10, in one aspect, v is an

- 15 integer from 1 to about 5 and the sum of all v indices in each Q in the said organosilicone is an integer from 1 to about 30 or from 1 to about 20 or even from 1 to about 10.

In another embodiment, the silicone may be chosen from a random or blocky organosilicone polymer having the following formula:

- 20 $[R_1R_2R_3SiO_{1/2}]_{(j+2)}[(R_4Si(X-Z)O_{2/2})_k[R_4R_4SiO_{2/2}]_m[R_4SiO_{3/2}]_j]$

wherein

j is an integer from 0 to about 98; in one aspect j is an integer from 0 to about 48; in one aspect, j is 0;

- 25 k is an integer from 0 to about 200; when $k = 0$, at least one of R_1 , R_2 or $R_3 = -X-Z$, in one aspect, k is an integer from 0 to about 50

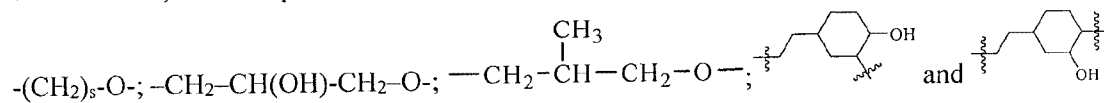
m is an integer from 4 to about 5,000; in one aspect m is an integer from about 10 to about 4,000; in another aspect m is an integer from about 50 to about 2,000;

R_1 , R_2 and R_3 are each independently selected from the group consisting of H, OH, C_1 - C_{32} alkyl,

- 30 C_1 - C_{32} substituted alkyl, C_5 - C_{32} or C_6 - C_{32} aryl, C_5 - C_{32} or C_6 - C_{32} substituted aryl, C_6 - C_{32} alkylaryl, C_6 - C_{32} substituted alkylaryl, C_1 - C_{32} alkoxy, C_1 - C_{32} substituted alkoxy and X-Z;

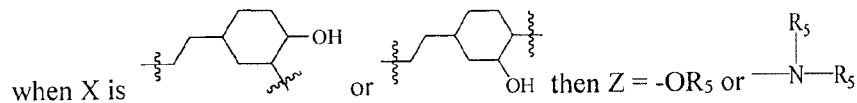
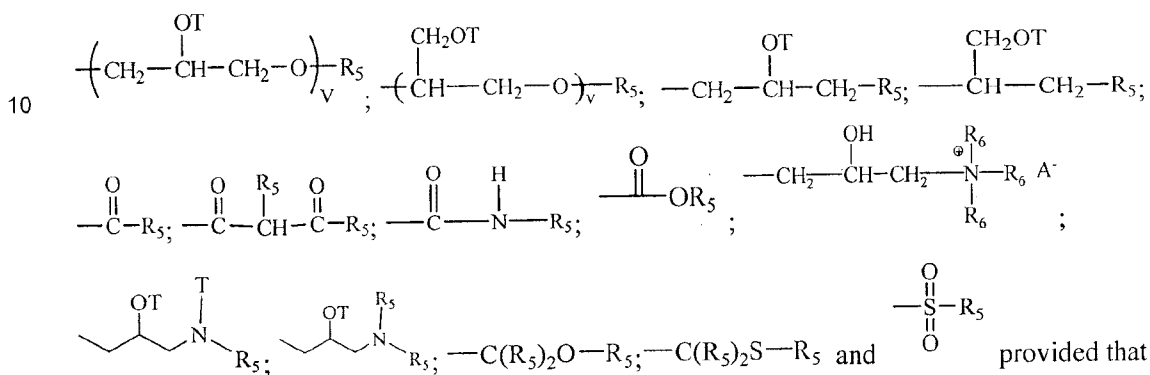
each R_4 is independently selected from the group consisting of H, OH, C_1 - C_{32} alkyl, C_1 - C_{32} substituted alkyl, C_5 - C_{32} or C_6 - C_{32} aryl, C_5 - C_{32} or C_6 - C_{32} substituted aryl, C_6 - C_{32} alkylaryl, C_6 - C_{32} substituted alkylaryl, C_1 - C_{32} alkoxy and C_1 - C_{32} substituted alkoxy;

each X comprises of a substituted or unsubstituted divalent alkylene radical comprising 2-12 carbon atoms; in one aspect each X is independently selected from the group consisting of



wherein each s independently is an integer from about 2 to about 8, in one aspect s is an integer from about 2 to about 4;

At least one Z in the said organosiloxane is selected from the group consisting of R_5 ;

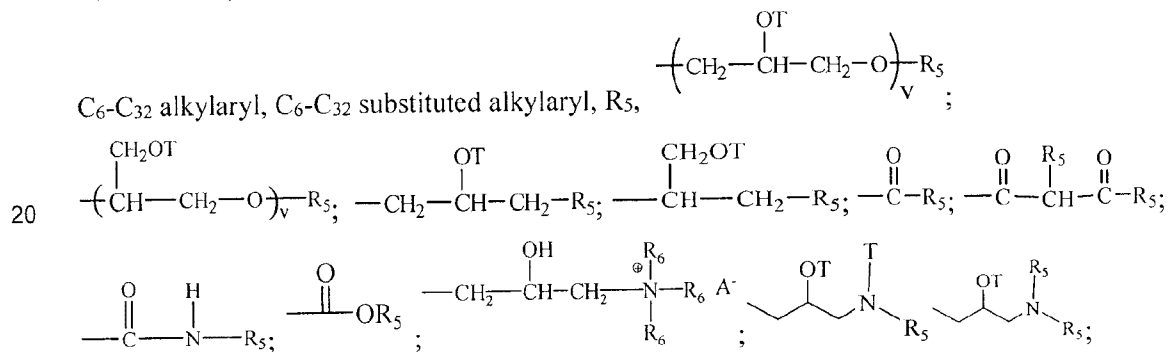


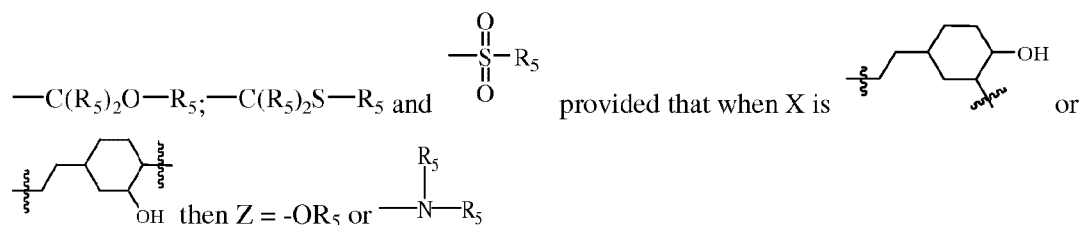
wherein A^- is a suitable charge balancing anion. In one aspect A^- is selected from the group

15 consisting of Cl^- , Br^- ,

I^- , methylsulfate, toluene sulfonate, carboxylate and phosphate and

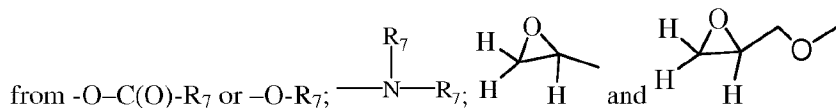
each additional Z in said organosilicone is independently selected from the group comprising of H, C_1 - C_{32} alkyl, C_1 - C_{32} substituted alkyl, C_5 - C_{32} or C_6 - C_{32} aryl, C_5 - C_{32} or C_6 - C_{32} substituted aryl,





each R_5 is independently selected from the group consisting of H; $\text{C}_1\text{--C}_{32}$ alkyl; $\text{C}_1\text{--C}_{32}$ substituted alkyl, $\text{C}_5\text{--C}_{32}$ or $\text{C}_6\text{--C}_{32}$ aryl, $\text{C}_5\text{--C}_{32}$ or $\text{C}_6\text{--C}_{32}$ substituted aryl or $\text{C}_6\text{--C}_{32}$ alkylaryl, or $\text{C}_6\text{--C}_{32}$ substituted alkylaryl,

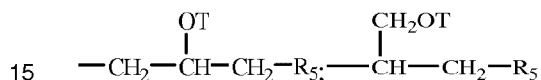
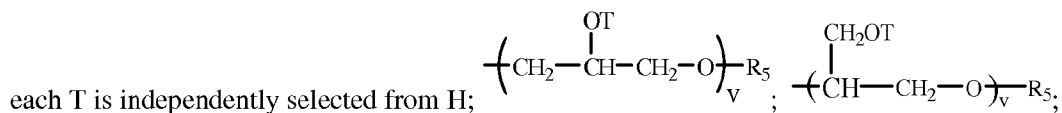
$\text{---(CHR}_6\text{---CHR}_6\text{---O)}_w\text{---CHR}_6\text{---CHR}_6\text{---L}$ and siloxyl residue wherein each L is independently selected



w is an integer from 0 to about 500, in one aspect w is an integer from 0 to about 200, one aspect w is an integer from 0 to about 50;

each R_6 is independently selected from H or $\text{C}_1\text{--C}_{18}$ alkyl;

each R_7 is independently selected from the group consisting of H; $\text{C}_1\text{--C}_{32}$ alkyl; $\text{C}_1\text{--C}_{32}$ substituted alkyl, $\text{C}_5\text{--C}_{32}$ or $\text{C}_6\text{--C}_{32}$ aryl, $\text{C}_5\text{--C}_{32}$ or $\text{C}_6\text{--C}_{32}$ substituted aryl, $\text{C}_6\text{--C}_{32}$ alkylaryl, and $\text{C}_6\text{--C}_{32}$ substituted aryl, and a siloxyl residue;



wherein each v in said organosilicone is an integer from 1 to about 10, in one aspect, v is an integer from 1 to about 5 and the sum of all v indices in each Z in the said organosilicone is an integer from 1 to about 30 or from 1 to about 20 or even from 1 to about 10.

In one embodiment, the silicone is one comprising a relatively high molecular weight. A suitable way to describe the molecular weight of a silicone includes describing its viscosity. A high molecular weight silicone is one having a viscosity of from about 10 cSt to about 3,000,000 cSt, or from about 100 cSt to about 1,000,000 cSt, or from about 1,000 cSt to about 600,000 cSt, or even from about 6,000 cSt to about 300,000 cSt.

In one embodiment, the silicone comprises a blocky cationic organopolysiloxane having the formula:



wherein:

M = [SiR₁R₂R₃O_{1/2}], [SiR₁R₂G₁O_{1/2}], [SiR₁G₁G₂O_{1/2}], [SiG₁G₂G₃O_{1/2}], or combinations thereof;

D = [SiR₁R₂O_{2/2}], [SiR₁G₁O_{2/2}], [SiG₁G₂O_{2/2}] or combinations thereof;

T = [SiR₁O_{3/2}], [SiG₁O_{3/2}] or combinations thereof;

5 Q = [SiO_{4/2}];

w = is an integer from 1 to (2+y+2z);

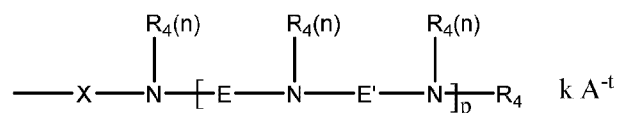
x = is an integer from 5 to 15,000;

y = is an integer from 0 to 98;

10 z = is an integer from 0 to 98;

R₁, R₂ and R₃ are each independently selected from the group consisting of H, OH, C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₅-C₃₂ or C₆-C₃₂ aryl, C₅-C₃₂ or C₆-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, C₆-C₃₂ substituted alkylaryl, C₁-C₃₂ alkoxy, C₁-C₃₂ substituted alkoxy, C₁-C₃₂ alkylamino, and C₁-C₃₂ substituted alkylamino;

at least one of M, D, or T incorporates at least one moiety G₁, G₂ or G₃; and G₁, G₂, and G₃ are each independently selected from the formula:



wherein:

X comprises a divalent radical selected from the group consisting of C₁-C₃₂ alkylene, C₁-C₃₂ substituted alkylene, C₅-C₃₂ or C₆-C₃₂ arylene, C₅-C₃₂ or C₆-C₃₂ substituted arylene, C₆-C₃₂ arylalkylene, C₆-C₃₂ substituted arylalkylene, C₁-C₃₂ alkoxy, C₁-C₃₂ substituted alkoxy, C₁-C₃₂ alkyleneamino, C₁-C₃₂ substituted alkyleneamino, ring-opened epoxide, and ring-opened glycidyl, with the proviso that if X does not comprise a repeating alkylene oxide moiety then X can further comprise a heteroatom selected from the group consisting of P, N and O;

each R₄ comprises identical or different monovalent radicals selected from the group consisting of H, C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₅-C₃₂ or C₆-C₃₂ aryl, C₅-C₃₂ or C₆-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, and C₆-C₃₂ substituted alkylaryl;

E comprises a divalent radical selected from the group consisting of C₁-C₃₂ alkylene, C₁-C₃₂ substituted alkylene, C₅-C₃₂ or C₆-C₃₂ arylene, C₅-C₃₂ or C₆-C₃₂ substituted arylene, C₆-C₃₂

arylalkylene, C₆-C₃₂ substituted arylalkylene, C₁-C₃₂ alkoxy, C₁-C₃₂ substituted alkoxy, C₁-C₃₂ alkyleneamino, C₁-C₃₂ substituted alkyleneamino, ring-opened epoxide and ring-opened glycidyl, with the proviso that if E does not comprise a repeating alkylene oxide moiety then E can further comprise a heteroatom selected from the group consisting of P, N, and O;

- 5 E' comprises a divalent radical selected from the group consisting of C₁-C₃₂ alkylene, C₁-C₃₂ substituted alkylene, C₅-C₃₂ or C₆-C₃₂ arylene, C₅-C₃₂ or C₆-C₃₂ substituted arylene, C₆-C₃₂ arylalkylene, C₆-C₃₂ substituted arylalkylene, C₁-C₃₂ alkoxy, C₁-C₃₂ substituted alkoxy, C₁-C₃₂ alkyleneamino, C₁-C₃₂ substituted alkyleneamino, ring-opened epoxide and ring-opened glycidyl, with the proviso that if E' does not comprise a repeating alkylene oxide moiety then E' can
- 10 further comprise a heteroatom selected from the group consisting of P, N, and O;
- p is an integer independently selected from 1 to 50;
- n is an integer independently selected from 1 or 2;
- when at least one of G₁, G₂, or G₃ is positively charged, A⁺ is a suitable charge balancing anion or anions such that the total charge, k, of the charge-balancing anion or anions is equal to and
- 15 opposite from the net charge on the moiety G₁, G₂ or G₃; wherein t is an integer independently selected from 1, 2, or 3; and $k \leq (p \cdot 2/t) + 1$; such that the total number of cationic charges balances the total number of anionic charges in the organopolysiloxane molecule;
- and wherein at least one E does not comprise an ethylene moiety.

Surfactants

- 20 In some examples, the additional surfactant comprises one or more anionic surfactants. In some examples, the additional surfactant may consist essentially of, or even consist of one or more anionic surfactants.

Specific, non-limiting examples of suitable anionic surfactants include any conventional anionic surfactant. This may include a sulfate deterative surfactant, for e.g., alkoxyated and/or

25 non-alkoxyated alkyl sulfate materials, and/or sulfonic deterative surfactants, e.g., alkyl benzene sulfonates.

Alkoxyated alkyl sulfate materials comprise ethoxyated alkyl sulfate surfactants, also known as alkyl ether sulfates or alkyl polyethoxyate sulfates. Examples of ethoxyated alkyl sulfates include water-soluble salts, particularly the alkali metal, ammonium and

30 alkylolammonium salts, of organic sulfuric compounds having in their molecular structure an alkyl group containing from about 8 to about 30 carbon atoms and a sulfonic acid and its salts. (Included in the term "alkyl" is the alkyl portion of acyl groups. In some examples, the alkyl group contains from about 15 carbon atoms to about 30 carbon atoms. In other examples, the

alkyl ether sulfate surfactant may be a mixture of alkyl ether sulfates, said mixture having an average (arithmetic mean) carbon chain length within the range of about 12 to 30 carbon atoms, and in some examples an average carbon chain length of about 12-15 carbon atoms, and an average (arithmetic mean) degree of ethoxylation of from about 1 mol to 4 mols of ethylene oxide, and in
 5 some examples an average (arithmetic mean) degree of ethoxylation of about 1.8 mols to about 4 mols of ethylene oxide. In further examples, the alkyl ether sulfate surfactant may have a carbon chain length between about 10 carbon atoms to about 18 carbon atoms, and a degree of ethoxylation of from about 1 to about 6 mols of ethylene oxide. In yet further examples, the alkyl ether sulfate surfactant may contain a peaked ethoxylate distribution,

10 Non-ethoxylated alkyl sulfates may also be added to the disclosed cleaning compositions and used as an anionic surfactant component. Examples of non-alkoxylated, e.g., non-ethoxylated, alkyl sulfate surfactants include those produced by the sulfation of higher C₈-C₂₀ fatty alcohols. In some examples, primary alkyl sulfate surfactants have the general formula: ROSO₃⁻ M⁺, wherein R is typically a linear C₈-C₂₀ hydrocarbyl group, which may be straight chain or branched chain,
 15 and M is a water-solubilizing cation. In some examples, R is a C₁₀-C₁₅ alkyl, and M is an alkali metal. In other examples, R is a C₁₂-C₁₄ alkyl and M is sodium.

Other useful anionic surfactants can include the alkali metal salts of alkyl benzene sulfonates, in which the alkyl group contains from about 9 to about 15 carbon atoms, in straight chain (linear) or branched chain configuration. In some examples, the alkyl group is linear. Such
 20 linear alkylbenzene sulfonates are known as "LAS." In other examples, the linear alkylbenzene sulfonate may have an average number of carbon atoms in the alkyl group of from about 11 to 14. In a specific example, the linear straight chain alkyl benzene sulfonates may have an average number of carbon atoms in the alkyl group of about 11.8 carbon atoms, which may be abbreviated as C_{11.8} LAS.

25 Suitable alkyl benzene sulphonate (LAS) may be obtained, by sulphonating commercially available linear alkyl benzene (LAB); suitable LAB includes low 2-phenyl LAB, such as those supplied by Sasol under the trademark Isochem® or those supplied by Petresa under the trademark Petrelab®, other suitable LAB include high 2-phenyl LAB, such as those supplied by Sasol under the trademark Hyblene®. A suitable anionic deterative surfactant is alkyl benzene
 30 sulphonate that is obtained by DETAL catalyzed process, although other synthesis routes, such as HF, may also be suitable. In one aspect a magnesium salt of LAS is used.

The deterative surfactant may be a mid-chain branched deterative surfactant, in one aspect, a mid-chain branched anionic deterative surfactant, in one aspect, a mid-chain branched alkyl

sulphate and/or a mid-chain branched alkyl benzene sulphonate, for example, a mid-chain branched alkyl sulphate. In one aspect, the mid-chain branches are C₁₋₄ alkyl groups, typically methyl and/or ethyl groups.

Other anionic surfactants useful herein are the water-soluble salts of: paraffin sulfonates
5 and secondary alkane sulfonates containing from about 8 to about 24 (and in some examples about 12 to 18) carbon atoms; alkyl glyceryl ether sulfonates, especially those ethers of C₈₋₁₈ alcohols (e.g., those derived from tallow and coconut oil). Mixtures of the alkylbenzene sulfonates with the above-described paraffin sulfonates, secondary alkane sulfonates and alkyl glyceryl ether sulfonates are also useful. Further suitable anionic surfactants include methyl ester
10 sulfonates and alkyl ether carboxylates.

The anionic surfactants may exist in an acid form, and the acid form may be neutralized to form a surfactant salt. Typical agents for neutralization include metal counterion bases, such as hydroxides, e.g., NaOH or KOH. Further suitable agents for neutralizing anionic surfactants in their acid forms include ammonia, amines, or alkanolamines. Non-limiting examples of
15 alkanolamines include monoethanolamine, diethanolamine, triethanolamine, and other linear or branched alkanolamines known in the art; suitable alkanolamines include 2-amino-1-propanol, 1-aminopropanol, monoisopropanolamine, or 1-amino-3-propanol. Amine neutralization may be done to a full or partial extent, e.g., part of the anionic surfactant mix may be neutralized with sodium or potassium and part of the anionic surfactant mix may be neutralized with amines or
20 alkanolamines.

Nonionic surfactants

In some aspects, the additional surfactant comprises one or more nonionic surfactants. In certain aspects, the detergent composition comprises from about 0.1% to about 40%, by weight of the composition, of an additional surfactant selected from one or more nonionic surfactants.
25 In certain aspects, the detergent composition comprises from about 0.1% to about 15%, by weight of the composition, of an additional surfactant selected from one or more nonionic surfactants. In further aspects, the detergent composition comprises from about 0.3% to about 10%, by weight of the composition, of an additional surfactant selected from one or more nonionic surfactants.

30 Suitable nonionic surfactants useful herein can comprise any conventional nonionic surfactant. These can include, for e.g., alkoxyated fatty alcohols and amine oxide surfactants. In some examples, the cleaning compositions may contain an ethoxylated nonionic surfactant. The nonionic surfactant may be selected from the ethoxylated alcohols and ethoxylated alkyl

phenols of the formula $R(OC_2H_4)_nOH$, wherein R is selected from the group consisting of aliphatic hydrocarbon radicals containing from about 8 to about 17 carbon atoms and alkyl phenyl radicals in which the alkyl groups contain from about 8 to about 12 carbon atoms, and the average value of n is from about 5 to about 15. In one example, the nonionic surfactant is
 5 selected from ethoxylated alcohols having an average of about 24 carbon atoms in the alcohol and an average degree of ethoxylation of about 9 moles of ethylene oxide per mole of alcohol.

Other non-limiting examples of nonionic surfactants useful herein include: C_8 - C_{18} alkyl ethoxylates, such as, NEODOL[®] nonionic surfactants from Shell; C_6 - C_{12} alkyl phenol alkoxyates where the alkoxyate units may be ethyleneoxy units, propyleneoxy units, or a mixture thereof;
 10 C_{12} - C_{18} alcohol and C_6 - C_{12} alkyl phenol condensates with ethylene oxide/propylene oxide block polymers such as Pluronic[®] from BASF; C_{14} - C_{22} mid-chain branched alcohols, alkylpolysaccharides, polyhydroxy fatty acid amides and ether capped poly(oxyalkylated) alcohol surfactants

Suitable nonionic deterative surfactants also include alkyl polyglucoside and alkyl
 15 alkoxyated alcohol. Suitable nonionic surfactants also include those sold under the trademark Lutensol[®] from BASF.

In some aspects, the nonionic surfactant is selected from alkyl alkoxyated alcohols, such as a C_{8-18} alkyl alkoxyated alcohol, for example, a C_{8-18} alkyl ethoxylated alcohol. The alkyl alkoxyated alcohol may have an average degree of alkoxylation of from about 1 to about 50, or
 20 from about 1 to about 30, or from about 1 to about 20, or from about 1 to about 10. In certain aspects, the alkyl alkoxyated alcohol is a C_{8-18} alkyl ethoxylated alcohol having an average degree of ethoxylation of from about 1 to about 10, or from about 1 to about 7, or from about 1 to about 5, or from about 3 to about 7. The alkyl alkoxyated alcohol can be linear or branched, substituted or unsubstituted.

25 Cationic Surfactants

In some examples, the additional surfactant comprises one or more cationic surfactants.

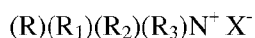
In certain aspects, the detergent composition comprises from about 0.1% to about 10%, by weight of the composition, of an additional surfactant selected from one or more cationic surfactants. In certain aspects, the detergent composition comprises from about 0.1% to about
 30 7%, by weight of the composition, of an additional surfactant selected from one or more cationic surfactants. In further aspects, the detergent composition comprises from about 0.3% to about 5%, by weight of the composition, of an additional surfactant selected from one or more cationic surfactants. In some aspects, the cleaning compositions of the invention are substantially free of

cationic surfactants and surfactants that become cationic below a pH of 7 or below a pH of 6.

Non-limiting examples of cationic surfactants include: the quaternary ammonium surfactants, which can have up to 26 carbon atoms include: alkoxylate quaternary ammonium (AQA) surfactants, dimethyl hydroxyethyl lauryl ammonium chloride; polyamine cationic
5 surfactants; cationic ester surfactants and amino surfactants, specifically amido propyldimethyl amine (APA) and/or trimethylammonium C₈₋₁₆ alkyl salt.

Suitable cationic deterative surfactants also include alkyl pyridinium compounds, alkyl quaternary ammonium compounds, alkyl quaternary phosphonium compounds, alkyl ternary sulphonium compounds, and mixtures thereof.

10 Suitable cationic deterative surfactants are quaternary ammonium compounds having the general formula:



15 wherein, R is a linear or branched, substituted or unsubstituted C₆₋₁₈ alkyl or alkenyl moiety, R₁ and R₂ are independently selected from methyl or ethyl moieties, R₃ is a hydroxyl, hydroxymethyl or a hydroxyethyl moiety, X is an anion which provides charge neutrality, suitable anions include: halides, for example chloride; sulphate; and sulphonate. Suitable cationic deterative surfactants are mono-C₆₋₁₈ alkyl mono-hydroxyethyl di-methyl quaternary
20 ammonium chlorides. Highly suitable cationic deterative surfactants are mono-C₈₋₁₀ alkyl mono-hydroxyethyl di-methyl quaternary ammonium chloride, mono-C₁₀₋₁₂ alkyl mono-hydroxyethyl di-methyl quaternary ammonium chloride and mono-C₁₀ alkyl mono-hydroxyethyl di-methyl quaternary ammonium chloride.

Zwitterionic Surfactants

25 Examples of zwitterionic surfactants include: derivatives of secondary and tertiary amines, derivatives of heterocyclic secondary and tertiary amines, or derivatives of quaternary ammonium, quaternary phosphonium or tertiary sulfonium compounds. Specific examples include C₈ to C₁₈ (for example from C₁₂ to C₁₈) amine oxides and sulfo and hydroxy betaines, such as N-alkyl-N,N-dimethylamino-1-propane sulfonate where the alkyl group can be C₈ to
30 C₁₈ and in certain embodiments from C₁₀ to C₁₄.

Amphoteric Surfactants

Examples of amphoteric surfactants include aliphatic derivatives of secondary or tertiary amines, or aliphatic derivatives of heterocyclic secondary and tertiary amines in which the

aliphatic radical may be straight or branched-chain and where one of the aliphatic substituents contains at least about 8 carbon atoms, typically from about 8 to about 18 carbon atoms, and at least one of the aliphatic substituents contains an anionic water-solubilizing group, e.g. carboxy, sulfonate, sulfate. Examples of compounds falling within this definition are sodium 3-
 5 (dodecylamino)propionate, sodium 3-(dodecylamino) propane-1-sulfonate, sodium 2-(dodecylamino)ethyl sulfate, sodium 2-(dimethylamino) octadecanoate, disodium 3-(N-carboxymethyl)dodecylamino)propane 1-sulfonate, disodium octadecyl-imminodiacetate, sodium 1-carboxymethyl-2-undecylimidazole, and sodium N,N-bis (2-hydroxyethyl)-2-sulfato-3-
 10 taurinates, and mixtures thereof.

Branched Surfactants

In some examples, the surfactant may be a branched surfactant. Suitable branched surfactants include anionic branched surfactants selected from branched sulphate or branched sulphonate surfactants, e.g., branched alkyl sulphate, branched alkyl alkoxyated sulphate, and
 15 branched alkyl benzene sulphonates, comprising one or more random alkyl branches, e.g., C₁₋₄ alkyl groups, typically methyl and/or ethyl groups.

In some aspects, the branched deterative surfactant is a mid-chain branched deterative surfactant, typically, a mid-chain branched anionic deterative surfactant, for example, a mid-chain branched alkyl sulphate and/or a mid-chain branched alkyl benzene sulphonate. In some aspects,
 20 the deterative surfactant is a mid-chain branched alkyl sulphate. In some aspects, the mid-chain branches are C₁₋₄ alkyl groups, typically methyl and/or ethyl groups.

Enzymes

The cleaning compositions described herein may comprise one or more enzymes which provide cleaning performance and/or fabric care benefits. Examples of suitable enzymes include,
 25 but are not limited to, hemicellulases, peroxidases, proteases, cellulases, xylanases, lipases, xyloglucanase, phospholipases, esterases, cutinases, pectinases, mannanases, pectate lyases, keratinases, reductases, oxidases, phenoloxidases, lipoxxygenases, ligninases, pullulanases, tannases, pentosanases, malanases, β -glucanases, arabinosidases, hyaluronidase, chondroitinase, laccase, and amylases, or mixtures thereof. A typical combination is an enzyme cocktail that
 30 may comprise, for example, a protease and lipase in conjunction with amylase. When present in a detergent composition, the aforementioned additional enzymes may be present at levels from about 0.00001% to about 2%, from about 0.0001% to about 1% or even from about 0.001% to about 0.5% enzyme protein by weight of the detergent composition.

In one aspect preferred enzymes would include a protease. Suitable proteases include metalloproteases and serine proteases, including neutral or alkaline microbial serine proteases, such as subtilisins (EC 3.4.21.62). Suitable proteases include those of animal, vegetable or microbial origin. In one aspect, such suitable protease may be of microbial origin. The suitable proteases include chemically or genetically modified mutants of the aforementioned suitable proteases. In one aspect, the suitable protease may be a serine protease, such as an alkaline microbial protease or/and a trypsin-type protease. Examples of suitable neutral or alkaline proteases include:

(a) subtilisins (EC 3.4.21.62), including those derived from *Bacillus*, such as *Bacillus lentus*, *B. alkalophilus*, *B. subtilis*, *B. amyloliquefaciens*, *Bacillus pumilus* and *Bacillus gibsonii*.

(b) trypsin-type or chymotrypsin-type proteases, such as trypsin (*e.g.*, of porcine or bovine origin), including the *Fusarium* protease.

(c) metalloproteases, including those derived from *Bacillus amyloliquefaciens* Preferred proteases include those derived from *Bacillus gibsonii* or *Bacillus Lentus*.

Suitable commercially available protease enzymes include those sold under the trade marks Alcalase®, Savinase®, Primase®, Durazym®, Polarzyme®, Kannase®, Liquanase®, Liquanase Ultra®, Savinase Ultra®, Ovozyme®, Neutrase®, Everlase® and Esperase® by Novozymes A/S (Denmark), those sold under the trademarks Maxatase®, Maxacal®, Maxapem®, Properase®, Purafect®, Purafect Prime®, Purafect Ox®, FN3®, FN4®, Excellase® and Purafect OXP® by Genencor International, those sold under the trademarks Opticlean® and Optimase® by Solvay Enzymes, those available from Henkel/ Kemira, namely BLAP (sequence shown in Figure 29 of US 5,352,604 with the following mutations S99D + S101 R + S103A + V104I + G159S, hereinafter referred to as BLAP), BLAP R (BLAP with S3T + V4I + V199M + V205I + L217D), BLAP X (BLAP with S3T + V4I + V205I) and BLAP F49 (BLAP with S3T + V4I + A194P + V199M + V205I + L217D) - all from Henkel/Kemira; and KAP (*Bacillus alkalophilus subtilisin* with mutations A230V + S256G + S259N) from Kao.

Suitable alpha-amylases include those of bacterial or fungal origin. Chemically or genetically modified mutants (variants) are included. A preferred alkaline alpha-amylase is derived from a strain of *Bacillus*, such as *Bacillus licheniformis*, *Bacillus amyloliquefaciens*, *Bacillus stearothermophilus*, *Bacillus subtilis*, or other *Bacillus sp.*, such as *Bacillus sp.* NCIB 12289, NCIB 12512, NCIB 12513, DSM 9375, DSM 12368, DSMZ no. 12649, KSM AP1378, KSM K36 or KSM K38. Preferred amylases include:

(a) the variants with substitutions in one or more of the following positions versus the enzyme listed as SEQ ID No. 2 in WO 96/23874: 15, 23, 105, 106, 124, 128, 133, 154, 156, 181, 188, 190, 197, 202, 208, 209, 243, 264, 304, 305, 391, 408, and 444.

(b) the variants with one or more substitutions in the following positions versus the
5 AA560 enzyme listed as SEQ ID No. 12:
26, 30, 33, 82, 37, 106, 118, 128, 133, 149, 150, 160, 178, 182, 186, 193, 203, 214, 231, 256, 257, 258, 269, 270, 272, 283, 295, 296, 298, 299, 303, 304, 305, 311, 314, 315, 318, 319, 339, 345, 361, 378, 383, 419, 421, 437, 441, 444, 445, 446, 447, 450, 461, 471, 482, 484, preferably that also contain the deletions of D183* and G184*.

10 (c) variants exhibiting at least 90% identity with SEQ ID No. 4 in WO06/002643, the wild-type enzyme from *Bacillus* SP722, especially variants with deletions in the 183 and 184 positions and variants described in WO 00/60060.

(d) variants exhibiting at least 95% identity with the wild-type enzyme from *Bacillus* sp.707 (SEQ ID NO:7 in US 6,093, 562), especially those comprising one or more of the
15 following mutations M202, M208, S255, R172, and/or M261. Preferably said amylase comprises one or more of M202L, M202V, M202S, M202T, M202I, M202Q, M202W, S255N and/or R172Q. Particularly preferred are those comprising the M202L or M202T mutations.

(e) variants described in WO 09/149130, preferably those exhibiting at least 90% identity with SEQ ID NO: 1 or SEQ ID NO:2 in WO 09/149130, the wild-type enzyme from *Geobacillus*
20 *Stearothermophilus* or a truncated version thereof.

Suitable commercially available alpha-amylases include DURAMYL®, LIQUEZYME®, TERMAMYL®, TERMAMYL ULTRA®, NATALASE®, SUPRAMYL®, STAINZYME®, STAINZYME PLUS®, FUNGAMYL® and BAN® (Novozymes A/S, Bagsvaerd, Denmark), KEMZYM® AT 9000 Biozym Biotech Trading GmbH Wehlstrasse 27b A-1200 Wien Austria,
25 RAPIDASE®, PURASTAR®, ENZYSIZE®, OPTISIZE HT PLUS®, POWERASE® and PURASTAR OXAM® (Genencor International Inc., Palo Alto, California) and KAM® (Kao, 14-10 Nihonbashi Kayabacho, 1-chome, Chuo-ku Tokyo 103-8210, Japan). In one aspect, suitable amylases include NATALASE®, STAINZYME® and STAINZYME PLUS® and mixtures thereof.

30 In one aspect, such enzymes may be selected from the group consisting of: lipases, including "first cycle lipases". In one aspect, the lipase is a first-wash lipase, preferably a variant of the wild-type lipase from *Thermomyces lanuginosus* comprising one or more of the T231R and N233R mutations. The wild-type sequence is the 269 amino acids (amino acids 23 – 291) of

the Swissprot accession number Swiss-Prot O59952 (derived from *Thermomyces lanuginosus* (*Humicola lanuginosa*)). Preferred lipases would include those sold under the trademarks Lipex® and Lipolex®.

5 In one aspect, other preferred enzymes include microbial-derived endoglucanases exhibiting endo-beta-1,4-glucanase activity (E.C. 3.2.1.4), including a bacterial polypeptide endogenous to a member of the genus *Bacillus* which has a sequence of at least 90%, 94%, 97% and even 99% identity to the amino acid sequence SEQ ID NO:2 in 7,141,403B2) and mixtures thereof. Suitable endoglucanases are sold under the trademarks Celluclean® and Whitezyme® (Novozymes A/S, Bagsvaerd, Denmark).

10 Other preferred enzymes include pectate lyases sold under the trademarks Pectawash®, Pectaway®, Xpect® and mannanases sold under the trademarks Mannaway® (all from Novozymes A/S, Bagsvaerd, Denmark), and Purabrite® (Genencor International Inc., Palo Alto, California).

Enzyme Stabilizing System

15 The enzyme-containing compositions described herein may optionally comprise from about 0.001% to about 10%, in some examples from about 0.005% to about 8%, and in other examples, from about 0.01% to about 6%, by weight of the composition, of an enzyme stabilizing system. The enzyme stabilizing system can be any stabilizing system which is compatible with the deterative enzyme. Such a system may be inherently provided by other
20 formulation actives, or be added separately, e.g., by the formulator or by a manufacturer of detergent-ready enzymes. Such stabilizing systems can, for example, comprise calcium ion, boric acid, propylene glycol, short chain carboxylic acids, boronic acids, chlorine bleach scavengers and mixtures thereof, and are designed to address different stabilization problems depending on the type and physical form of the cleaning composition. In the case of aqueous
25 detergent compositions comprising protease, a reversible protease inhibitor, such as a boron compound, including borate, 4-formyl phenylboronic acid, phenylboronic acid and derivatives thereof, or compounds such as calcium formate, sodium formate and 1,2-propane diol may be added to further improve stability.

Builders

30 The cleaning compositions of the present invention may optionally comprise a builder. Built cleaning compositions typically comprise at least about 1% builder, based on the total weight of the composition. Liquid cleaning compositions may comprise up to about 10% builder, and in some examples up to about 8% builder, of the total weight of the composition.

Granular cleaning compositions may comprise up to about 30% builder, and in some examples up to about 5% builder, by weight of the composition.

Builders selected from aluminosilicates (e.g., zeolite builders, such as zeolite A, zeolite P, and zeolite MAP) and silicates assist in controlling mineral hardness in wash water, especially calcium and/or magnesium, or to assist in the removal of particulate soils from surfaces. Suitable builders may be selected from the group consisting of phosphates, such as polyphosphates (e.g., sodium tri-polyphosphate), especially sodium salts thereof; carbonates, bicarbonates, sesquicarbonates, and carbonate minerals other than sodium carbonate or sesquicarbonate; organic mono-, di-, tri-, and tetracarboxylates, especially water-soluble nonsurfactant carboxylates in acid, sodium, potassium or alkanolammonium salt form, as well as oligomeric or water-soluble low molecular weight polymer carboxylates including aliphatic and aromatic types; and phytic acid. These may be complemented by borates, e.g., for pH-buffering purposes, or by sulfates, especially sodium sulfate and any other fillers or carriers which may be important to the engineering of stable surfactant and/or builder-containing cleaning compositions. Additional suitable builders may be selected from citric acid, lactic acid, fatty acid, polycarboxylate builders, for example, copolymers of acrylic acid, copolymers of acrylic acid and maleic acid, and copolymers of acrylic acid and/or maleic acid, and other suitable ethylenic monomers with various types of additional functionalities. Also suitable for use as builders herein are synthesized crystalline ion exchange materials or hydrates thereof having chain structure and a composition represented by the following general anhydride form: $x(M_2O) \cdot ySiO_2 \cdot zM'O$ wherein M is Na and/or K, M' is Ca and/or Mg; y/x is 0.5 to 2.0; and z/x is 0.005 to 1.0

Alternatively, the composition may be substantially free of builder.

Structurant / Thickeners

i. Di-benzylidene Polyol Acetal Derivative

The fluid detergent composition may comprise from about 0.01% to about 1% by weight of a dibenzylidene polyol acetal derivative (DBPA), or from about 0.05% to about 0.8%, or from about 0.1% to about 0.6%, or even from about 0.3% to about 0.5%. In one aspect, the DBPA derivative may comprise a dibenzylidene sorbitol acetal derivative (DBS). Said DBS derivative may be selected from the group consisting of: 1,3:2,4-dibenzylidene sorbitol; 1,3:2,4-di(p-methylbenzylidene) sorbitol; 1,3:2,4-di(p-chlorobenzylidene) sorbitol; 1,3:2,4-di(2,4-dimethyldibenzylidene) sorbitol; 1,3:2,4-di(p-ethylbenzylidene) sorbitol; and 1,3:2,4-di(3,4-dimethyldibenzylidene) sorbitol or mixtures thereof.

ii. Bacterial Cellulose

The fluid detergent composition may also comprise from about 0.005 % to about 1 % by weight of a bacterial cellulose network. The term "bacterial cellulose" encompasses any type of cellulose produced via fermentation of a bacteria of the genus *Acetobacter* such as CELLULON®
 5 by CPKelco U.S. and includes materials referred to popularly as microfibrillated cellulose, reticulated bacterial cellulose, and the like. In one aspect, said fibres have cross sectional dimensions of 1.6 nm to 3.2 nm by 5.8 nm to 133 nm. Additionally, the bacterial cellulose fibres have an average microfibre length of at least about 100 nm, or from about 100 to about 1,500 nm. In one aspect, the bacterial cellulose microfibrils have an aspect ratio, meaning the average
 10 microfibre length divided by the widest cross sectional microfibre width, of from about 100:1 to about 400:1, or even from about 200:1 to about 300:1.

iii. Coated Bacterial Cellulose

In one aspect, the bacterial cellulose is at least partially coated with a polymeric thickener. In one aspect the at least partially coated bacterial cellulose comprises from about 0.1 % to about
 15 5 %, or even from about 0.5 % to about 3 %, by weight of bacterial cellulose; and from about 10 % to about 90 % by weight of the polymeric thickener. Suitable bacterial cellulose may include the bacterial cellulose described above and suitable polymeric thickeners include: carboxymethylcellulose, cationic hydroxymethylcellulose, and mixtures thereof.

iv. Cellulose fibers non-bacterial cellulose derived

20 In one aspect, the composition may further comprise from about 0.01 to about 5% by weight of the composition of a cellulosic fiber. Said cellulosic fiber may be extracted from vegetables, fruits or wood. Commercially available examples are Avicel® from FMC, Citri-Fi™ from Fiberstar or Betafib™ from Cosun.

v. Non-Polymeric Crystalline Hydroxyl-Functional Materials

25 In one aspect, the composition may further comprise from about 0.01 to about 1% by weight of the composition of a non-polymeric crystalline, hydroxyl functional structurant. Said non-polymeric crystalline, hydroxyl functional structurants generally may comprise a crystallizable glyceride which can be pre-emulsified to aid dispersion into the final fluid detergent composition. In one aspect, crystallizable glycerides may include hydrogenated castor oil or "HCO" or
 30 derivatives thereof, provided that it is capable of crystallizing in the liquid detergent composition.

vi. Polymeric Structuring Agents

Fluid detergent compositions of the present invention may comprise from about 0.01 % to about 5 % by weight of a naturally derived and/or synthetic polymeric structurant. Examples of naturally derived polymeric structurants of use in the present invention include: hydroxyethyl cellulose, hydrophobically modified hydroxyethyl cellulose, carboxymethyl cellulose, polysaccharide derivatives and mixtures thereof. Suitable polysaccharide derivatives include: pectine, alginate, arabinogalactan (gum Arabic), carrageenan, gellan gum, xanthan gum, guar gum and mixtures thereof. Examples of synthetic polymeric structurants of use in the present invention include: polycarboxylates, polyacrylates, hydrophobically modified ethoxylated urethanes, hydrophobically modified non-ionic polyols and mixtures thereof. In one aspect, said polycarboxylate polymer is a polyacrylate, polymethacrylate or mixtures thereof. In another aspect, the polyacrylate is a copolymer of unsaturated mono- or di-carbonic acid and C₁-C₃₀ alkyl ester of the (meth)acrylic acid. Said copolymers are available from Noveon inc under the trademark Carbopol Aqua 30.

vii. Di-amido-gellants

In one aspect, the external structuring system may comprise a di-amido gellant having a molecular weight from about 150 g/mol to about 1,500 g/mol, or even from about 500 g/mol to about 900 g/mol. Such di-amido gellants may comprise at least two nitrogen atoms, wherein at least two of said nitrogen atoms form amido functional substitution groups. In one aspect, the amido groups are different. In another aspect, the amido functional groups are the same.

Non-limiting examples of useful di-amido gellants are:

N,N'-(2*S*,2'*S*)-1,1'-(dodecane-1,12-diylbis(azanediyl))bis(3-methyl-1-oxobutane-2,1-diyl)diisonicotinamide;

dibenzyl (2*S*,2'*S*)-1,1'-(propane-1,3-diylbis(azanediyl))bis(3-methyl-1-oxobutane-2,1-

diyl)dicarbamate; and

dibenzyl (2*S*,2'*S*)-1,1'-(dodecane-1,12-diylbis(azanediyl))bis(1-oxo-3-phenylpropane-2,1-diyl)dicarbamate.

Polymeric Dispersing Agents

The detergent composition may comprise one or more polymeric dispersing agents.

Examples are carboxymethylcellulose, poly(vinyl-pyrrolidone), poly(ethylene glycol), poly(vinyl alcohol), poly(vinylpyridine-N-oxide), poly(vinylimidazole), polycarboxylates such as polyacrylates, maleic/acrylic acid copolymers and lauryl methacrylate/acrylic acid co-polymers.

The detergent composition may comprise one or more amphiphilic cleaning polymers such as the compound having the following general structure: $\text{bis}((\text{C}_2\text{H}_5\text{O})(\text{C}_2\text{H}_4\text{O})_n)(\text{CH}_3)\text{-N}^+\text{-C}_x\text{H}_{2x}\text{-N}^+\text{-(CH}_3\text{)-bis}((\text{C}_2\text{H}_5\text{O})(\text{C}_2\text{H}_4\text{O})_n)$, wherein n = from 20 to 30, and x = from 3 to 8, or sulphated or sulphonated variants thereof.

5 The detergent composition may comprise amphiphilic alkoxyated grease cleaning polymers which have balanced hydrophilic and hydrophobic properties such that they remove grease particles from fabrics and surfaces. Specific embodiments of the amphiphilic alkoxyated grease cleaning polymers of the present invention comprise a core structure and a plurality of alkoxyate groups attached to that core structure. These may comprise alkoxyated
10 polyalkylenimines, for example, having an inner polyethylene oxide block and an outer polypropylene oxide block. Such compounds may include, but are not limited to, ethoxylated polyethyleneimine, ethoxylated hexamethylene diamine, and sulfated versions thereof. Polypropoxylated derivatives may also be included. A wide variety of amines and polyalkyleneimines can be alkoxyated to various degrees. A useful example is 600g/mol
15 polyethyleneimine core ethoxylated to 20 EO groups per NH and is available from BASF. The cleaning compositions described herein may comprise from about 0.1% to about 10%, and in some examples, from about 0.1% to about 8%, and in other examples, from about 0.1% to about 6%, by weight of the cleaning composition, of alkoxyated polyamines.

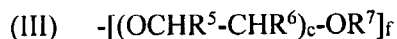
Alkoxyated polycarboxylates such as those prepared from polyacrylates are useful herein
20 to provide additional grease removal performance. Chemically, these materials comprise polyacrylates having one ethoxy side-chain per every 7-8 acrylate units. The side-chains are of the formula $\text{-(CH}_2\text{CH}_2\text{O)}_m\text{(CH}_2\text{)}_n\text{CH}_3$ wherein m is 2-3 and n is 6-12. The side-chains are ester-linked to the polyacrylate "backbone" to provide a "comb" polymer type structure. The molecular weight can vary, but is typically in the range of about 2000 to about 50,000. The
25 detergent compositions described herein may comprise from about 0.1% to about 10%, and in some examples, from about 0.25% to about 5%, and in other examples, from about 0.3% to about 2%, by weight of the cleaning composition, of alkoxyated polycarboxylates.

It is preferred that the amphilic graft co-polymer comprises (i) polyethylene glycol backbone; and (ii) and at least one pendant moiety selected from polyvinyl acetate, polyvinyl
30 alcohol and mixtures thereof. A preferred amphilic graft co-polymer is Sokalan® HP22, supplied from BASF. Suitable polymers include random graft copolymers, preferably a polyvinyl acetate grafted polyethylene oxide copolymer having a polyethylene oxide backbone and multiple polyvinyl acetate side chains. The molecular weight of the polyethylene oxide backbone is

typically about 6000 and the weight ratio of the polyethylene oxide to polyvinyl acetate is about 40 to 60 and no more than 1 grafting point per 50 ethylene oxide units.

Carboxylate polymer - The detergent compositions of the present invention may also include one or more carboxylate polymers such as a maleate/acrylate random copolymer or polyacrylate homopolymer. In one aspect, the carboxylate polymer is a polyacrylate homopolymer having a molecular weight of from 4,000 Da to 9,000 Da, or from 6,000 Da to 9,000 Da.

Soil release polymer - The detergent compositions of the present invention may also include one or more soil release polymers having a structure as defined by one of the following structures (I), (II) or (III):



wherein:

a, b and c are from 1 to 200;

d, e and f are from 1 to 50;

Ar is a 1,4-substituted phenylene;

sAr is 1,3-substituted phenylene substituted in position 5 with SO₃Me;

Me is Li, K, Mg/2, Ca/2, Al/3, ammonium, mono-, di-, tri-, or tetraalkylammonium

wherein the alkyl groups are C₁-C₁₈ alkyl or C₂-C₁₀ hydroxyalkyl, or mixtures thereof;

R¹, R², R³, R⁴, R⁵ and R⁶ are independently selected from H or C₁-C₁₈ n- or iso-alkyl; and

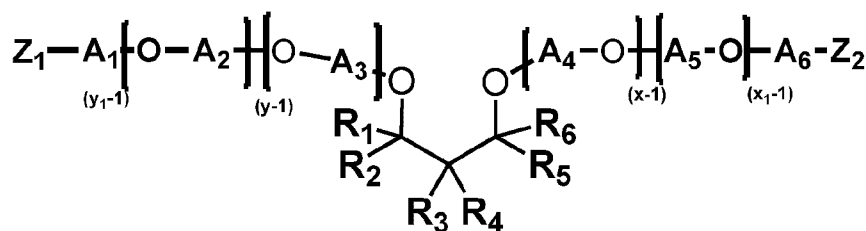
R⁷ is a linear or branched C₁-C₁₈ alkyl, or a linear or branched C₂-C₃₀ alkenyl, or a cycloalkyl group with 5 to 9 carbon atoms, or a C₈-C₃₀ aryl group, or a C₆-C₃₀ arylalkyl group.

Suitable soil release polymers are polyester soil release polymers such as Repel-o-tex™ polymers, including Repel-o-tex™ SF, SF-2 and SRP6 supplied by Rhodia. Other suitable soil release polymers include Texcare™ polymers, including Texcare SRA100, SRA300, SRN100, SRN170, SRN240, SRN300 and SRN325 supplied by Clariant. Other suitable soil release polymers are Marloquest™ polymers, such as Marloquest SL supplied by Sasol.

Cellulosic polymer - The consumer products of the present invention may also include one or more cellulosic polymers including those selected from alkyl cellulose, alkyl alkoxyalkyl cellulose, carboxyalkyl cellulose, alkyl carboxyalkyl cellulose. In one aspect, the cellulosic polymers are selected from the group comprising carboxymethyl cellulose, methyl cellulose, methyl hydroxyethyl cellulose, methyl carboxymethyl cellulose, and mixtures thereof. In one aspect, the carboxymethyl cellulose has a degree of carboxymethyl substitution from 0.5 to 0.9 and a molecular weight from 100,000 Da to 300,000 Da.

Amines

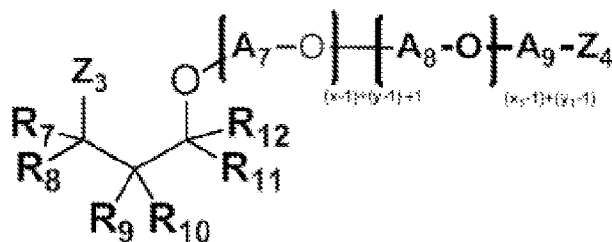
Various amines may be used in the cleaning compositions described herein for added removal of grease and particulates from soiled materials. The detergent compositions described herein may comprise from about 0.1% to about 10%, in some examples, from about 0.1% to about 4%, and in other examples, from about 0.1% to about 2%, by weight of the cleaning composition, of additional amines. Non-limiting examples of amines include, but are not limited to, polyamines, oligoamines, triamines, diamines, pentamines, tetraamines, polyetheramines, or combinations thereof. Specific examples of suitable additional amines include tetraethylenepentamine, triethylenetetraamine, diethylenetriamine, polyetheramines, or a mixture thereof. A suitable polyetheramine is represented by the structure of Formula (D):



Formula (I)

where each of R₁-R₆ is independently selected from H, alkyl, cycloalkyl, aryl, alkylaryl, or arylalkyl, where at least one of R₁-R₆ is different from H, typically at least one of R₁-R₆ is an alkyl group having 2 to 8 carbon atoms, each of A₁-A₆ is independently selected from linear or branched alkylenes having 2 to 18 carbon atoms, typically 2 to 10 carbon atoms, more typically, 2 to 5 carbon atoms, each of Z₁-Z₂ is independently selected from OH or NH₂, where at least one of Z₁-Z₂ is NH₂, typically each of Z₁ and Z₂ is NH₂, where the sum of x+y is in the range of about 2 to about 200, typically about 2 to about 20 or about 3 to about 20, more typically about 2 to about 10 or about 3 to about 8 or about 4 to about 6, where x≥1 and y≥1, and the sum of x₁ + y₁ is in the range of about 2 to about 200, typically about 2 to about 20 or about 3 to about 20, more typically about 2 to about 10 or about 3 to about 8 or about 2 to about 4, where x₁≥1 and y₁≥1.

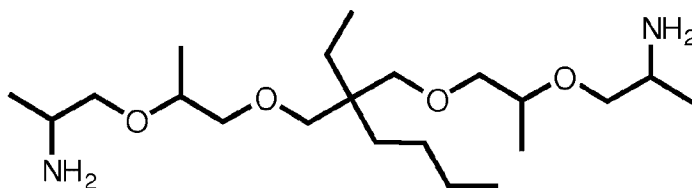
Another suitable polyetheramine is represented by the structure of Formula (II):



Formula (II)

where each of R₇-R₁₂ is independently selected from H, alkyl, cycloalkyl, aryl, alkylaryl, or arylalkyl, where at least one of R₇-R₁₂ is different from H, typically at least one of R₇-R₁₂ is an alkyl group having 2 to 8 carbon atoms, each of A₇-A₉ is independently selected from linear or branched alkylenes having 2 to 18 carbon atoms, typically 2 to 10 carbon atoms, more typically, 2 to 5 carbon atoms, each of Z₃-Z₄ is independently selected from OH or NH₂, where at least one of Z₃-Z₄ is NH₂, typically each of Z₃ and Z₄ is NH₂, where the sum of x+y is in the range of about 2 to about 200, typically about 2 to about 20 or about 3 to about 20, more typically about 2 to about 10 or about 3 to about 8 or about 2 to about 4, where x≥1 and y≥1, and the sum of x₁ + y₁ is in the range of about 2 to about 200, typically about 2 to about 20 or about 3 to about 20, more typically about 2 to about 10 or about 3 to about 8 or about 2 to about 4, where x₁≥1 and y₁≥1.

Another suitable polyetheramine is represented by the structure of Formula III:



Formula (III)

Solvents – suitable solvents include, but are not limited to, water, alcohol, paraffins, glycols, glycerols, and mixtures thereof.

Bleaching Agents – The detergent compositions of the present invention may comprise one or more bleaching agents. Suitable bleaching agents other than bleaching catalysts include photobleaches, bleach activators, hydrogen peroxide, sources of hydrogen peroxide, pre-formed peracids and mixtures thereof. In general, when a bleaching agent is used, the detergent compositions of the present invention may comprise from about 0.1% to about 50% or even from

about 0.1% to about 25% bleaching agent by weight of the detergent composition. Examples of suitable bleaching agents include:

(1) photobleaches for example sulfonated zinc phthalocyanine sulfonated aluminium phthalocyanines, xanthene dyes and mixtures thereof;

5 (2) preformed peracids: Suitable preformed peracids include, but are not limited to, compounds selected from the group consisting of percarboxylic acids and salts, percarbonic acids and salts, perimidic acids and salts, peroxymonosulfuric acids and salts, for example, Oxone®, and mixtures thereof. Suitable percarboxylic acids include hydrophobic and hydrophilic peracids having the formula $R-(C=O)O-O-M$ wherein R is an alkyl group, optionally branched, having,
10 when the peracid is hydrophobic, from 6 to 14 carbon atoms, or from 8 to 12 carbon atoms and, when the peracid is hydrophilic, less than 6 carbon atoms or even less than 4 carbon atoms; and M is a counterion, for example, sodium, potassium or hydrogen;

(3) sources of hydrogen peroxide, for example, inorganic perhydrate salts, including alkali metal salts such as sodium salts of perborate (usually mono- or tetra-hydrate),
15 percarbonate, persulphate, perphosphate, persilicate salts and mixtures thereof. In one aspect of the invention the inorganic perhydrate salts are selected from the group consisting of sodium salts of perborate, percarbonate and mixtures thereof. When employed, inorganic perhydrate salts are typically present in amounts of from 0.05 to 40 wt%, or 1 to 30 wt% of the overall fabric and home care product and are typically incorporated into such fabric and home care products as a
20 crystalline solid that may be coated. Suitable coatings include, inorganic salts such as alkali metal silicate, carbonate or borate salts or mixtures thereof, or organic materials such as water-soluble or dispersible polymers, waxes, oils or fatty soaps; and

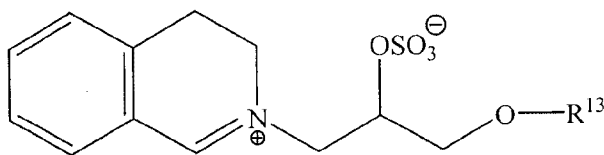
(4) bleach activators having $R-(C=O)-L$ wherein R is an alkyl group, optionally branched, having, when the bleach activator is hydrophobic, from 6 to 14 carbon atoms, or from 8 to 12
25 carbon atoms and, when the bleach activator is hydrophilic, less than 6 carbon atoms or even less than 4 carbon atoms; and L is leaving group. Examples of suitable leaving groups are benzoic acid and derivatives thereof - especially benzene sulphonate. Suitable bleach activators include dodecanoyl oxybenzene sulphonate, decanoyl oxybenzene sulphonate, decanoyl oxybenzoic acid or salts thereof, 3,5,5-trimethyl hexanoyloxybenzene sulphonate, tetraacetyl ethylene diamine
30 (TAED) and nonanoyloxybenzene sulphonate (NOBS). While any suitable bleach activator may be employed, in one aspect of the invention the subject detergent composition may comprise NOBS, TAED or mixtures thereof.

When present, the peracid and/or bleach activator is generally present in the detergent composition in an amount of from about 0.1 to about 60 wt%, from about 0.5 to about 40 wt % or even from about 0.6 to about 10 wt% based on the fabric and home care product. One or more hydrophobic peracids or precursors thereof may be used in combination with one or more hydrophilic peracid or precursor thereof.

The amounts of hydrogen peroxide source and peracid or bleach activator may be selected such that the molar ratio of available oxygen (from the peroxide source) to peracid is from 1:1 to 35:1, or even 2:1 to 10:1.

Bleach Catalysts - The detergent compositions of the present invention may also include one or more bleach catalysts capable of accepting an oxygen atom from a peroxyacid and/or salt thereof, and transferring the oxygen atom to an oxidizable substrate. Suitable bleach catalysts include, but are not limited to: iminium cations and polyions; iminium zwitterions; modified amines; modified amine oxides; N-sulphonyl imines; N-phosphonyl imines; N-acyl imines; thiadiazole dioxides; perfluoroimines; cyclic sugar ketones and mixtures thereof.

In one aspect, the bleach catalyst has a structure corresponding to general formula below:

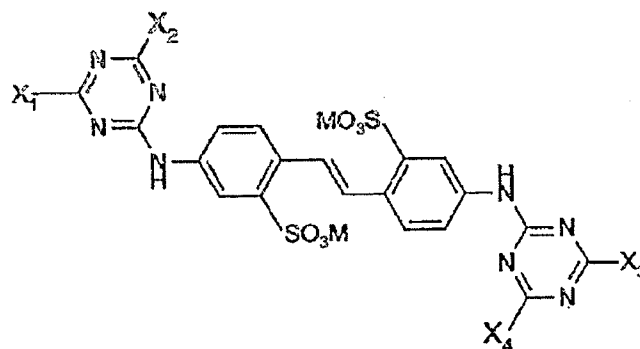


wherein R^{13} is selected from the group consisting of 2-ethylhexyl, 2-propylheptyl, 2-butyloctyl, 2-pentylnonyl, 2-hexyldecyl, n-dodecyl, n-tetradecyl, n-hexadecyl, n-octadecyl, isononyl, iso-decyl, iso-tridecyl and iso-pentadecyl;

Brighteners

Optical brighteners or other brightening or whitening agents may be incorporated at levels of from about 0.01% to about 1.2%, by weight of the composition, into the cleaning compositions described herein. Commercial fluorescent brighteners suitable for the present invention can be classified into subgroups, including but not limited to: derivatives of stilbene, pyrazoline, coumarin, benzoxazoles, carboxylic acid, methinecyanines, dibenzothiophene-5,5-dioxide, azoles, 5- and 6-membered-ring heterocycles, and other miscellaneous agents.

In some examples, the fluorescent brightener herein comprises a compound of formula (1):



(1)

wherein: X_1 , X_2 , X_3 , and X_4 are $-N(R^1)R^2$, wherein R^1 and R^2 are independently selected from a hydrogen, a phenyl, hydroxyethyl, or an unsubstituted or substituted C_1 - C_8 alkyl, or $-N(R^1)R^2$ form a heterocyclic ring, preferably R^1 and R^2 are independently selected from a hydrogen or phenyl, or $-N(R^1)R^2$ form a substituted morpholine ring; and M is a hydrogen or a cation, preferably M is sodium or potassium, more preferably M is sodium.

In some examples, the fluorescent brightener is selected from the group consisting of disodium 4,4'-bis{[4-anilino-6-morpholino-s-triazin-2-yl]-amino}-2,2'-stilbenedisulfonate (brightener 15, commercially available under the trademark Tinopal AMS-GX by Ciba Geigy Corporation), disodium 4,4'-bis{[4-anilino-6-(N-2-bis-hydroxyethyl)-s-triazine-2-yl]-amino}-2,2'-stilbenedisulfonate (commercially available under the trademark Tinopal UNPA-GX by Ciba-Geigy Corporation), disodium 4,4'-bis{[4-anilino-6-(N-2-hydroxyethyl-N-methylamino)-s-triazine-2-yl]-amino}-2,2'-stilbenedisulfonate (commercially available under the trademark Tinopal 5BM-GX by Ciba-Geigy Corporation). More preferably, the fluorescent brightener is disodium 4,4'-bis{[4-anilino-6-morpholino-s-triazin-2-yl]-amino}-2,2'-stilbenedisulfonate. The brighteners may be added in particulate form or as a premix with a suitable solvent, for example nonionic surfactant, monoethanolamine, propane diol.

Water-Soluble Film

The compositions of the present invention may also be encapsulated within a water-soluble film. Preferred film materials are preferably polymeric materials. The film material can, for example, be obtained by casting, blow-moulding, extrusion or blown extrusion of the polymeric material, as known in the art.

Preferred polymers, copolymers or derivatives thereof suitable for use as pouch material are selected from polyvinyl alcohols, polyvinyl pyrrolidone, polyalkylene oxides, acrylamide, acrylic acid, cellulose, cellulose ethers, cellulose esters, cellulose amides, polyvinyl acetates,

polycarboxylic acids and salts, polyaminoacids or peptides, polyamides, polyacrylamide, copolymers of maleic/acrylic acids, polysaccharides including starch and gelatine, natural gums such as xanthum and carragum. More preferred polymers are selected from polyacrylates and water-soluble acrylate copolymers, methylcellulose, carboxymethylcellulose sodium, dextrin, 5 ethylcellulose, hydroxyethyl cellulose, hydroxypropyl methylcellulose, maltodextrin, polymethacrylates, and most preferably selected from polyvinyl alcohols, polyvinyl alcohol copolymers and hydroxypropyl methyl cellulose (HPMC), and combinations thereof. Preferably, the level of polymer in the pouch material, for example a PVA polymer, is at least 60%. The polymer can have any weight average molecular weight, preferably from about 1000 to 10 1,000,000, more preferably from about 10,000 to 300,000 yet more preferably from about 20,000 to 150,000. Mixtures of polymers can also be used as the pouch material. Naturally, different film material and/or films of different thickness may be employed in making the compartments of the present invention. A benefit in selecting different films is that the resulting compartments may exhibit different solubility or release characteristics.

15 Most preferred film materials are PVA films known under the MonoSol trade reference M8630, M8900, H8779 .

The film material herein can also comprise one or more additive ingredients. For example, it can be beneficial to add plasticizers, for example glycerol, ethylene glycol, diethyleneglycol, propylene glycol, sorbitol and mixtures thereof. Other additives include 20 functional detergent additives to be delivered to the wash water, for example organic polymeric dispersants.

Suds Boosters

If high sudsing is desired, suds boosters such as the C₁₀-C₁₆ alkanolamides may be incorporated into the cleaning compositions at a concentration ranging from about 1% to about 25 10% by weight of the cleaning composition. Some examples include the C₁₀-C₁₄ monoethanol and diethanol amides. If desired, water-soluble magnesium and/or calcium salts such as MgCl₂, MgSO₄, CaCl₂, CaSO₄, and the like, may be added at levels of about 0.1% to about 2% by weight of the cleaning composition, to provide additional suds and to enhance grease removal performance.

Conditioning Agents

30 The composition of the present invention may include a high melting point fatty compound. The high melting point fatty compound useful herein has a melting point of 25°C or higher, and is

selected from the group consisting of fatty alcohols, fatty acids, fatty alcohol derivatives, fatty acid derivatives, and mixtures thereof.

The high melting point fatty compound is included in the composition at a level of from about 0.1% to about 40%, preferably from about 1% to about 30%, more preferably from about 1.5% to about 16% by weight of the composition, from about 1.5% to about 8% in view of providing improved conditioning benefits such as slippery feel during the application to wet hair, softness and moisturized feel on dry hair.

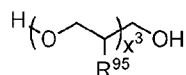
The compositions of the present invention may contain a cationic polymer. Concentrations of the cationic polymer in the composition typically range from about 0.05% to about 3%, in another embodiment from about 0.075% to about 2.0%, and in yet another embodiment from about 0.1% to about 1.0%. Suitable cationic polymers will have cationic charge densities of at least about 0.5 meq/gm, in another embodiment at least about 0.9 meq/gm, in another embodiment at least about 1.2 meq/gm, in yet another embodiment at least about 1.5 meq/gm, but in one embodiment also less than about 7 meq/gm, and in another embodiment less than about 5 meq/gm, at the pH of intended use of the composition, which pH will generally range from about pH 3 to about pH 9, in one embodiment between about pH 4 and about pH 8. Herein, "cationic charge density" of a polymer refers to the ratio of the number of positive charges on the polymer to the molecular weight of the polymer. The average molecular weight of such suitable cationic polymers will generally be between about 10,000 and 10 million, in one embodiment between about 50,000 and about 5 million, and in another embodiment between about 100,000 and about 3 million.

Suitable cationic polymers for use in the compositions of the present invention contain cationic nitrogen-containing moieties such as quaternary ammonium or cationic protonated amino moieties. Any anionic counterions can be used in association with the cationic polymers so long as the polymers remain soluble in water, in the composition, or in a coacervate phase of the composition, and so long as the counterions are physically and chemically compatible with the essential components of the composition or do not otherwise unduly impair product performance, stability or aesthetics. Nonlimiting examples of such counterions include halides (e.g., chloride, fluoride, bromide, iodide), sulfate and methylsulfate.

Other suitable cationic polymers for use in the composition include polysaccharide polymers, cationic guar gum derivatives, quaternary nitrogen-containing cellulose ethers, synthetic polymers, copolymers of etherified cellulose, guar and starch. When used, the cationic polymers herein are either soluble in the composition or are soluble in a complex coacervate

phase in the composition formed by the cationic polymer and the anionic, amphoteric and/or zwitterionic surfactant component described hereinbefore. Complex coacervates of the cationic polymer can also be formed with other charged materials in the composition.

The composition of the present invention may include a nonionic polymer as a conditioning agent. Polyalkylene glycols having a molecular weight of more than about 1000 are useful herein. Useful are those having the following general formula:



wherein R^{95} is selected from the group consisting of H, methyl, and mixtures thereof. Conditioning agents, and in particular silicones, may be included in the composition. The conditioning agents useful in the compositions of the present invention typically comprise a water insoluble, water dispersible, non-volatile, liquid that forms emulsified, liquid particles. Suitable conditioning agents for use in the composition are those conditioning agents characterized generally as silicones (e.g., silicone oils, cationic silicones, silicone gums, high refractive silicones, and silicone resins), organic conditioning oils (c.g., hydrocarbon oils, polyolefins, and fatty esters) or combinations thereof, or those conditioning agents which otherwise form liquid, dispersed particles in the aqueous surfactant matrix herein. Such conditioning agents should be physically and chemically compatible with the essential components of the composition, and should not otherwise unduly impair product stability, aesthetics or performance.

The concentration of the conditioning agent in the composition should be sufficient to provide the desired conditioning benefits. Such concentration can vary with the conditioning agent, the conditioning performance desired, the average size of the conditioning agent particles, the type and concentration of other components, and other like factors.

Fabric Hueing Agents

The composition may comprise a fabric hueing agent (sometimes referred to as shading, bluing or whitening agents). Typically the hueing agent provides a blue or violet shade to fabric. Hueing agents can be used either alone or in combination to create a specific shade of hueing and/or to shade different fabric types. This may be provided for example by mixing a red and green-blue dye to yield a blue or violet shade. Hueing agents may be selected from any known chemical class of dye, including but not limited to acridine, anthraquinone (including polycyclic quinones), azine, azo (e.g., monoazo, disazo, trisazo, tetrakisazo, polyazo), including premetallized azo, benzodifurane and benzodifuranone, carotenoid, coumarin, cyanine,

diazahemicyanine, diphenylmethane, formazan, hemicyanine, indigoids, methane, naphthalimides, naphthoquinone, nitro and nitroso, oxazine, phthalocyanine, pyrazoles, stilbene, styryl, triarylmethane, triphenylmethane, xanthenes and mixtures thereof.

Suitable fabric hueing agents include dyes, dye-clay conjugates, and organic and inorganic pigments. Suitable dyes include small molecule dyes and polymeric dyes. Suitable small molecule dyes include small molecule dyes selected from the group consisting of dyes falling into the Colour Index (C.I.) classifications of Direct, Basic, Reactive or hydrolysed Reactive, Solvent or Disperse dyes for example that are classified as Blue, Violet, Red, Green or Black, and provide the desired shade either alone or in combination. In another aspect, suitable small molecule dyes include small molecule dyes selected from the group consisting of Colour Index (Society of Dyers and Colourists, Bradford, UK) numbers Direct Violet dyes such as 9, 35, 48, 51, 66, and 99, Direct Blue dyes such as 1, 71, 80 and 279, Acid Red dyes such as 17, 73, 52, 88 and 150, Acid Violet dyes such as 15, 17, 24, 43, 49 and 50, Acid Blue dyes such as 15, 17, 25, 29, 40, 45, 75, 80, 83, 90 and 113, Acid Black dyes such as 1, Basic Violet dyes such as 1, 3, 4, 10 and 35, Basic Blue dyes such as 3, 16, 22, 47, 66, 75 and 159, Disperse or Solvent dyes and mixtures thereof. In another aspect, suitable small molecule dyes include small molecule dyes selected from the group consisting of C. I. numbers Acid Violet 17, Direct Blue 71, Direct Violet 51, Direct Blue 1, Acid Red 88, Acid Red 150, Acid Blue 29, Acid Blue 113 or mixtures thereof.

Suitable polymeric dyes include polymeric dyes selected from the group consisting of polymers containing covalently bound (sometimes referred to as conjugated) chromogens, (dye-polymer conjugates), for example polymers with chromogens co-polymerized into the backbone of the polymer and mixtures thereof.

In another aspect, suitable polymeric dyes include polymeric dyes selected from the group consisting of fabric-substantive colorants sold under the trademark of Liquitint® (Milliken, Spartanburg, South Carolina, USA), dye-polymer conjugates formed from at least one reactive dye and a polymer selected from the group consisting of polymers comprising a moiety selected from the group consisting of a hydroxyl moiety, a primary amine moiety, a secondary amine moiety, a thiol moiety and mixtures thereof. In still another aspect, suitable polymeric dyes include polymeric dyes selected from the group consisting of Liquitint® Violet CT, carboxymethyl cellulose (CMC) covalently bound to a reactive blue, reactive violet or reactive red dye such as CMC conjugated with C.I. Reactive Blue 19, sold by Megazyme, Wicklow, Ireland under the product name AZO-CM-CELLULOSE, product code S-ACMC, alkoxylated

triphenyl-methane polymeric colourants, alkoxyated thiophene polymeric colourants, and mixtures thereof.

Suitable dye clay conjugates include dye clay conjugates selected from the group comprising at least one cationic/basic dye and a smectite clay, and mixtures thereof. In another aspect, suitable dye clay conjugates include dye clay conjugates selected from the group consisting of one cationic/basic dye selected from the group consisting of C.I. Basic Yellow 1 through 108, C.I. Basic Orange 1 through 69, C.I. Basic Red 1 through 118, C.I. Basic Violet 1 through 51, C.I. Basic Blue 1 through 164, C.I. Basic Green 1 through 14, C.I. Basic Brown 1 through 23, CI Basic Black 1 through 11, and a clay selected from the group consisting of Montmorillonite clay, Hectorite clay, Saponite clay and mixtures thereof. In still another aspect, suitable dye clay conjugates include dye clay conjugates selected from the group consisting of: Montmorillonite Basic Blue B7 C.I. 42595 conjugate, Montmorillonite Basic Blue B9 C.I. 52015 conjugate, Montmorillonite Basic Violet V3 C.I. 42555 conjugate, Montmorillonite Basic Green G1 C.I. 42040 conjugate, Montmorillonite Basic Red R1 C.I. 45160 conjugate, Montmorillonite C.I. Basic Black 2 conjugate, Hectorite Basic Blue B7 C.I. 42595 conjugate, Hectorite Basic Blue B9 C.I. 52015 conjugate, Hectorite Basic Violet V3 C.I. 42555 conjugate, Hectorite Basic Green G1 C.I. 42040 conjugate, Hectorite Basic Red R1 C.I. 45160 conjugate, Hectorite C.I. Basic Black 2 conjugate, Saponite Basic Blue B7 C.I. 42595 conjugate, Saponite Basic Blue B9 C.I. 52015 conjugate, Saponite Basic Violet V3 C.I. 42555 conjugate, Saponite Basic Green G1 C.I. 42040 conjugate, Saponite Basic Red R1 C.I. 45160 conjugate, Saponite C.I. Basic Black 2 conjugate and mixtures thereof.

Suitable pigments include pigments selected from the group consisting of flavanthrone, indanthrone, chlorinated indanthrone containing from 1 to 4 chlorine atoms, pyranthrone, dichloropyranthrone, monobromodichloropyranthrone, dibromodichloropyranthrone, tetrabromopyranthrone, perylene-3,4,9,10-tetracarboxylic acid diimide, wherein the imide groups may be unsubstituted or substituted by C1-C3 -alkyl or a phenyl or heterocyclic radical, and wherein the phenyl and heterocyclic radicals may additionally carry substituents which do not confer solubility in water, anthrapyrimidinecarboxylic acid amides, violanthrone, isoviolanthrone, dioxazine pigments, copper phthalocyanine which may contain up to 2 chlorine atoms per molecule, polychloro-copper phthalocyanine or polybromochloro-copper phthalocyanine containing up to 14 bromine atoms per molecule and mixtures thereof.

In another aspect, suitable pigments include pigments selected from the group consisting of Ultramarine Blue (C.I. Pigment Blue 29), Ultramarine Violet (C.I. Pigment Violet 15) and mixtures thereof.

The aforementioned fabric hueing agents can be used in combination (any mixture of fabric hueing agents can be used).

Perfumes – Suitable adjunct perfume raw materials include those perfume raw materials listed in Table 2 below. Such adjunct perfume raw materials may be used in addition to the the silicone compounds disclosed in the present specification. For example, such adjunct perfume raw materials may be used to formulate a part or all of a neat perfume.

Table 2 Adjunct Perfume Raw Materials:

Number	Registry Name	Trade Name
1	Propanoic acid, ethyl ester	Ethyl Propionate
2	Acetic acid, 2-methylpropyl ester	Isobutyl Acetate
3	Butanoic acid, ethyl ester	Ethyl Butyrate
4	Butanoic acid, 2-methyl-, ethyl ester	Ethyl-2-Methyl Butyrate
5	1-Butanol, 3-methyl-, acetate	Iso Amyl- Acetate
6	2-Buten-1-ol, 3-methyl-, acetate	Prenyl Acetate
7	3-Hexen-1-ol, acetate, (Z)-	Cis 3 Hexenyl Acetate
8	Benzoic acid, methyl ester	Methyl Benzoate
9	Benzeneacetic acid, methyl ester	Methyl Phenyl Acetate
10	1,3-Dioxolane-2-acetic acid, 2-methyl-, ethyl ester	Fructose
11	Acetic acid, (2-methylbutoxy)-, 2-propenyl ester	Allyl Amyl Glycolate
12	Benzenemethanol, .alpha.-methyl-, acetate	Methyl Phenyl Carbinyl Acetate
13	Benzeneacetic acid, ethyl ester	Ethyl Phenyl Acetate
14	Acetic acid, 2-phenylethyl ester	Phenyl Ethyl Acetate
15	2-Propenoic acid, 3-phenyl-, methyl ester	Methyl Cinnamate
16	Acetic acid ethyl ester	Ethyl Acetate
17	Butanoic acid, 3-oxo-, ethyl ester	Ethyl Acetoacetate
18	Tricyclo[2.2.1.0 ^{2,6}]heptane, 1-ethyl-3-methoxy-	Neoproxen
19	Benzene, 1,4-dimethoxy-	Hydroquinone Dimethyl Ether
20	Carbonic acid, 3-hexenyl methyl ester, (Z)-	Liffarome
21	Oxirane, 2,2-dimethyl-3-(3-methyl-2,4-pentadienyl)-	Myroxide
22	Ethanol, 2-(2-ethoxyethoxy)-	Diethylene Glycol Mono Ethylether
23	1,3-Oxathiane, 2-methyl-4-propyl-, cis-	Oxane
24	Acetic acid, 4-methylphenyl ester	Para Cresyl Acetate

25	Benzene, (2,2-dimethoxyethyl)-	Phenyl Acetaldehyde Dimethyl Acetal
26	Propanoic acid, phenylmethyl ester	Benzyl Propionate
27	2H-1-Benzopyran-2-one, octahydro-	Octahydro Coumarin
28	Benzoic acid, 2-hydroxy-, methyl ester	Methyl Salicylate USP
29	Propanenitrile, 3-(3-hexenyloxy)-, (Z)-	Parmanyl
30	Benzene, [2-(2-propenyloxy)ethyl]-	LRA 220
31	Bicyclo[2.2.1]heptane, 2,2-dimethyl-3-methylene-	Camphene
32	Bicyclo[3.1.1]heptane, 6,6-dimethyl-2-methylene-, (1S)-	Beta Pinene
33	Bicyclo[3.1.1]hept-2-ene, 2,6,6-trimethyl-	Alpha Pinene
34	Propanoic acid, pentyl ester	Amyl Propionate
35	1,6-Octadiene, 7-methyl-3-methylene-	Myrcene
36	Cyclohexene, 1-methyl-4-(1-methylethenyl)-	Dipentene
37	Cyclohexene, 1-methyl-4-(1-methylethenyl)-	Terpineolene
38	Acetic acid, hexyl ester	Hexyl Acetate
39	Benzene, 1-methoxy-4-methyl-	Para Cresyl Methyl Ether
40	1-Octen-3-ol, acetate	Amyl Vinyl Carbinyl Acetate
41	2-Oxabicyclo[2.2.2]octane, 1,3,3-trimethyl-	Eucalyptol
42	Butanoic acid, pentyl ester	Amyl Butyrate
43	Heptanoic acid, ethyl ester	Ethyl Oenanthate
44	Hexanoic acid, 2-propenyl ester	Allyl Caproate
45	3-Hexene, 1-(1-ethoxyethoxy)-, (Z)-	Leaf Acetal
46	2-Octynoic acid, methyl ester	Methyl Heptine Carbonate
47	Benzoic acid, ethyl ester	Ethyl Benzoate
48	1-Hexanol, 3,5,5-trimethyl-, acetate	Iso Nonyl Acetate
49	Heptanoic acid, 2-propenyl ester	Allyl Heptoate
50	Butanoic acid, 3-hexenyl ester, (Z)-	Cis 3 Hexenyl Butyrate
51	1,6-Octadien-3-ol, 3,7-dimethyl-, formate	Linalyl Formate
52	3-Octanol, 3,7-dimethyl-, acetate	Tetrahydro Linayl Acetate
53	7-Octen-2-ol, 2,6-dimethyl-, acetate	Dihydro Terpinyl Acetate
54	7-Octen-2-ol, 2-methyl-6-methylene-, acetate	Myrcenyl Acetate
55	2-Butenoic acid, 2-methyl-, 3-hexenyl ester, (E,Z)-	Cis-3-Hexenyl Tiglate
56	1,6-Octadien-3-ol, 3,7-dimethyl-, acetate	Linalyl Acetate
57	Benzene, 1-methoxy-4-(1-propenyl)-, (E)-	Anethol Usp
58	6-Octen-1-ol, 3,7-dimethyl-, formate	Citronellyl Formate
59	3-Cyclohexene-1-methanol, .alpha.,.alpha.,4-trimethyl-, acetate	Terpinyl Acetate
60	2,6-Octadien-1-ol, 3,7-dimethyl-, formate, (E)-	Geranyl Formate
61	Bicyclo[2.2.1]heptan-2-ol, 1,3,3-trimethyl-, acetate	Fenchyl Acetate

62	Bicyclo[2.2.1]heptan-2-ol, 1,7,7-trimethyl-, acetate, exo-	Iso Bornyl Acetate
63	2H-Pyran-2-one, tetrahydro-6-pentyl-	Delta Decalactone
64	6-Octen-1-ol, 3,7-dimethyl-, acetate	Citronellyl Acetate
65	2(3H)-Furanone, 5-hexyldihydro-	Gamma Decalactone
66	2,6-Octadien-1-ol, 3,7-dimethyl-, acetate, (E)-	Geranyl Acetate
67	2H-Pyran-2-one, tetrahydro-6-(3-pentenyl)-	Jasmolactone
68	Cyclohexanol, 5-methyl-2-(1-methylethyl)-, acetate, (1.alpha.,2.beta.,5.alpha.)-	Menthyl Acetate
69	2,6-Octadien-1-ol, 3,7-dimethyl-, acetate, (Z)-	Neryl Acetate
70	Benzeneethanol, .alpha.,.alpha.-dimethyl-, acetate	Dimethyl Benzyl Carbinyl Acetate
71	Propanoic acid, 2-methyl-, 1,3-dimethyl-3-butenyl ester	Iso Pentylate
72	Propanoic acid, 2-methyl-, 3-hexenyl ester, (Z)-	Verdural B Extra
73	2H-Pyran, tetrahydro-4-methyl-2-(2-methyl-1-propenyl)-	Methyl Iso Butenyl Tetrahydro Pyran
74	Hexanoic acid, 2-methylpropyl ester	Iso Butyl Caproate
75	Cyclohexane, 3-ethoxy-1,1,5-trimethyl-	Herbavert
76	Propanoic acid, 2,2-dimethyl-, hexyl ester	Hexyl Neo Pentanoate
77	Butanoic acid, 2-methyl-, hexyl ester	Hexyl-2-Methyl Butyrate
78	Cyclohexaneethanol, acetate	Cyclohexyl Ethyl Acetate
79	Propanoic acid, 2-methyl-, phenylmethyl ester	Benzyl Iso Butyrate
80	Propanoic acid, 2-methyl-, 4-methylphenyl ester	Para Cresyl Iso Butyrate
81	Carbonic acid, 4-cycloocten-1-yl methyl ester	Violiff
82	1,6-Octadien-3-ol, 3,7-dimethyl-, propanoate	Linalyl Propionate
83	Butanoic acid, phenylmethyl ester	Benzyl Butyrate
84	4,7-Methano-1H-inden-5-ol, octahydro-, acetate	Dihydro Cyclacet
85	Bicyclo[2.2.1]heptan-2-ol, 1,7,7-trimethyl-, propanoate, exo-	Iso Bornyl Propionate
86	2,6-Octadienenitrile, 3,7-dimethyl-	Geranyl Nitrile
87	Benzene, ethenyl-	Styrene
88	Benzene, methyl(1-methylethyl)-	Cymene Coeur
89	1,3,5-Undecatriene	Galbanolene Super
90	2-Cyclohexene-1-carboxylic acid, 2,6,6-trimethyl-, methyl ester	Methyl Cyclogeranate
91	Benzene, (2-bromoethenyl)-	Brom Styrol
92	Benzene, 1-methoxy-4-(2-propenyl)-	Methyl Chavicol
93	1,3-Dioxane, 2-butyl-4,4,6-trimethyl-	Herboxane
94	2-Nonynoic acid, methyl ester	Methyl Octine Carbonate
95	6-Octenenitrile, 3,7-dimethyl-	Baranyl Nitrile
96	1-Hexanol, 5-methyl-2-(1-methylethyl)-, acetate	Tetrahydro Lavandulyl Acetate
97	Cyclohexanemethanol, .alpha.,.3,3-trimethyl-, acetate	Rosamusk

98	2,6-Octadiene, 1,1-dimethoxy-3,7-dimethyl-	Citral Dimethyl Acetal
99	Cyclohexanol, 4-(1,1-dimethylethyl)-, acetate	Tertiary Butyl Cyclohexyl Acetate
100	Cyclohexanol, 5-methyl-2-(1-methylethenyl)-, acetate, [1R-(1.alpha.,2.beta.,5.alpha.)]-	Iso Pulegol Acetate
101	Benzene, [(3-methylbutoxy)methyl]-	Iso Amyl Benzyl Ether
102	2(3H)-Furanone, 5-hexyldihydro-5-methyl-	Lactojasmon
103	Benzoic acid, butyl ester	Butyl Benzoate
104	Bicyclo[3.2.1]octan-8-one, 1,5-dimethyl-, oxime	Buccoxime
105	Cyclohexanemethanol, .alpha.,3,3-trimethyl-, formate	Aphermate
106	Dodecanenitrile	Clonal
107	Cyclohexanepropanoic acid, 2-propenyl ester	Allyl Cyclohexane Propionate
108	1,4-Cyclohexanedicarboxylic acid, diethyl ester	Fructalate
109	2(3H)-Furanone, 5-heptyldihydro-	Undecalactone
110	Naphthalene, 2-methoxy-	Beta Naphthol Methyl Ether
111	2-Propen-1-ol, 3-phenyl-, acetate	Cinnamyl Acetate
112	Butanoic acid, 1,1-dimethyl-2-phenylethyl ester	Dimethyl Benzyl Carbinyl Butyrate
113	2H-Pyran-2-one, 6-heptyltetrahydro-	Dodecalactone
114	Oxiranecarboxylic acid, 3-methyl-3-phenyl-, ethyl ester	Ethyl Methyl Phenyl Glycidate
115	Oxiranecarboxylic acid, 3-phenyl-, ethyl ester	Ethyl Phenyl Glycidate
116	4,7-Methano-1H-inden-6-ol, 3a,4,5,6,7,7a-hexahydro-, propanoate	Frutene
117	2H-Pyran-4-ol, tetrahydro-3-pentyl-, acetate	Jasmal
118	Bicyclo[3.1.1]hept-2-ene-2-ethanol, 6,6-dimethyl-, acetate	Nopyl Acetate
119	Benzenepropanol, .alpha.,.alpha.-dimethyl-, acetate	Phenyl Ethyl Dimethyl Carbinyl Acetate
120	Propanoic acid, 2-methyl-, 3a,4,5,6,7,7a-hexahydro-4,7-methano-1H-	Cyclabute
121	Benzenemethanol, ar-methoxy-, acetate	Anisyl Acetate
122	Bicyclo[2.2.1]hept-5-ene-2-carboxylic acid, 3-(1-methylethyl)-,ethyl ester, (2-endo,3-exo)-	Herbanate Ci
123	Butanoic acid, 3-methyl-, 2-phenylethyl ester	Beta Phenyl Ethyl Isovalerate
124	Bicyclo[7.2.0]undec-4-ene, 4,11,11-trimethyl-8-methylene-, [1R-(1R*,4E,9S*)]-	Caryophyllene Extra
125	6-Octen-1-ol, 3,7-dimethyl-, propanoate	Citronellyl Propionate
126	Propanoic acid, decyl ester	N-Decyl Propionate
127	Cyclohexanol, 1-ethenyl-2-(1-methylpropyl)-, acetate	Dihydro Ambrate
128	2-Propenoic acid, 3-phenyl-, ethyl ester	Ethyl Cinnamate
129	Butanoic acid, 3,7-dimethyl-2,6-octadienyl ester, (E)-	Geranyl Butyrate

130	Cyclohexadieneethanol, 4-(1-methylethyl)-, formate	Iso Bergamate
131	Propanoic acid, 2-methyl-, 1-ethenyl-1,5-dimethyl-4-hexenyl ester	Linalyl Iso Butyrate
132	Propanoic acid, 2-methyl-, 2-phenylethyl ester	Phenyl Ethyl Iso Butyrate
133	2-Propenenitrile, 3-phenyl-	Cinnamalva
134	Benzene, [2-(1-propoxyethoxy)ethyl]-	Acetal R
135	1H-2-Benzopyran, 3,4,4a,5,8,8a(or 3,4,4a,7,8,8a)-hexahydro-3,3,6,7-	Bigarade Oxide
136	Cyclohexene, 4-(1,5-dimethyl-4-hexenylidene)-1-methyl-	Bisabolene
137	1H-3a,7-Methanoazulene, octahydro-6-methoxy-3,6,8,8-tetramethyl-, [3R-(3.alpha.,3a.beta.,6.alpha.,7.beta.,8a.alpha.)]-	Cedramber
138	2,6-Octadiene, 1,1-diethoxy-3,7-dimethyl-	Citrathal
139	Acetaldehyde, [(3,7-dimethyl-6-octenyl)oxy]-	Citronellyl Oxyacetaldehyde
140	Benzenepropanenitrile, .alpha.-ethenyl-.alpha.-methyl-	Citrowanil B
141	Cyclohexanol, 2-(1,1-dimethylpropyl)-, acetate	Coniferan
142	1,3-Nonanediol, monoacetate	Diasmol
143	Benzene, 1,1'-methylenebis-	Diphenyl Methane
144	Benzene, 1,1'-oxybis-	Diphenyl Oxide
145	1,6-Octadiene, 3-(1-ethoxyethoxy)-3,7-dimethyl-	Elinthal
146	5,8-Methano-2H-1-benzopyran-2-one, 6-ethylideneoctahydro-	Florex
147	Octanoic acid, 2-acetyl-, ethyl ester	Gelsone
148	Indeno[1,2-d]-1,3-dioxin, 4,4a,5,9b-tetrahydro-	Indoflor Crist.
149	Benzeneacetic acid, 2-methylpropyl ester	Iso Butyl Phenylacetate
150	2,6-Nonadienenitrile, 3,7-dimethyl-	Lemonile
151	Undecane, 1,1-dimethoxy-2-methyl-	Methyl Nonyl Acetaldehyde Dimethyl Aceta
152	Quinoline, 6-methyl-	Para Methyl Quinoline
153	Propanoic acid, 2-methyl-, 2-phenoxyethyl ester	Phenoxy Ethyl Iso Butyrate
154	Ethanol, 2-phenoxy-, propanoate	Phenoxy Ethyl Propionate
155	Benzenemethanol, .alpha.-(trichloromethyl)-, acetate	Trichloromethyl Phenyl Carbiny Acetate
156	Phenol, 2-methoxy-4-(methoxymethyl)-	Vaniwhite
157	Benzene, [2-(3-methylbutoxy)ethyl]-	Phenyl Ether Isamyl Ether (Aka Anther)
158	2-Cyclohexene-1-carboxylic acid, 2,3,6,6-tetramethyl-, ethyl ester	Givescone

Additional Perfume Delivery Technologies - The consumer products may comprise one or more perfume delivery technologies that stabilize and enhance the deposition and release of perfume ingredients from treated substrate. Such perfume delivery technologies can also be used to increase the longevity of perfume release from the treated substrate. Perfume delivery technologies, methods of making certain perfume delivery technologies and the uses of such perfume delivery technologies are disclosed in US 2007/0275866 A1.

In one aspect, the fluid fabric enhancer composition may comprise from about 0.001% to about 20%, or from about 0.01% to about 10%, or from about 0.05% to about 5%, or even from about 0.1% to about 0.5% by weight of the perfume delivery technology. In one aspect, said perfume delivery technologies may be selected from the group consisting of: perfume microcapsules, pro-perfumes, polymer particles, functionalized silicones, polymer assisted delivery, molecule assisted delivery, fiber assisted delivery, amine assisted delivery, cyclodextrins, starch encapsulated accord, zeolite and inorganic carrier, and mixtures thereof:

In one aspect, said perfume delivery technology may comprise microcapsules formed by at least partially surrounding a benefit agent with a wall material. Said benefit agent may include materials selected from the group consisting of perfumes such as 3-(4-*t*-butylphenyl)-2-methylpropanal, 3-(4-*t*-butylphenyl)-propanal, 3-(4-isopropylphenyl)-2-methylpropanal, 3-(3,4-methylenedioxypheyl)-2-methylpropanal, and 2,6-dimethyl-5-heptenal, α -damascone, β -damascone, δ -damascone, β -damascenone, 6,7-dihydro-1,1,2,3,3-pentamethyl-4(5H)-indanone, methyl-7,3-dihydro-2H-1,5-benzodioxepine-3-one, 2-[2-(4-methyl-3-cyclohexenyl-1-yl)propyl]cyclopentan-2-one, 2-sec-butylcyclohexanone, and β -dihydro ionone, linalool, ethyllinalool, tetrahydrolinalool, and dihydromyrcenol; silicone oils, waxes such as polyethylene waxes; essential oils such as fish oils, jasmine, camphor, lavender; skin coolants such as menthol, methyl lactate; vitamins such as Vitamin A and E; sunscreens; glycerine; catalysts such as manganese catalysts or bleach catalysts; bleach particles such as perborates; silicon dioxide particles; antiperspirant actives; cationic polymers and mixtures thereof. Suitable benefit agents can be obtained from Givaudan Corp. of Mount Olive, New Jersey, USA, International Flavors & Fragrances Corp. of South Brunswick, New Jersey, USA, or Quest Corp. of Naarden, Netherlands. In one aspect, the microcapsule wall material may comprise: melamine, polyacrylamide, silicones, silica, polystyrene, polyurea, polyurethanes, polyacrylate based materials, polyacrylate esters based materials, gelatin, styrene malic anhydride, polyamides, aromatic alcohols, polyvinyl alcohol and mixtures thereof. In one aspect, said melamine wall material may comprise melamine crosslinked with formaldehyde, melamine-dimethoxyethanol

crosslinked with formaldehyde, and mixtures thereof. In one aspect, said polystyrene wall material may comprise polystyrene cross-linked with divinylbenzene. In one aspect, said polyurea wall material may comprise urea crosslinked with formaldehyde, urea crosslinked with glutaraldehyde, and mixtures thereof. In one aspect, said polyacrylate based wall materials may

5 comprise polyacrylate formed from methylmethacrylate/dimethylaminomethyl methacrylate, polyacrylate formed from amine acrylate and/or methacrylate and strong acid, polyacrylate formed from carboxylic acid acrylate and/or methacrylate monomer and strong base, polyacrylate formed from an amine acrylate and/or methacrylate monomer and a carboxylic acid acrylate and/or carboxylic acid methacrylate monomer, and mixtures thereof.

10 In one aspect, said polyacrylate ester based wall materials may comprise polyacrylate esters formed by alkyl and/or glycidyl esters of acrylic acid and/or methacrylic acid, acrylic acid esters and/or methacrylic acid esters which carry hydroxyl and/or carboxy groups, and allylgluconamide, and mixtures thereof.

In one aspect, said aromatic alcohol based wall material may comprise aryloxyalkanols, arylalkanols and oligoalkanolarylethers. It may also comprise aromatic compounds with at least

15 one free hydroxyl-group, especially preferred at least two free hydroxy groups that are directly aromatically coupled, wherein it is especially preferred if at least two free hydroxy-groups are coupled directly to an aromatic ring, and more especially preferred, positioned relative to each other in meta position. It is preferred that the aromatic alcohols are selected from phenols, cresoles

20 (o-, m-, and p-cresol), naphthols (alpha and beta -naphthol) and thymol, as well as ethylphenols, propylphenols, fluorphenols and methoxyphenols.

In one aspect, said polyurea based wall material may comprise a polyisocyanate. In some embodiments, the polyisocyanate is an aromatic polyisocyanate containing a phenyl, a toluoyl, a xylyl, a naphthyl or a diphenyl moiety (e.g., a polyisocyanurate of toluene diisocyanate, a

25 trimethylol propane-adduct of toluene diisocyanate or a trimethylol propane-adduct of xylylene diisocyanate), an aliphatic polyisocyanate (e.g., a trimer of hexamethylene diisocyanate, a trimer of isophorone diisocyanate and a biuret of hexamethylene diisocyanate), or a mixture thereof (e.g., a mixture of a biuret of hexamethylene diisocyanate and a trimethylol propane-adduct of xylylene diisocyanate). In still other embodiments, the polyisocyanate may be cross-linked, the cross-linking

30 agent being a polyamine (e.g., diethylenetriamine, bis(3-aminopropyl)amine, bis(hexamethylene)triamine, tris(2-aminoethyl)amine, triethylenetetramine, N,N'-bis(3-aminopropyl)-1,3-propanediamine, tetraethylenepentamine, pentaethylenehexamine, branched

polyethylenimine, chitosan, nisin, gelatin, 1,3-diaminoguanidine monohydrochloride, 1,1-dimethylbiguanide hydrochloride, or guanidine carbonate).

In one aspect, said polyvinyl alcohol based wall material may comprise a crosslinked, hydrophobically modified polyvinyl alcohol, which comprises a crosslinking agent comprising i)
5 a first dextran aldehyde having a molecular weight of from 2,000 to 50,000 Da; and ii) a second dextran aldehyde having a molecular weight of from greater than 50,000 to 2,000,000 Da.

In one aspect, the perfume microcapsule may be coated with a deposition aid, a cationic polymer, a non-ionic polymer, an anionic polymer, or mixtures thereof. Suitable polymers may be selected from the group consisting of: polyvinylformaldehyde, partially hydroxylated
10 polyvinylformaldehyde, polyvinylamine, polyethyleneimine, ethoxylated polyethyleneimine, polyvinylalcohol, polyacrylates, and combinations thereof. Suitable deposition aids are described above and in the section titled "Deposition Aid". In one aspect, the microcapsule may be a perfume microcapsule. In one aspect, one or more types of microcapsules, for examples two microcapsules types, wherein one of the first or second microcapsules (a) has a wall made of a
15 different wall material than the other; (b) has a wall that includes a different amount of wall material or monomer than the other; or (c) contains a different amount perfume oil ingredient than the other.; or (d) contains a different perfume oil, may be used.

In one aspect, said perfume delivery technology may comprise an amine compound (ARP) or a thio compound. One may also use "reactive" polymeric amines and or
20 polymeric thios in which the amine and/or thio functionality is pre-reacted with one or more PRMs to form a compound. Typically the reactive amines are primary and/or secondary amines, and may be part of a polymer or a monomer (non-polymer). Such ARPs may also be mixed with additional PRMs to provide benefits of polymer-assisted delivery and/or amine-assisted delivery. Nonlimiting examples of polymeric amines include polymers based on polyalkylimines, such as
25 polyethyleneimine (PEI), or polyvinylamine (PVAm). Nonlimiting examples of monomeric (non-polymeric) amines include hydroxyl amines, such as 2-aminoethanol and its alkyl substituted derivatives, and aromatic amines such as anthranilates. The ARPs may be premixed with perfume or added separately in leave-on or rinse-off applications. In another aspect, a material that contains a heteroatom other than nitrogen and/or sulfur, for example oxygen,
30 phosphorus or selenium, may be used as an alternative to amine compounds. In yet another aspect, the aforementioned alternative compounds can be used in combination with amine compounds. In yet another aspect, a single molecule may comprise an amine moiety and one or

more of the alternative heteroatom moieties, for example, thiols, phosphines and selenols. The benefit may include improved delivery of perfume as well as controlled perfume release.

Dye Transfer Inhibiting Agents

Fabric cleaning compositions may also include one or more materials effective for
 5 inhibiting the transfer of dyes from one fabric to another during the cleaning process. Generally, such dye transfer inhibiting agents may include polyvinyl pyrrolidone polymers, polyamine N-oxide polymers, copolymers of N-vinylpyrrolidone and N-vinylimidazole, manganese phthalocyanine, peroxidases, and mixtures thereof. If used, these agents may be used at a concentration of about 0.0001% to about 10%, by weight of the composition, in some examples,
 10 from about 0.01% to about 5%, by weight of the composition, and in other examples, from about 0.05% to about 2% by weight of the composition.

Chelating Agents

The detergent compositions described herein may also contain one or more metal ion chelating agents. Suitable molecules include copper, iron and/or manganese chelating agents and
 15 mixtures thereof. Such chelating agents can be selected from the group consisting of phosphonates, amino carboxylates, amino phosphonates, succinates, polyfunctionally-substituted aromatic chelating agents, 2-pyridinol-N-oxide compounds, hydroxamic acids, carboxymethyl inulins and mixtures thereof. Chelating agents can be present in the acid or salt form including alkali metal, ammonium, and substituted ammonium salts thereof, and mixtures thereof.

20 Aminocarboxylates useful as chelating agents include, but are not limited to ethylenediaminetetracetates (EDTA); N-(hydroxyethyl)ethylenediaminetriacetates (HEDTA); nitrilotriacetates (NTA); ethylenediamine tetrapropionates; triethylenetetraaminehexacetates, diethylenetriamine-pentaacetates (DTPA); methylglycinediacetic acid (MGDA); Glutamic acid diacetic acid (GLDA); ethanoldiglycines; triethylenetetraaminehexaacetic acid (TTHA); N-
 25 hydroxyethyliminodiacetic acid (HEIDA); dihydroxyethylglycine (DHEG); ethylenediaminetetrapropionic acid (EDTP) and derivatives thereof.

Phosphorus containing chelants include, but are not limited to diethylene triamine penta (methylene phosphonic acid) (DTPMP CAS 15827-60-8); ethylene diamine tetra(methylene phosphonic acid) (EDTMP CAS 1429-50-1); 2-Phosphonobutane 1,2,4-tricarboxylic acid
 30 (Bayhibit® AM); hexamethylene diamine tetra(methylene phosphonic acid) (CAS 56744-47-9); hydroxy-ethane diphosphonic acid (HEDP CAS 2809-21-4); hydroxyethane dimethylene phosphonic acid; 2-phosphono- 1,2,4-Butanetricarboxylic acid (CAS 37971-36-1); 2-hydroxy-2-phosphono-Acetic acid (CAS 23783-26-8); Aminotri(methylenephosphonic acid) (ATMP CAS

6419-19-8); P,P'-(1,2-ethanediyl)bis-Phosphonic acid (CAS 6145-31-9); P,P'-methylenebis-Phosphonic acid (CAS 1984-15-2); Triethylenediaminetetra(methylene phosphonic acid) (CAS 28444-52-2); P-(1-hydroxy-1-methylethyl)-Phosphonic acid (CAS 4167-10-6); bis(hexamethylene triamine penta(methylenephosphonic acid)) (CAS 34690-00-1);

- 5 N2,N2,N6,N6-tetrakis(phosphonomethyl)-Lysine (CAS 194933-56-7, CAS 172780-03-9), salts thereof, and mixtures thereof. Preferably, these aminophosphonates do not contain alkyl or alkenyl groups with more than about 6 carbon atoms.

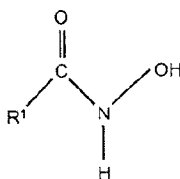
A biodegradable chelator that may also be used herein is ethylenediamine disuccinate ("EDDS"). In some examples, but of course not limited to this particular example, the [S,S]
10 isomer. In other examples, the trisodium salt of EDDA may be used, though other forms, such as magnesium salts, may also be useful. Polymeric chelants such as Trilon P® from BASF may also be useful.

Polyfunctionally-substituted aromatic chelating agents may also be used in the cleaning compositions. Compounds of this type in acid form are dihydroxydisulfobenzenes, such as 1,2-
15 dihydroxy-3,5-disulfobenzene, also known as Tiron™. Other sulphonated catechols may also be used. In addition to the disulfonic acid, the term "Tiron" may also include mono- or di-sulfonate salts of the acid, such as, for example, the disodium sulfonate salt, which shares the same core molecular structure with the disulfonic acid.

The detergent composition according to the present invention may comprise a substituted
20 or unsubstituted 2-pyridinol-N-oxide compound or a salt thereof, as a chelating agent. Included within the scope of this invention are tautomers of this compound, e.g., 1-Hydroxy-2(1H)-pyridinone, as chelating agents. In certain aspects, the detergent composition comprises a 2-pyridinol-N-oxide compound selected from the group consisting of: 2-hydroxypyridine-1-oxide; 3-pyridinecarboxylic acid, 2-hydroxy-, 1-oxide; 6-hydroxy-3-pyridinecarboxylic acid, 1-oxide; 2-
25 hydroxy-4-pyridinecarboxylic acid, 1-oxide; 2-pyridinecarboxylic acid, 6-hydroxy-, 1-oxide; 6-hydroxy-3-pyridinesulfonic acid, 1-oxide; and mixtures thereof. In certain aspects, the detergent composition comprises a 1-Hydroxy-2(1H)-pyridinone compound selected from the group consisting of: 1-Hydroxy-2(1H)-pyridinone (CAS 822-89-9); 1,6-dihydro-1-hydroxy-6-oxo-3-Pyridinecarboxylic acid (CAS 677763-18-7); 1,2-dihydro-1-hydroxy-2-oxo-4-Pyridinecarboxylic
30 acid (CAS 119736-22-0); 1,6-dihydro-1-hydroxy-6-oxo-2-Pyridinecarboxylic acid (CAS 94781-89-2); 1-hydroxy-4-methyl-6-(2,4,4-trimethylpentyl)-2(1H)-Pyridinone (CAS 50650-76-5); 6-(cyclohexylmethyl)-1-hydroxy-4-methyl-2(1H)-Pyridinone (CAS 29342-10-7); 1-hydroxy-4,6-dimethyl-2(1H)-Pyridinone (CAS 29342-02-7); 1-Hydroxy-4-methyl-6-(2,4,4-trimethylpentyl)-

2-pyridone monoethanolamine (CAS 68890-66-4); 1-hydroxy-6-(octyloxy)-2(1H)-Pyridinone (CAS 162912-64-3); 1-Hydroxy-4-methyl-6-cyclohexyl-2-pyridinone ethanolamine salt (CAS 41621-49-2); 1-Hydroxy-4-methyl-6-cyclohexyl-2-pyridinone (CAS 29342-05-0); 6-ethoxy-1,2-dihydro-1-hydroxy-2-oxo-4-Pyridinecarboxylic acid, methyl ester (CAS 36979-78-9); 1-hydroxy-5-nitro-2(1H)-Pyridinone (CAS 45939-70-6); and mixtures thereof. These compounds are commercially available from, for example, Sigma-Aldrich (St. Louis, MO), Princeton Building Blocks (Monmouth Junction, NJ), 3B Scientific Corporation (Libertyville, IL), SynFine Research (Richmond Hill, ON), Ryan Scientific, Inc. (Mt. Pleasant, SC), and/or Aces Pharma (Branford, CT).

Hydroxamic acids are a class of chemical compounds in which a hydroxylamine is inserted into a carboxylic acid and be used as chelating agents. The general structure of a hydroxamic acid is the following:



The preferred hydroxamates are those where R¹ is C₄ to C₁₄ alkyl, preferably normal alkyl, most preferably saturated, salts thereof and mixtures thereof. When the C₈ material is used, it called octyl hydroxamic acid.

Other suitable chelating agents for use herein are the commercial DEQUEST™ series, and chelants from Monsanto, Akzo-Nobel, DuPont, Dow, the Trilon® series from BASF and Nalco.

The chelant may be present in the detergent compositions disclosed herein at from about 0.005% to about 15% by weight, about 0.01% to about 5% by weight, about 0.1% to about 3.0% by weight, or from about 0.2% to about 0.7% by weight, or from about 0.3% to about 0.6% by weight of the detergent compositions disclosed herein.

Hygiene and malodour

The compositions of the present invention may also comprise one or more of zinc ricinoleate, thymol, quaternary ammonium salts such as Bardac®, polyethylenimines (such as Lupasol® from BASF) and zinc complexes thereof, silver and silver compounds, especially those designed to slowly release Ag⁺ or nano-silver dispersions.

Fillers and Carriers

Fillers and carriers may be used in the cleaning compositions described herein. As used herein, the terms “filler” and “carrier” have the same meaning and can be used interchangeably.

Liquid cleaning compositions and other forms of cleaning compositions that include a liquid component (such as liquid-containing unit dose cleaning compositions) may contain water and other solvents as fillers or carriers. Suitable solvents also include lipophilic fluids, including siloxanes, other silicones, hydrocarbons, glycol ethers, glycerine derivatives such as glycerine
5 ethers, perfluorinated amines, perfluorinated and hydrofluoroether solvents, low-volatility nonfluorinated organic solvents, diol solvents, and mixtures thereof.

Low molecular weight primary or secondary alcohols exemplified by methanol, ethanol, propanol, and isopropanol are suitable. Monohydric alcohols may be used in some examples for solubilizing surfactants, and polyols such as those containing from 2 to about 6 carbon atoms and
10 from 2 to about 6 hydroxy groups (e.g., 1,3-propanediol, ethylene glycol, glycerine, and 1,2-propanediol) may also be used. Amine-containing solvents, such as monoethanolamine, diethanolamine and triethanolamine, may also be used.

The cleaning compositions may contain from about 5% to about 90%, and in some examples, from about 10% to about 50%, by weight of the composition, of such carriers. For
15 compact or super-compact heavy duty liquid or other forms of cleaning compositions, the use of water may be lower than about 40% by weight of the composition, or lower than about 20%, or lower than about 5%, or less than about 4% free water, or less than about 3% free water, or less than about 2% free water, or substantially free of free water (i.e., anhydrous).

For powder or bar cleaning compositions, or forms that include a solid or powder
20 component (such as powder-containing unit dose cleaning composition), suitable fillers may include, but are not limited to, sodium sulfate, sodium chloride, clay, or other inert solid ingredients. Fillers may also include biomass or decolorized biomass. Fillers in granular, bar, or other solid cleaning compositions may comprise less than about 80% by weight of the cleaning composition, and in some examples, less than about 50% by weight of the cleaning composition.
25 Compact or supercompact powder or solid cleaning compositions may comprise less than about 40% filler by weight of the cleaning composition, or less than about 20%, or less than about 10%.

For either compacted or supercompacted liquid or powder cleaning compositions, or other forms, the level of liquid or solid filler in the product may be reduced, such that either the same amount of active chemistry is delivered to the wash liquor as compared to noncompacted
30 cleaning compositions, or in some examples, the cleaning composition is more efficient such that less active chemistry is delivered to the wash liquor as compared to noncompacted compositions. For example, the wash liquor may be formed by contacting the cleaning composition to water in such an amount so that the concentration of cleaning composition in the wash liquor is from

above 0g/l to 6g/l. In some examples, the concentration may be from about 0.5g/l to about 5g/l, or to about 3.0g/l, or to about 2.5g/l, or to about 2.0g/l, or to about 1.5g/l, or from about 0g/l to about 1.0g/l, or from about 0g/l to about 0.5g/l. These dosages are not intended to be limiting, and other dosages may be used that will be apparent to those of ordinary skill in the art.

5 Buffer System

The cleaning compositions described herein may be formulated such that, during use in aqueous cleaning operations, the wash water will have a pH of between about 7.0 and about 12, and in some examples, between about 7.0 and about 11. Techniques for controlling pH at recommended usage levels include the use of buffers, alkalis, or acids, and are well known to
10 those skilled in the art. These include, but are not limited to, the use of sodium carbonate, citric acid or sodium citrate, lactic acid or lactate, monoethanol amine or other amines, boric acid or borates, and other pH-adjusting compounds well known in the art.

The cleaning compositions herein may comprise dynamic in-wash pH profiles. Such cleaning compositions may use wax-covered citric acid particles in conjunction with other pH
15 control agents such that (i) about 3 minutes after contact with water, the pH of the wash liquor is greater than 10; (ii) about 10 minutes after contact with water, the pH of the wash liquor is less than 9.5; (iii) about 20 minutes after contact with water, the pH of the wash liquor is less than 9.0; and (iv) optionally, wherein, the equilibrium pH of the wash liquor is in the range of from about 7.0 to about 8.5.

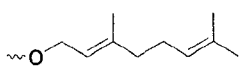
20 UV Absorbers – in certain consumer product embodiments of the present invention, the photo-responsive encapsulates of the present invention may be stabilized against premature release by exposure to light of a sufficient wavelength during storage by incorporation of a suitable UV-absorbing ingredients into the composition. Any suitable UV-absorbing composition may be employed, but particularly preferred are those which do not impart an
25 unpleasant color or odor to the composition, and which do not adversely affect the rheology of the product. Non-limiting examples of UV-absorbing ingredients include avobenzene, cinoxate, ecamsule, menthyl anthranilate, octyl methoxycinnamate, octyl salicylate, oxybenzone, sulisobenzene, and combinations thereof. Applicants have surprisingly found that the use of such UV-absorbing ingredients do not compromise the light-activated performance of
30 encapsulates of the present invention. Without wishing to be bound by theory, it is believed that in many consumer product applications, e.g., cleaning compositions including laundry detergents, shampoos and body washes, the UV absorbing ingredient is washed down the drain while the encapsulates of the present invention are retained in an efficacious amount on the

surface of interest where they are available to release their contents on subsequent exposure to light of a sufficient wavelength. In other cleaning compositions or leave-on consumer products, e.g., floor cleaning compositions, drapery and upholstery refreshers, body lotions, and hair styling products, it is believed that the UV-absorbing ingredients dry down to a thin film after application, allowing the encapsulates of the present invention to sit atop or extend above the film. This allows and efficacious amount of light of the desired wavelength to reach the encapsulates and effect the release of the benefit agents.

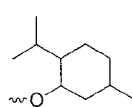
EXAMPLES

While particular embodiments of the present invention have been illustrated and described, it would be obvious to those skilled in the art that various other changes and modifications can be made without departing from the scope of the invention. It is therefore intended to cover in the appended claims all such changes and modifications that are within the scope of this invention.

Example 1

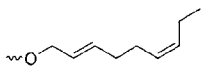
An amino methoxy functional polydimethylsiloxane, OFX-0536 Fluid (100 g; available from Xiameter from Dow Corning Corporation, Midland, MI), is combined with an alcohol, geraniol (40.58 g; available from Sigma-Aldrich, St. Louis, MO), and sodium methoxide (2.03 g at 25% in methanol; available from Sigma-Aldrich, St. Louis, MO). The mixture is heated at 125°C for 16 hrs with argon sweep and stirring. The alkoxy compound is centrifuged, decanted as a clear liquid and analyzed via proton NMR. The X-Z moiety is .

Example 2

An amino methoxy functional polydimethylsiloxane, OFX-0536 Fluid (30 g; available from Xiameter from Dow Corning Corporation, Midland, MI), is combined with an alcohol, menthol (12.33 g; available from Symrise, Holzminden, Germany), and sodium methoxide (1.00 g at 25% in methanol; available from Sigma-Aldrich, St. Louis, MO). The mixture is heated at 125°C for 72 hrs with argon sweep and stirring. The alkoxy compound is centrifuged, decanted as a clear liquid and analyzed via proton NMR. The X-Z moiety is .

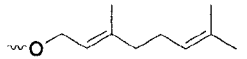
Example 3

- An amino methoxy functional polydimethylsiloxane, OFX-0536 Fluid (50 g; available from Xiameter from Dow Corning Corporation, Midland, MI), is combined with an alcohol, (E,Z)-2,6-nonadien-1-ol (18.45 g; available from Bedoukian Research, Inc, Danbury, Connecticut), and sodium methoxide (1.00 g at 25% in methanol; available from Sigma-Aldrich, St. Louis, MO). The mixture is heated at 125°C for 16 hrs with argon sweep and stirring. The alkoxy compound is centrifuged, decanted as a clear liquid and analyzed via proton NMR. The X-Z moiety is



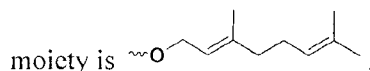
10 Example 4

- A methoxy functional silane, dimethoxydimethylsilane (170 g; available from Gelest, Morrisville, PA), is combined with an alcohol, geraniol (46.41 g; available from Sigma-Aldrich, St. Louis, MO), sodium methoxide (3.50 g at 25% in methanol; available from Sigma-Aldrich, St. Louis, MO) and water (45.49 g). The mixture is heated at 60°C for 2 hrs and then for 16 hrs at 125°C with argon sweep and stirring. The alkoxy compound is centrifuged, decanted as a clear liquid and analyzed via proton NMR. The X-Z moiety is



Example 5

- A methoxy functional silane, dimethoxydimethylsilane (150 g; available from Sigma-Aldrich, St. Louis, MO) and an amino methoxy functional silane, 3-aminopropyl(diethoxy)methylsilane (30.57 g; available from Sigma-Aldrich, St. Louis, MO), are combined with geraniol, an alcohol, (49.29 g; available from Sigma-Aldrich, St. Louis, MO), sodium methoxide (3.50 g at 25% in methanol; available from Sigma-Aldrich, St. Louis, MO) and water (44.92 g). The mixture is heated at 60°C for 2 hrs and then for 16 hrs at 125°C with argon sweep and stirring. The alkoxy compound is centrifuged, decanted as a clear liquid and analyzed via proton NMR. The X-Z



Example 6

An amino methoxy functional polydimethylsiloxane, OFX-0536 Fluid (20 g; available from

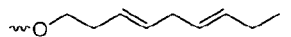
Xiameter from Dow Corning Corporation, Midland, MI), is combined with an alcohol, 3,6-

nonadien-1-ol (7.38 g; available from Bedoukian Research, Inc, Danbury, Connecticut), and

5 sodium methoxide (0.41 g at 25% in methanol; available from Sigma-Aldrich, St. Louis, MO).

The mixture is heated at 125 °C for 16 hrs with argon sweep and stirring. The alkoxy compound

is centrifuged, decanted as a clear liquid and analyzed via proton NMR. The X-Z moiety is



10 Example 7

An aminosilicone, KF-393 (3200 g; available from Shin-Etsu Silicones of America Inc., Akron, OH), is combined with a perfume accord comprising the materials in the table below (751.19 g):

Aphermate
Cashmeran
Iso Cyclo Citral
Ligustral Or Triplal
Ethyl 2 Methyl Pentanoate
Neobutenone Alpha
Delta Damascone

15 and p-toluenesulfonic acid monohydrate (4 g; available from Sigma-Aldrich, St. Louis, MO).

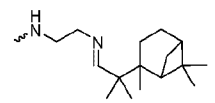
The mixture is heated at 125 °C for 4 hrs with argon sweep and stirring to yield a clear liquid imine which is analyzed via proton NMR. The X-Z moiety varies as follows:

Example 8

20 An aminosilicone, KF-393 (100 g; available from Shin-Etsu Silicones of America Inc., Akron, OH), is combined with an aldehyde, Pinyol Isobutyraldehyde, alpha (9.27 g; available from IFF,

New York, NY). The mixture is heated at 125 °C for 4 hrs with argon sweep and stirring to yield

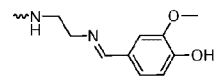
a clear liquid imine which is analyzed via proton NMR. The X-Z moiety is



Example 9

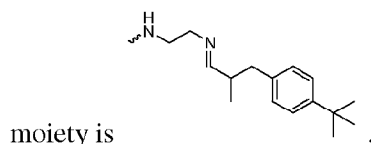
An aminosilicone, KF-393 (100 g; available from Shin-Etsu Silicones of America Inc., Akron, OH), is combined with an aldehyde, vanillin (19.56 g; available from Sigma-Aldrich, St. Louis, MO). The mixture is heated at 125 °C for 4 hrs with argon sweep and stirring to yield a clear

5 liquid imine which is analyzed via proton NMR. The X-Z moiety is



Example 10

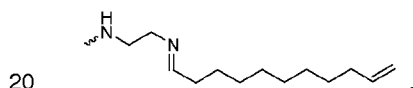
An aminosilicone, KF-393 (100 g; available from Shin-Etsu Silicones of America Inc., Akron, OH), is combined with an aldehyde, 2-(4-*tert*-Butylbenzyl)propionaldehyde (26.27 g; available
10 from Innospec LTD, Englewood, CO). The mixture is heated at 125 °C for 4 hrs with argon sweep and stirring to yield a clear liquid imine which is analyzed via proton NMR. The X-Z



moiety is

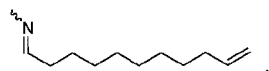
15 Example 11

An aminosilicone, KF-393 (100 g; available from Shin-Etsu Silicones of America Inc., Akron, OH), is combined with an aldehyde, Intreleven Aldehyde (21.63 g; available from Givaudan, Vernier, Switzerland). The mixture is heated at 125 °C for 4 hrs with argon sweep and stirring to yield a clear liquid imine which is analyzed via proton NMR. The X-Z moiety is



Example 12

An aminosilicone, X-22-3908A-Base (100 g; available from Shin-Etsu Silicones of America Inc., Akron, OH), is combined with an aldehyde, Intreleven Aldehyde (7.57 g; available from
25 Givaudan, Vernier, Switzerland). The mixture is heated at 125 °C for 4 hrs with argon sweep and stirring to yield a clear liquid imine which is analyzed via proton NMR. The X-Z moiety is



Example 13 - Non-limiting examples of product formulations containing a silicone compound are summarized in the following table.

	EXAMPLES									
(%wt)	A	B	C	D	E	F	G	H	I	J
FSA ^a	14	16.47	14	12	12	16.47	---	---	5	5
FSA ^b					---		3.00	---	---	---
FSA ^c					---		---	6.5	---	---
Ethanol	2.18	2.57	2.18	1.95	1.95	2.57	---	---	0.81	0.81
Isopropyl Alcohol	---	---	---	---	---	---	0.33	1.22	---	---
Starch ^d	1.25	1.47	2.00	1.25	---	2.30	0.5	0.70	0.71	0.42
Silicone compound according to Examples 1-12	0.6	0.75	0.6	0.75	0.37	0.60	0.37	0.6	0.37	0.37
Phase Stabilizing Polymer ^f	0.21	0.25	0.21	0.21	0.14	---	---	0.14	---	---
Suds Suppressor ^g	---	---	---	---	---	---	---	0.1	---	---
Calcium Chloride	0.15	0.176	0.15	0.15	0.30	0.176	---	0.1-0.15	---	---
DTPA ^h	0.017	0.017	0.017	0.017	0.007	0.007	0.20	---	0.002	0.002
Preservative (ppm) ^{i,j}	5	5	5	5	5	5	---	250 ^j	5	5
Antifoam ^k	0.015	0.018	0.015	0.015	0.015	0.015	---	---	0.015	0.015
Dye (ppm)	40	40	40	40	40	40	11	30-300	30	30
Ammonium Chloride	0.100	0.118	0.100	0.100	0.115	0.115	---	---	---	---

HCl	0.012	0.014	0.012	0.012	0.028	0.028	0.016	0.025	0.011	0.011
Structurant ^l	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Neat Perfume	0.8	0.7	0.9	0.5	1.2	0.5	1.1	0.6	1.0	0.9
Deionized Water	*	*	*	*	*	*	*	*	*	*

* Balance

^a N,N-di(tallowoxyethyl)-N,N-dimethylammonium chloride.

^b Methyl bis(tallow amidoethyl)2-hydroxyethyl ammonium methyl sulfate.

5 ^c Compound of Fatty acid with Methyl diethanolamine in a molar ratio 1.5:1, quaternized with Methylchloride, resulting in a 1:1 molar mixture of N,N-bis(stearoyl-oxy-ethyl) N,N-dimethyl ammonium chloride and N-(stearoyl-oxy-ethyl) N,-hydroxyethyl N,N dimethyl ammonium chloride.

^d Cationic high amylose maize starch available from National Starch under the trademark
10 CATO®.

^f Copolymer of ethylene oxide and terephthalate having the formula described in US 5,574,179 at col.15, lines 1-5, wherein each X is methyl, each n is 40, u is 4, each R1 is essentially 1,4-phenylene moieties, each R2 is essentially ethylene, 1,2-propylene moieties, or mixtures thereof.

^g SE39 from Wacker

15 ^h Diethylenetriaminepentaacetic acid.

ⁱ KATHON® CG available from Rohm and Haas Co. "PPM" is "parts per million."

^j Gluteraldehyde

^k Silicone antifoam agent available from Dow Corning Corp. under the trademark DC2310.

^l Hydrophobically-modified ethoxylated urethane available from Rohm and Haas under the
20 trademark Aculan 44.

EXAMPLE 14 - Silicone compounds in Dry Laundry Formulations

Component	%w/w granular laundry detergent composition						
	A	B	C	D	E	F	G
Brightener	0.1	0.1	0.1	0.2	0.1	0.2	0.1
Soap	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Ethylenediamine disuccinic acid	0.1	0.1	0.1	0.1	0.1	0.1	0.1

13625M-DW

85

Acrylate/maleate copolymer	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Hydroxyethane di(methylene phosphonic acid)	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Mono-C ₁₂₋₁₄ alkyl, di-methyl, mono-hydroxyethyl quaternary ammonium chloride	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Linear alkyl benzene	0.1	0.1	0.2	0.1	0.1	0.2	0.1
Linear alkyl benzene sulphonate	10.3	10.1	19.9	14.7	10.3	17	10.5
Magnesium sulphate	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Sodium carbonate	19.5	19.2	10.1	18.5	29.9	10.1	16.8
Sodium sulphate	29.6	29.8	38.8	15.1	24.4	19.7	19.1
Sodium Chloride	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Zeolite	9.6	9.4	8.1	18	10	13.2	17.3
Photobleach particle	0.1	0.1	0.2	0.1	0.2	0.1	0.2
Blue and red carbonate speckles	1.8	1.8	1.8	1.8	1.8	1.8	1.8
Ethoxylated Alcohol AE7	1	1	1	1	1	1	1
Tetraacetyl ethylene diamine agglomerate (92wt% active)	0.9	0.9	0.9	0.9	0.9	0.9	0.9
Citric acid	1.4	1.4	1.4	1.4	1.4	1.4	1.4
PDMS/clay agglomerates (9.5% wt% active PDMS)	10.5	10.3	5	15	5.1	7.3	10.2
Polyethylene oxide	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Enzymes e.g. Protease (84mg/g active), Amylase (22mg/g active)	0.2	0.3	0.2	0.1	0.2	0.1	0.2
Suds suppressor agglomerate (12.4 wt% active)	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Sodium percarbonate (having from 12% to 15% active AvOx)	7.2	7.1	4.9	5.4	6.9	19.3	13.1
Perfume oil	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Solid perfume particles	0.4	0	0.4	0.4	0.4	0.4	0.6
Silicone compound according to Examples 1-12	1.3	2.4	1	1.3	1.3	1.3	0.7
Water	1.4	1.4	1.4	1.4	1.4	1.4	1.4
Misc.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Parts	100	100	100	100	100	100	100

EXAMPLE 15 - Liquid Laundry Formulations (HDLs) Comprising Silicone Compounds

[illegible]

Example 16

Examples of free flowing particle products that comprise silicone compound according to the present invention and/or microcapsule. The table below also exemplifies combinations which comprise also perfume free and in microcapsules or combinations of these with aforementioned combinations with malodor reduction materials and/or compositions. The table also exemplifies compositions having only malodor reduction materials and/or compositions free, in microcapsules and combinations thereof that have little to no fragrance to provide a product that is essentially 'fragrance free'

COMPOSITION	1	2	3	4
Component	% Wt Active	% Wt Active	% Wt Active	% Wt Active
Polyethylene glycol	70 - 99	0-20	0 - 29	0-40
Clay	0 - 29	0-20	0 - 20	0-10
NaCl	0 - 29	50-99	0 - 29	0-40
Na ₂ SO ₄	0 - 10	0-10	0-10	0-5
Urea	0 - 29	0 - 29	0-99	0-40
Polysaccharide	0 - 29	0 - 29	0 - 29	0-5
Zeolite	0 - 29	0 - 29	0 - 29	0-5
Plasticizers/ Solvents				
Starch/ Zeolite	0 - 29	0-29	0-29	0-5
Silica	0 - 5	0 - 5	0 - 5	0 - 5
Metal oxide	0-29	0-29	0-29	0-29
Metal catalyst	0.001 - 0.5	0.001 - 0.5	0.001 - 0.5	0.001 - 0.5
Opacifier	0 - 5	0 - 5	0 - 1	0-1
Water	0-2	0-2	0-5	0-5
Free Perfume	0 - 5	0 - 5	0 - 5	0 - 5
Total Silicone compound according to Examples 1-12 and optional microcapsules	0.001 - 10	0.001 - 4.5	0.001 - 3	0.001 - 7.5

10

COMPOSITION	5	6	7	8
Component	% Wt Active	% Wt Active	% Wt Active	% Wt Active
Polyethylene glycol	70 - 99	0-20	0 - 29	0-40
Clay	0 - 29	0-20	0 - 20	0-10
NaCl	0 - 29	50-99	0 - 29	0-40
Na ₂ SO ₄	0 - 10	0-10	0-10	0-5
Urea	0 - 29	0 - 29	0-99	0-40
Polysaccharide	0 - 29	0 - 29	0 - 29	0-5
Zeolite	0 - 29	0 - 29	0 - 29	0-5

Plasticizers/ Solvents				
Starch/ Zeolite	0 - 29	0-29	0-29	0-5
Silica	0 - 5	0 - 5	0 - 5	0 - 5
Metal oxide	0-29	0-29	0-29	0-29
Metal catalyst	0.001 - 0.5	0.001 - 0.5	0.001 - 0.5	0.001 - 0.5
Opacifier	0 - 5	0 - 5	0 - 1	0-1
Water	0-2	0-2	0-5	0-5
Total Silicone compound according to Examples 1-12 and optional microcapsules	0.001 - 10	0.001 - 4.5	0.001 - 3	0.001 - 7.5

- (1) PEG
- (2) Clay
- (3) Urea
- 5 (4) Polysaccharide, mostly starches, unmodified starches, starch derivatives, acid-modified starch and kappa carrageenan
- (5) Zeolite
- (6) Starch/ Zeolite – SEA
- (7) Metal oxides – non-limiting examples - TiO₂, ZnO, MnO
- 10 (8) Metal catalysts
- (9) Opacifier

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

The citation of any document is not to be construed as an admission that it is prior art
20 with respect to the present invention. To the extent that any meaning or definition of a term in this document conflicts with any meaning or definition of the same term in a document referenced herein, the meaning or definition assigned to that term in this document shall govern.

While particular embodiments of the present invention have been illustrated and
described, it would be obvious to those skilled in the art that various other changes and
25 modifications can be made without departing from the spirit and scope of the invention. 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 consumer product comprising a fabric softener active and 0.001% to 10% of a silicone compound, wherein the silicone compound comprises a silicone moiety and a benefit agent moiety, said silicone compound has the formula:



wherein:

- a) j is an integer from 1 to 40;
- b) m is an integer from 1 to 1500;
- c) l is an integer from 0 to 150;
with the proviso j+m+l equals an integer greater than 1
and at least one of the moieties R₁ through R₆ = X-Z;
- d) R₆ is methyl; each of R₁, R₂, R₃, R₄, and R₅ moiety is independently selected from the group consisting of H, OH, C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₆-C₃₂ aryl, C₅-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, C₆-C₃₂ substituted alkylaryl, C₁-C₃₂ alkoxy, C₁-C₃₂ substituted alkoxy and X-Z, where;
 - (i) each X is oxygen;
 - (ii) each Z is selected independently from the group consisting of: R₉; and
each R₉ is independently selected from the group consisting of C₁-C₃₂ alkyl, C₁-C₃₂ substituted alkyl, C₆-C₃₂ aryl, C₅-C₃₂ substituted aryl, C₆-C₃₂ alkylaryl, and C₅-C₃₂ substituted alkylaryl;

wherein said benefit agent moiety is a fragment of a benefit agent selected from the group consisting of a silicones, perfume raw materials, deodorants, odor counteractants, malodors, essential oils, ethers, esters, ketones, alcohols, glycols, silicone hydrocarbons, cyclic hydrocarbons, aldehydes, terpenes, insecticides, insect repellants, pesticides, antimicrobial agents, fungicides, herbicides and mixtures thereof.

2. The product according to claim 1, wherein each R₁₋₅ is independently selected from the group consisting of OH, C₁-C₂ alkyl, C₁-C₂ substituted alkyl, C₁-C₂ alkoxy, C₁-C₂ substituted alkoxy and X-Z
3. The product according to claim 1 or 2, wherein l is an integer from 1 to 150.
4. The product according to claim 1 or 2, wherein l is an integer from 0 to 50.
5. The product according to claim 1 or 2, wherein l is an integer from 0 to 20.
6. The product according to any one of claims 1 to 5, wherein m is an integer from 20 to 1000.
7. The product according to any one of claims 1 to 5, wherein m is an integer from 20 to 400.
8. The product according to any one of claims 1 to 7, wherein R₉ comprises a primary, secondary or tertiary carbon that is covalently bound to X.
9. The product according to any one of claims 1 to 7, wherein R₉ comprises a primary or secondary carbon that is covalently bound to X.
10. The product according to any one of claims 1 to 7, wherein R₉ comprises a primary carbon that is covalently bound to X.
11. The product according to any one of claims 1 to 10, wherein said benefit agent moiety is a fragment of a benefit agent that comprises a moiety selected from the group consisting of a vinyl ether, ketone, hydroxyl, aldehyde, thiol, carboxyl, silanol, alkoxy, acetoxy and mixtures thereof.
12. The product according to any one of claims 1 to 10, wherein said benefit agent moiety is a fragment of a benefit agent that comprises a moiety selected from the group consisting of a ketone, hydroxyl, aldehyde, thiol, alkoxy, and mixtures thereof.

13. The product according to any one of claims 1 to 12, wherein said benefit agent moiety is a fragment of a benefit agent that comprises a moiety selected from the group consisting of a ketone, hydroxyl, aldehyde and mixtures thereof.
14. The product according to any one of claims 1 to 13, wherein said benefit agent moiety is a fragment of a benefit agent that is selected from the group consisting of Geraniol, menthol, (E,Z)-2,6-nonadien-1-ol, 3,6-nonadien-1-ol, 2,2-dimethyl-3-(3-methylphenyl)propan-1-ol, 2-methyl-3-[(1,7,7-trimethylbicyclo[2.2.1]hept-2-yl)oxy]propan-1-ol, 2-methyl-4-[(1R)-2,2,3-trimethyl-3-cyclopenten-1-yl]-(2E)-buten-1-ol, ethyl trimethylcyclopentene butenol, 1-(4-propan-2-ylcyclohexyl)ethanol, 1-(2,2,6-trimethylcyclohexyl)hexan-3-ol, (Z)-3-methyl-5-(2,2,3-trimethyl-1-cyclopent-3-enyl)pent-4-en-2-ol, undecavertol, methyl dihydrojasmonate, (E,Z)-2,6-nonadien-1-al, cashmeran, iso cyclo citral, triplal, neobutenone alpha, delta damascone, alpha-pinyol isobutyraldehyde, vanillin, lillial, intrelevan aldehyde, hexyl cinnamic aldehyde, adoxal, dupical, lyral, 2-tridecenal, methyl-nonyl-acetaldehyde, 4-tert-butylbenzaldehyde, dihydrocitronellal, citral, citronellal, 2,4,6-trimethoxybenzaldehyde, cuminic aldehyde, 2-methyloctanal, para tolyl acetaldehyde, o-anisaldehyde, anisic aldehyde, hexyl aldehyde, 2-methylpenanal, benzaldehyde, trans-2-hexenal, nonyl aldehyde, lauric aldehyde, beta ionone, koavone, tabanone coeur, zingerone, L-carvone, ionone gamma methyl, nectaryl, trimofix O, farnesol, (E)-2-ethyl-4-(2,2,3-trimethyl-1-cyclopent-3-enyl)but-2-en-1-ol, nerol, ethyl vanillin, 4-(5,5,6-Trimethylbicyclo[2.2.1]hept-2-yl)cyclohexan-1-ol, octalynol 967544, (E)-3,3-dimethyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-4-penten-2-ol, 3-methyl-4-phenylbutan-2-ol, eugenol, propenyl guaethol, 2-ethoxy-4-methylphenol, cyclopentol HC 937165, 3,7,11-Trimethyl-1,6,10-dodecatrien-3-ol, cedrol crude, cis-3,7-dimethyl-1,6-nonadien-3-ol, trans-3,7-dimethyl-1,6-nonadien-3-ol, 1-methyl-3-(2-methylpropyl)cyclohexanol, 3,7-dimethyl-1,6-octadiene-3-ol, 2-(4-methyl-1-cyclohex-3-enyl)propan-2-ol, cyclohexanepropanol, 2,2-dimethyl-, 3,7-dimethyl-1-octen-7-ol, Methyl ionone, isojasmonone B 11, alpha-damascone, beta-damascone, fleuramone, 3-ethoxy-4-hydroxybenzaldehyde, formyltricyclodecan, 6-methoxy dicyclopentadiene carboxaldehyde, undecylenic aldehyde, 4-hydroxy-3-methoxybenzaldehyde, 8-undecenal, 9-undecenal, 10-undecenal, trans-4-decenal, 4-dodecenal, 4-(octahydro-4,7-methano-5H-inden-5-yliden)butanal, 3-cyclohexene-1-propanal, beta,4-dimethyl-, mandarine aldehyde, 10% CITR 965765, 4,8-dimethyl-4,9-decadienal and mixtures thereof.

15. The product according to any one of claims 1 to 13, wherein said benefit agent moiety is a fragment of a benefit agent that is selected from the group consisting of 2-Buten-1-one, 1-(2,6,6-trimethyl-3-cyclohexen-1-yl)-; (1-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-2-cyclohexen-1-yl)-, (E)-; (1-(2,6,6-Trimethyl-1-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-1-cyclohexen-1-yl)-, (E)-; 2-Buten-1-one, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-; 1,1,2,3,3-pentamethyl-2,5,6,7-tetrahydroinden-4-one; 1-(5,5-dimethyl-1-cyclohexenyl)pent-4-en-1-one; 3-Cyclohexene-1-carboxaldehyde, dimethyl-; 3-Cyclohexene-1-carboxaldehyde, 2,4,6-trimethyl-; Cyclohexanemethanol, .alpha.,3,3-trimethyl-, formate; Ethyl 2 Methyl Pentanoate; 2-(2-(4-Methyl-3-cyclohexen-1-yl)propyl)cyclo-pentanone; 2-Hexyl-2-cyclopenten-1-one; Methyl 2,6,10-Trimethyl-2,5,9-cyclododecatrien-1-yl ketone; α -Isomethyl ionone; 5-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-3-methyl-3-buten-2-one; 2-Heptylcyclopentanone; 3-(Hydroxymethyl)nonan-2-one; 3,7,11-Trimethyl-2,6,10-dodecatrien-12-ol; 2,6,10-Dodecatrien-1-ol, 3,7,11-trimethyl-; Farnesol; Trimethyl-2,6,10-dodecatriene-1-ol; (2E,6E)-3,7,11-Trimethyl-2,6,10-dodecatrien-1-ol; α -Farnesol; (E)-alpha-Farnesol; (1-Methyl-2-(1,2,2-trimethylbicyclo[3.1.0]hex-3-ylmethyl)cyclopropyl)methanol; 2-Methyl-3-((1,7,7-trimethylbicyclo{2.2.1}hept-2-yl)oxy)exo-1-propanol; 2-Methyl-4-(2,2,3-trimethylcyclopent-3-en-1-yl)butan-1-ol; 2-Methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-butan-1-ol; 2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; 2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; B-Ethyl-2,2,3-trimethyl-3-Cyclopentene-1-but-2-enol; Ethyl Trimethylcyclopentene Butenol; Cyclohexanemethanol, 4-(1-methylethyl)-, cis-; 4-Isopropylcyclohexanemethanol; 2-Methyl-5-phenylpentan-1-ol; 3-Methyl-5-phenylpentanol; 3-Methyl-5-phenyl-1-pentanol; 9-decen-1-ol; 9-Decenol; 2-Methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; 2-Buten-1-ol, 2-methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-; 3-Cyclohexene-1-propanol gamma 4-dimethyl-; 2,2-Dimethyl-3-(3-methylphenyl)propan-1-ol; 3,7-Dimethyl-6-octen-1-ol, (-)-Citronellol; Rhodinol; (2E,6Z)-nona-2,6-dien-1-ol; 2-[(1,7,7-Trimethylbicyclo[2.2.1]hept-2-yl)oxy]-ethanol; 2,4,6-Trimethyl-3-cyclohexene-1-methanol; 3,7-Dimethyl-2,6-octadien-1-ol; trans-Geraniol; Geraniol alcohol; Meranol; Nerol; Dihydrocinnamic alcohol; 3-Phenylpropanol; Benzenepropanol; 1-Propanol, 3-phenyl-; γ -Phenylpropanol; γ -Phenylpropyl alcohol; (3-Hydroxypropyl)benzene; Hydrocinnamic alcohol;

Hydrocinnamyl alcohol; 3-Phenyl-n-propanol; 3-Phenyl-1-propanol; 3-Phenylpropyl alcohol; 3-Benzenepropanol; Phenylpropyl alcohol; 1-Hydroxy-3-phenylpropane; 3-Phenylpropan-1-ol; Phenylpropylic alcohol; Cinnamic alcohol; 3-Phenyl-2-propen-1-ol; Cinnamyl alcohol; γ -Phenylallyl alcohol; Phenyl-2-propen-1-ol; Styrene; Styryl carbinol; 3-Phenylallyl alcohol; 1-Phenyl-1-propen-3-ol; 3-Phenyl-2-propen-1-ol; 3-Phenyl-2-propenol; Alkohol skoricovy; 3-Fenyl-2-propen-1-ol; Peruvín; Phenyl-2-propenol; Phenylallyl alcohol; (2E)-3-Phenyl-2-propen-1-ol; 3-phenylprop-2-en-1-ol; 2-Propen-1-ol, 3-phenyl-; 2-Hexen-1-ol, (E)-; trans-2-Hexen-1-ol; trans-2-Hexenol; 2-Hexenol; 2-Hexen-1-ol, trans-; (2E)-2-Hexen-1-ol; (E)-2-Hexenol; (E)-Hex-2-en-1-ol; (E)-Hex-2-enol; (E)-2-Hexene-1-ol; Hex-2(E)-enol; t-2-Hexen-1-ol; 2-(E)-hexenol; trans-Hex-2-en-1-ol; 4-(5,5,6-Trimethylbicyclo[2.2.1]hept-2-yl)cyclohexan-1-ol; 1-Naphthalenol, 1,2,3,4,4a,5,8,8a-octahydro-2,2,6,8-tetramethyl-; 3-Methyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-4-penten-2-ol; 4-Methyl-3-decen-5-ol; 4-Penten-2-ol, 3,3-dimethyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-; 3-Methyl-4-phenylbutan-2-ol; 2-Methoxy-4-allylphenol; Cyclohexanepropanol, 2,2,6-trimethyl- α -propyl-; 1-(2,2,6-Trimethylcyclohexyl)hexan-3-ol; 5-Propenyl-2-ethoxyphenol; 1-(4-Isopropyl-cyclohexyl)ethanol; 1-(4-Isopropylcyclohexyl)-ethanol; 2-Pentylcyclopentan-1-ol; 2-Pentylcyclopentanol; 3,7,11-Trimethyl-1,6,10-dodecatrien-3-ol; Cedrol Crude; 3,7-Dimethyl-7-hydroxyoctan-1-al dimethyl acetal; 4-Methyl-2-(2-methylpropyl)tetrahydro-2H-pyran-4-ol; Florol® 966458; 2,5,5-Trimethyl-octahydronaphthalen-2-ol; 2,5,5-Trimethyl-1,2,3,4,4 α ,5,6,7-octahydro-2-naphthalenol; 4-Methyl-1-isopropyl-3-cyclohexen-1-ol; cis-3,7-dimethyl-1,6-nonadien-3-ol; trans-3,7-dimethyl-1,6-nonadien-3-ol; 1-Methyl-3-(2-methylpropyl)cyclohexanol; 4-Phenyl-2-methyl-2-butanol; 3,7-Dimethyloctan-1,7-diol; 1-Methyl-4-isopropylcyclohexane-8-ol; 3,7-Dimethyl-1,6-octadiene-3-ol; 3,7-Dimethyl-4,6-octadien-3-ol; 2-(4-Methyl-cyclohex-3-enyl)-propan-2-ol; p-Menthan-8-ol; 1-Phenyl-2-methyl-2-propanol; α,α -Dimethylbenzyl carbinol; benzeneethanol, α,α -dimethyl- Cyclohexanepropanol, 2,2-dimethyl-; 2,6-Dimethyl-7-octen-2-ol; 2-Methyl-6-methyleneoct-7-en-2-ol, dihydro derivative; 7-Octen-2-ol, 2,6-dimethyl-; 2,6-Dimethyl-7-octen-2-ol; 3,7-Dimethyl-1-octen-7-ol; 2,6-Dimethyl-oct-7-en-2-ol; Mircenol, 6,10-dihydro; 3,7-Dimethyloctan-3-ol; 2,6-Dimethyl-2-octanol; 2,6-Dimethyl-2-heptanol; 3-Ethoxy-4-hydroxybenzaldehyde; Octahydro-1H-4,7-methanoindene-5-carbaldehyde; 4,7-Methano-1H-indene-2-carboxaldehyde, octahydro-5-methoxy-; 6-Methoxy dicyclopentadiene carboxaldehyde; 8-

Methoxytricyclo(5.2.2.1)decane-4-carboxaldehyde; Octahydro-5-methoxy-4,7-methano-1H-indene-2-carboxaldehyde; 10-Undecen-1-al ; Undecenoic aldehyde; n-Undecenoic aldehyde; Hendecen-10-al; 4-Hydroxy-3-methoxybenzaldehyde; 8- undecanal; 9-undecanal; 10-undecenal; Trans-4-decenal; α -hexyl-; α -n-Hexyl- β -phenylacrolein; 2-Hexyl-3-phenyl-2-propenal; 2-Hexyl-3-phenyl-propenal; (2Z)-2-Hexyl-3-phenyl-2-propenal; Hexyl-3-phenyl-propenal; n-Hexyl cinnamaldehyde; (2E)-2-Benzylideneoctanal; 2-[(E)-Benzylidene]octanal; 4-Dodecenal; 4-(Octahydro-4,7-methano-5H-inden-5-yliden)butanal; 3-Cyclohexene-1-propanal, β ,4-dimethyl-; trans-2-Dodecenal; 4,8-Dimethyl-4,9-decadienal; Hydroxymyrac aldehyde; 4-(4-Hydroxy-4-methyl-pentyl)-3-cyclohexen-1-carboxyaldehyde; Lyr al ; Kovanol; 2-Hexenal, (E)-; 2-Hexen-1-ol; 3-Hexen-1-ol; Benzaldehyde; Benzeneacetaldehyde; Benzeneacetaldehyde, . α -methyl-; 3-Cyclohexene-1-carboxaldehyde, 3,5-dimethyl-; Benzaldehyde, 4-methoxy-; 2-Cyclohexen-1-one, 2-methyl-5-(1-methylethenyl)-, (R)-; Ethanol, 2,2'-oxybis-; Benzoic acid, 2-amino-, methyl ester; 4,7-Methano-1H-inden-6-ol, 3a,4,5,6,7,7a-hexahydro-, acetate; Octanal, 7-hydroxy-3,7-dimethyl-; 2(3H)-Furanone, 5-ethylidihydro-; Phenol, 4-methyl-; Bicyclo[2.2.1]heptan-2-one, 1,7,7-trimethyl-, (1R)-; 2H-Pyran, 3,6-dihydro-4-methyl-2-(2-methyl-1-propenyl)-; Benzeneethanol, . β -methyl-; Benzeneethanol, . α ., α -dimethyl-; Benzoic acid, 2-(methylamino)-, methyl ester; 2-Propenal, 3-phenyl-; 4H-Pyran-4-one, 2-ethyl-3-hydroxy-; 2-Heptanone; 3-Octanone; 2-Octanone; Heptenone, methyl-; 1-Heptanol; 5-Hepten-2-one, 6-methyl-; Ethanol, 2-(2-methoxyethoxy)-; Cyclohexaneethanol; 3-Octen-1-ol, (Z)-; 3-Cyclohexene-1-carboxaldehyde, 3,6-dimethyl-; 3-Cyclohexene-1-carboxaldehyde, 3,6-dimethyl-; Octanal, 7-methoxy-3,7-dimethyl-; Linalool oxide; Benzenepropanal, . β -methyl-; 4,7-Methano-1H-indenecarboxaldehyde, octahydro-; 2-Butanone, 4-phenyl-; Ethanone, 1-(4-methoxyphenyl)-; 1,4-Methanonaphthalen-5(1H)-one, 4,4a,6,7,8,8a-hexahydro-; Benzenepropanol; Ethanol, 2-phenoxy-; 1H-Indole; 1,3-Dioxolane, 2-(phenylmethyl)-; 2H-1-Benzopyran-2-one, 3,4-dihydro-; Octanal; 5-Heptenal, 2,6-dimethyl-; Octanal, 3,7-dimethyl-; 2-Nonenal; 6-Octenal, 3,7-dimethyl-; Cyclohexanol, 1-methyl-4-(1-methylethyl)-; 3,5-Octadien-2-ol, 2,6-dimethyl-; Cyclohexanone, 5-methyl-2-(1-methylethyl)-, cis-; 3-Cyclohexen-1-ol, 4-methyl-1-(1-methylethyl)-; Bicyclo[2.2.1]heptan-2-ol, 1,3,3-trimethyl-; Cyclohexanol, 2-(1,1-dimethylethyl)-, cis-; Bicyclo[2.2.1]heptan-2-ol, 1,7,7-trimethyl-, (1S-endo)-; Decanal; Cyclohexanol, 5-methyl-2-(1-methylethyl)-; 2H-Pyran-2-one, 6-butyltetrahydro-; 3-Hepten-2-one,

3,4,5,6,6-pentamethyl-; Terpineol; 2-Decenal; 2,6-Octadienal, 3,7-dimethyl-; Cyclopentanone, 3-methyl-2-pentyl-; Undecenal; Cyclohexanol, 2-(1,1-dimethylethyl)-, acetate; Undecanal, 2-methyl-; Undecanal; 2-Undecenal; 3-Octanol; 2-Heptanol, 2,6-dimethyl-; 3-Nonanone; 1-Octanol; 3-Octanol, 3,7-dimethyl-; Nonanal; Ethanone, 1-(3,3-dimethylcyclohexyl)-; 3-Heptanone, 5-methyl-, oxime; Isononanol; Cyclohexanone, 2-(1-methylpropyl)-; 1-Nonanol; 1-Octanol, 3,7-dimethyl-; Cyclopentanone, 2-pentyl-; 6-Octen-1-ol, 3,7-dimethyl-, (S)-; Benzaldehyde, 4-(1-methylethyl)-; 2-Cyclopenten-1-one, 3-methyl-2-pentyl-; Cyclohexanol, 3,3,5-trimethyl-, cis-; 1-Hexanol, 5-methyl-2-(1-methylethyl)-, (R)-; Cyclohexanol, 4-(1-methylethyl)-; 7-Octen-2-ol, 2,6-dimethyl-, formate; Cyclohexanone, 5-methyl-2-(1-methylethyl)-, trans-; 5,7-Octadien-2-ol, 2,6-dimethyl-; 2H-Pyran, 6-butyl-3,6-dihydro-2,4-dimethyl-; Cyclohexanol, 4-(1,1-dimethylethyl)-; Cyclohexanol, 5-methyl-2-(1-methylethyl)-, [1R-(1.alpha.,2.beta.,5.alpha.)]-; Decanal, 2-methyl-; 2-Nonanol, 6,8-dimethyl-; Phenol, 4-(1,1-dimethylethyl)-; Cyclohexanol, 5-methyl-2-(1-methylethenyl)-, [1R-(1.alpha.,2.beta.,5.alpha.)]-; Cyclohexanone, 4-(1,1-dimethylpropyl)-; 2-Undecanone; 1-Decanol; 2-Cyclohexen-1-one, 3-methyl-5-propyl-; Phenol, 2-methyl-5-(1-methylethyl)-; 2-Naphthalenol, decahydro-; 2-Naphthalenol, decahydro-; 2-Naphthalenol, decahydro-; Benzenepropanal, 4-(1,1-dimethylethyl)-; Benzenepropanal, .alpha.-methyl-4-(1-methylethyl)-; 2-Dodecenal; Benzenepropanal, .beta.-methyl-3-(1-methylethyl)-; Benzenepropanal, 2-ethyl-.alpha.,.alpha.-dimethyl-; 1,3-Benzodioxole-5-carboxaldehyde; Ionone; 3-Buten-2-one, 4-(2,6,6-trimethyl-2-cyclohexen-1-yl)-, (E)-; 3-Buten-2-one, 4-(2,6,6-trimethyl-1-cyclohexen-1-yl)-; 2-Buten-1-one, 1-(2,4,4-trimethyl-2-cyclohexen-1-yl)-, (E)-; Phenol, 2-methoxy-4-(1-propenyl)-; 3-Cyclohexene-1-carboxaldehyde, 1-methyl-4-(4-methylpentyl)-; Benzenepropanal, 4-methoxy-.alpha.-methyl-; Cyclohexenebutanal, .alpha.,2,2,6-tetramethyl-; Phenol, 2-methoxy-4-propyl-; Dodecanal; Benzene, 1,2-dimethoxy-4-(2-propenyl)-; 9-Undecenal, 2,6,10-trimethyl-; Ethanol, 2-[(1,7,7-trimethylbicyclo[2.2.1]hept-2-yl)oxy]-, exo-; Phenol, 4-chloro-3,5-dimethyl-; 2H-1-Benzopyran-2-one; Cyclopentanone, 2-heptyl-; 3-Decanone, 1-hydroxy-; 1-Propanone, 1-[2-methyl-5-(1-methylethyl)-2-cyclohexen-1-yl]-; 5,9-Undecadienal, 2,6,10-trimethyl-; 9-Undecen-2-one, 6,10-dimethyl-; Bicyclo[2.2.2]oct-5-ene-2-carboxaldehyde, 6-methyl-8-(1-methylethyl)-; and mixtures thereof.

16. The product according to any one of claims 1 to 13, wherein said benefit agent moiety is a fragment of a benefit agent that is selected from the group consisting of 2-Buten-1-one, 1-(2,6,6-trimethyl-3-cyclohexen-1-yl)-; (1-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-2-cyclohexen-1-yl)-, (E)-; (1-(2,6,6-Trimethyl-1-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-1-cyclohexen-1-yl)-, (E)-; 2-Buten-1-one, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-; 1,1,2,3,3-pentamethyl-2,5,6,7-tetrahydroinden-4-one; 1-(5,5-dimethyl-1-cyclohexenyl)pent-4-en-1-one; 3-Cyclohexene-1-carboxaldehyde, dimethyl-; 3-Cyclohexene-1-carboxaldehyde, 2,4,6-trimethyl-; Cyclohexanemethanol, .alpha.,3,3-trimethyl-, formate; Ethyl 2 Methyl Pentanoate; 2-(2-(4-Methyl-3-cyclohexen-1-yl)propyl)cyclo-pentanone; 2-Hexyl-2-cyclopenten-1-one; Methyl 2,6,10-Trimethyl-2,5,9-cyclododecatrien-1-yl ketone; α -Isomethyl ionone; 5-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-3-methyl-3-buten-2-one; 2-Heptylcyclopentanone; 3-(Hydroxymethyl)nonan-2-one; 3,7,11-Trimethyl-2,6,10-dodecatrien-12-ol; 2,6,10-Dodecatrien-1-ol, 3,7,11-trimethyl-; Farnesol; Trimethyl-2,6,10-dodecatriene-1-ol; (2E,6E)-3,7,11-Trimethyl-2,6,10-dodecatrien-1-ol; α -Farnesol; (E)-alpha-Farnesol; (1-Methyl-2-(1,2,2-trimethylbicyclo[3.1.0]-hex-3-ylmethyl)cyclopropyl)methanol; 2-Methyl-3-((1,7,7-trimethylbicyclo{2.2.1}hept-2-yl)oxy)exo-1-propanol; 2-Methyl-4-(2,2,3-trimethylcyclopent-3-en-1-yl)butan-1-ol; 2-Methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-butan-1-ol; 2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; 2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; B-Ethyl-2,2,3-trimethyl-3-Cyclopentene-1-but-2-enol; Ethyl Trimethylcyclopentene Butenol; Cyclohexanemethanol, 4-(1-methylethyl)-, cis-; 4-Isopropylcyclohexanemethanol; 2-Methyl-5-phenylpentan-1-ol; 3-Methyl-5-phenylpentanol; 3-Methyl-5-phenyl-1-pentanol; 9-decen-1-ol; 9-Decenol; 2-Methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; 2-Buten-1-ol, 2-methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl); 3-Cyclohexene-1-propanol gamma 4-dimethyl-; 2,2-Dimethyl-3-(3-methylphenyl)propan-1-ol; 3,7-Dimethyl-6-octen-1-ol, (-)-Citronellol; Rhodinol; (2E,6Z)-nona-2,6-dien-1-ol; 2-[(1,7,7-Trimethylbicyclo[2.2.1]hept-2-yl)oxy]-ethanol; 2,4,6-Trimethyl-3-cyclohexene-1-methanol; 3,7-Dimethyl-trans-2,6-octadien-1-ol; trans-Geraniol; Geraniol alcohol; Meranol; Nerol; Dihydrocinnamic alcohol; 3-Phenylpropanol; Benzenepropanol; 1-Propanol, 3-phenyl-; γ -Phenylpropanol; γ -Phenylpropyl alcohol; (3-Hydroxypropyl)benzene; Hydrocinnamic alcohol; Hydrocinnamyl alcohol; 3-Phenyl-n-propanol; 3-Phenyl-1-propanol; 3-Phenylpropyl

alcohol; 3-Benzenepropanol; Phenylpropyl alcohol; 1-Hydroxy-3-phenylpropane; 3-Phenylpropan-1-ol; Phenylpropylic alcohol; Cinnamic alcohol; 3-Phenyl-2-propen-1-ol; Cinnamyl alcohol; γ -Phenylallyl alcohol; Phenyl-2-propen-1-ol; Styrene; Styryl carbinol; 3-Phenylallyl alcohol; 1-Phenyl-1-propen-3-ol; 3-Phenyl-2-propen-1-ol; 3-Phenyl-2-propenol; Alkohol skoricovy; 3-Fenyl-2-propen-1-ol; Peruvín; Phenyl-2-propenol; Phenylallyl alcohol; (2E)-3-Phenyl-2-propen-1-ol; 3-phenylprop-2-en-1-ol; 2-Propen-1-ol, 3-phenyl-; 2-Hexen-1-ol, (E)-; trans-2-Hexen-1-ol; trans-2-Hexenol; 2-Hexenol; 2-Hexen-1-ol, trans-; (2E)-2-Hexen-1-ol; (E)-2-Hexenol; (E)-Hex-2-en-1-ol; (E)-Hex-2-enol; (E)-2-Hexene-1-ol; Hex-2(E)-enol; t-2-Hexen-1-ol; 2-(E)-hexenol; trans-Hex-2-en-1-ol; 4-(5,5,6-Trimethylbicyclo[2.2.1]hept-2-yl)cyclohexan-1-ol; 1-Naphthalenol, 1,2,3,4,4a,5,8,8a-octahydro-2,2,6,8-tetramethyl-; 3-Methyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-4-penten-2-ol; 4-Methyl-3-decen-5-ol; 4-Penten-2-ol, 3,3-dimethyl-5-(2,2,3-trimethyl-3-cyclopenten-1-yl)-; 3-Methyl-4-phenylbutan-2-ol; 2-Methoxy-4-allylphenol; Cyclohexanepropanol, 2,2,6-trimethyl- α -propyl-; 1-(2,2,6-Trimethylcyclohexyl)hexan-3-ol; 5-Propenyl-2-ethoxyphenol; 1-(4-Isopropyl-cyclohexyl)ethanol; 1-(4-Isopropylcyclohexyl)-ethanol; 2-Pentylcyclopentan-1-ol; 2-Pentylcyclopentanol; 3,7,11-Trimethyl-1,6,10-dodecatrien-3-ol; Cedrol Crude; 3,7-Dimethyl-7-hydroxyoctan-1-al dimethyl acetal; 4-Methyl-2-(2-methylpropyl)tetrahydro-2H-pyran-4-ol; Florol® 966458; 2,5,5-Trimethyl-octahydronaphthalen-2-ol; 2,5,5-Trimethyl-1,2,3,4,4a,5,6,7-octahydro-2-naphthalenol; 4-Methyl-1-isopropyl-3-cyclohexen-1-ol; cis-3,7-dimethyl-1,6-nonadien-3-ol; trans-3,7-dimethyl-1,6-nonadien-3-ol; 1-Methyl-3-(2-methylpropyl)cyclohexanol; 4-Phenyl-2-methyl-2-butanol; 3,7-Dimethyloctan-1,7-diol; 1-Methyl-4-isopropylcyclohexane-8-ol; 3,7-Dimethyl-1,6-octadiene-3-ol; 3,7-Dimethyl-4,6-octadien-3-ol; 2-(4-Methyl-cyclohex-3-enyl)-propan-2-ol; p-Menthan-8-ol; 1-Phenyl-2-methyl-2-propanol; α,α -Dimethylbenzyl carbinol; benzeneethanol, α,α -dimethyl- Cyclohexanepropanol, 2,2-dimethyl-; 2,6-Dimethyl-7-octen-2-ol; 2-Methyl-6-methyleneoct-7-en-2-ol, dihydro derivative; 7-Octen-2-ol, 2,6-dimethyl-; 2,6-Dimethyl-7-octen-2-ol; 3,7-Dimethyl-1-octen-7-ol; 2,6-Dimethyl-oct-7-en-2-ol; Mircenol, 6,10-dihydro; 3,7-Dimethyloctan-3-ol; 2,6-Dimethyl-2-octanol; 2,6-Dimethyl-2-heptanol; 3-Ethoxy-4-hydroxybenzaldehyde; Octahydro-1H-4,7-methanoindene-5-carbaldehyde; 4,7-Methano-1H-indene-2-carboxaldehyde, octahydro-5-methoxy-; 6-Methoxy dicyclopentadiene carboxaldehyde; 8-Methoxytricyclo(5.2.2.1)decane-4-carboxaldehyde; Octahydro-5-methoxy-4,7-methano-

1H-indene-2-carboxaldehyde; 10-Undecen-1-al ; Undecenoic aldehyde; n-Undecenoic aldehyde; Hendecen-10-al; 4-Hydroxy-3-methoxybenzaldehyde; 8- undecanal; 9-undecanal; 10-undecenal; Trans-4-decenal; α -hexyl-; α -n-Hexyl- β -phenylacrolein; 2-Hexyl-3-phenyl-2-propenal; 2-Hexyl-3-phenyl-propenal; (2Z)-2-Hexyl-3-phenyl-2-propenal; Hexyl-3-phenyl-propenal; n-Hexyl cinnamaldehyde; (2E)-2-Benzylideneoctanal; 2-[(E)-Benzylidene]octanal; 4-Dodecenal; 4-(Octahydro-4,7-methano-5H-inden-5-yliden)butanal; 3-Cyclohexene-1-propanal, beta, 4-dimethyl-; trans-2-Dodecenal; 4,8-Dimethyl-4,9-decadienal; Hydroxymyrac aldehyde; 4-(4-Hydroxy-4-methyl-pentyl)-3-cyclohexen-1-carboxyaldehyde; Lyrar ; Kovanol; and mixtures thereof,

17. The product according to any one of claims 1 to 13, wherein said benefit agent moiety is a fragment of a benefit agent that is selected from the group consisting of 2-Buten-1-one, 1-(2,6,6-trimethyl-3-cyclohexen-1-yl)-; (1-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-2-cyclohexen-1-yl)-, (E)-; (1-(2,6,6-Trimethyl-1-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-1-cyclohexen-1-yl)-, (E)-; 2-Buten-1-one, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-; 1,1,2,3,3-pentamethyl-2,5,6,7-tetrahydroinden-4-one; 1-(5,5-dimethyl-1-cyclohexenyl)pent-4-en-1-one; 3-Cyclohexene-1-carboxaldehyde, dimethyl-; 3-Cyclohexene-1-carboxaldehyde, 2,4,6-trimethyl-; Cyclohexanemethanol, .alpha.,3,3-trimethyl-, formate; Ethyl 2 Methyl Pentanoate; 2-(2-(4-Methyl-3-cyclohexen-1-yl)propyl)cyclo-pentanone; 2-Hexyl-2-cyclopenten-1-one; Methyl 2,6,10-Trimethyl-2,5,9-cyclododecatrien-1-yl ketone; α -Isomethyl ionone; 5-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-3-methyl-3-buten-2-one; 2-Heptylcyclopentanone; 3-(Hydroxymethyl)nonan-2-one; 3,7,11-Trimethyl-2,6,10-dodecatrien-12-ol; 2,6,10-Dodecatrien-1-ol, 3,7,11-trimethyl-; Farnesol; Trimethyl-2,6,10-dodecatriene-1-ol; (2E,6E)-3,7,11-Trimethyl-2,6,10-dodecatrien-1-ol; α -Farnesol; (E)-alpha-Farnesol; (1-Methyl-2-(1,2,2-trimethylbicyclo[3.1.0]-hex-3-ylmethyl)cyclopropyl)methanol; 2-Methyl-3-((1,7,7-trimethylbicyclo{2.2.1}hept-2-yl)oxy)exo-1-propanol; 2-Methyl-4-(2,2,3-trimethylcyclopent-3-en-1-yl)butan-1-ol; 2-Methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-butan-1-ol; 2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; 2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; B-Ethyl-2,2,3-trimethyl-3-Cyclopentene-1-but-2-enol; Ethyl Trimethylcyclopentene Butenol; Cyclohexanemethanol, 4-(1-methylethyl)-, cis-; 4-Isopropylcyclohexanemethanol; 2-Methyl-5-phenylpentan-1-ol; 3-Methyl-5-

phenylpentanol; 3-Methyl-5-phenyl-1-pentanol; 9-decen-1-ol; 9-Decenol; 2-Methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; 2-Buten-1-ol, 2-methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-; 3-Cyclohexene-1-propanol gamma 4-dimethyl-; 2,2-Dimethyl-3-(3-methylphenyl)propan-1-ol; 3,7-Dimethyl-6-octen-1-ol, (-)-Citronellol; Rhodinol; (2E,6Z)-nona-2,6-dien-1-ol; 2-[(1,7,7-Trimethylbicyclo[2.2.1]hept-2-yl)oxy]ethanol; 2,4,6-Trimethyl-3-cyclohexene-1-methanol; 3,7-Dimethyl-trans-2,6-octadien-1-ol; trans-Geraniol; Geraniol alcohol; Meranol; Nerol; and mixtures thereof.

18. The product according to any one of claims 1 to 13, wherein said benefit agent moiety is a fragment of a benefit agent that is selected from the group consisting of 2-Buten-1-one, 1-(2,6,6-trimethyl-3-cyclohexen-1-yl)-; (1-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-2-cyclohexen-1-yl)-, (E)-; (1-(2,6,6-Trimethyl-1-cyclohexen-1-yl)-2-buten-1-one); 2-Buten-1-one, 1-(2,6,6-trimethyl-1-cyclohexen-1-yl)-, (E)-; 2-Buten-1-one, 1-(2,6,6-trimethyl-1,3-cyclohexadien-1-yl)-; 1,1,2,3,3-pentamethyl-2,5,6,7-tetrahydroinden-4-one; 1-(5,5-dimethyl-1-cyclohexenyl)pent-4-en-1-one; 3-Cyclohexene-1-carboxaldehyde, dimethyl-; 3-Cyclohexene-1-carboxaldehyde, 2,4,6-trimethyl-; Cyclohexanemethanol, .alpha.,3,3-trimethyl-, formate; Ethyl 2 Methyl Pentanoate; 2-(2-(4-Methyl-3-cyclohexen-1-yl)propyl)cyclopentanone; 2-Hexyl-2-cyclopenten-1-one; Methyl 2,6,10-Trimethyl-2,5,9-cyclododecatrien-1-yl ketone; α -Isomethyl ionone; 5-(2,6,6-Trimethyl-2-cyclohexen-1-yl)-3-methyl-3-buten-2-one; 2-Heptylcyclopentanone; 3-(Hydroxymethyl)nonan-2-one; 3,7,11-Trimethyl-2,6,10-dodecatrien-12-ol; 2,6,10-Dodecatrien-1-ol, 3,7,11-trimethyl-; Farnesol; Trimethyl-2,6,10-dodecatriene-1-ol; (2E,6E)-3,7,11-Trimethyl-2,6,10-dodecatrien-1-ol; α -Farnesol; (E)- α -Farnesol; (1-Methyl-2-(1,2,2-trimethylbicyclo[3.1.0]-hex-3-ylmethyl)cyclopropyl)methanol; 2-Methyl-3-((1,7,7-trimethylbicyclo{2.2.1}hept-2-yl)oxy)exo-1-propanol; 2-Methyl-4-(2,2,3-trimethylcyclopent-3-en-1-yl)butan-1-ol; 2-Methyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-butan-1-ol; 2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; 2-Ethyl-4-(2,2,3-trimethyl-3-cyclopenten-1-yl)-2-buten-1-ol; B-Ethyl-2,2,3-trimethyl-3-Cyclopentene-1-but-2-enol; Ethyl Trimethylcyclopentene Butenol; and mixtures thereof.

19. A method of treating and/or cleaning a situs, said method comprising
 - a.) optionally washing and/or rinsing said situs;
 - b.) contacting said situs with a product according to any one of claims 1 to 18; and
 - c.) optionally washing and/or rinsing said situs.