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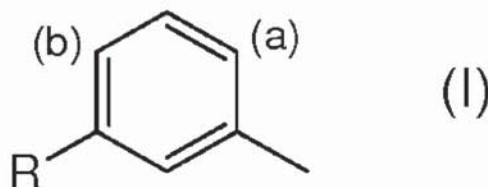
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(57) Abstract: The regio-selective functionalization of a dialkyl benzene compound formula (I), wherein the ratio of the compound functionalized at position (a) to the compound functionalized at the position (b) is at least 70:30, more particularly at least 80:20, still more particularly at least 85: 15, and still more particularly at least 90: 10, characterised in that the substituent R is an isobutyl group.