

Aug. 3, 1943.

E. MOORE ET AL

2,325,968

COSMETIC APPLICATING AID

Filed July 5, 1941

2 Sheets-Sheet 1

Fig. 1.

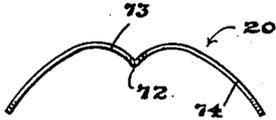


Fig. 2.

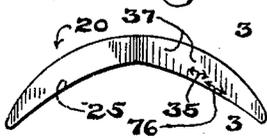


Fig. 3.

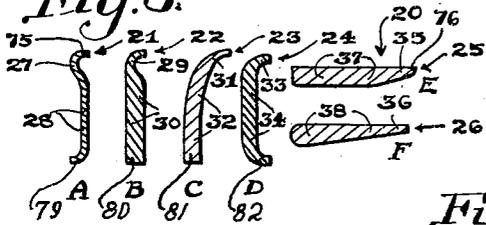


Fig. 6.

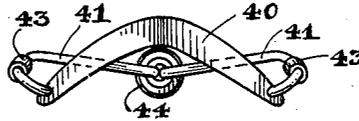


Fig. 4.

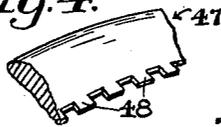


Fig. 7.

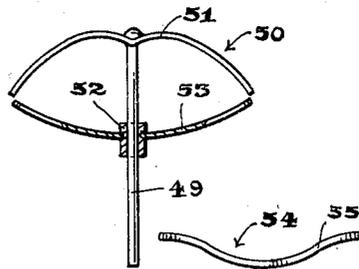


Fig. 8.

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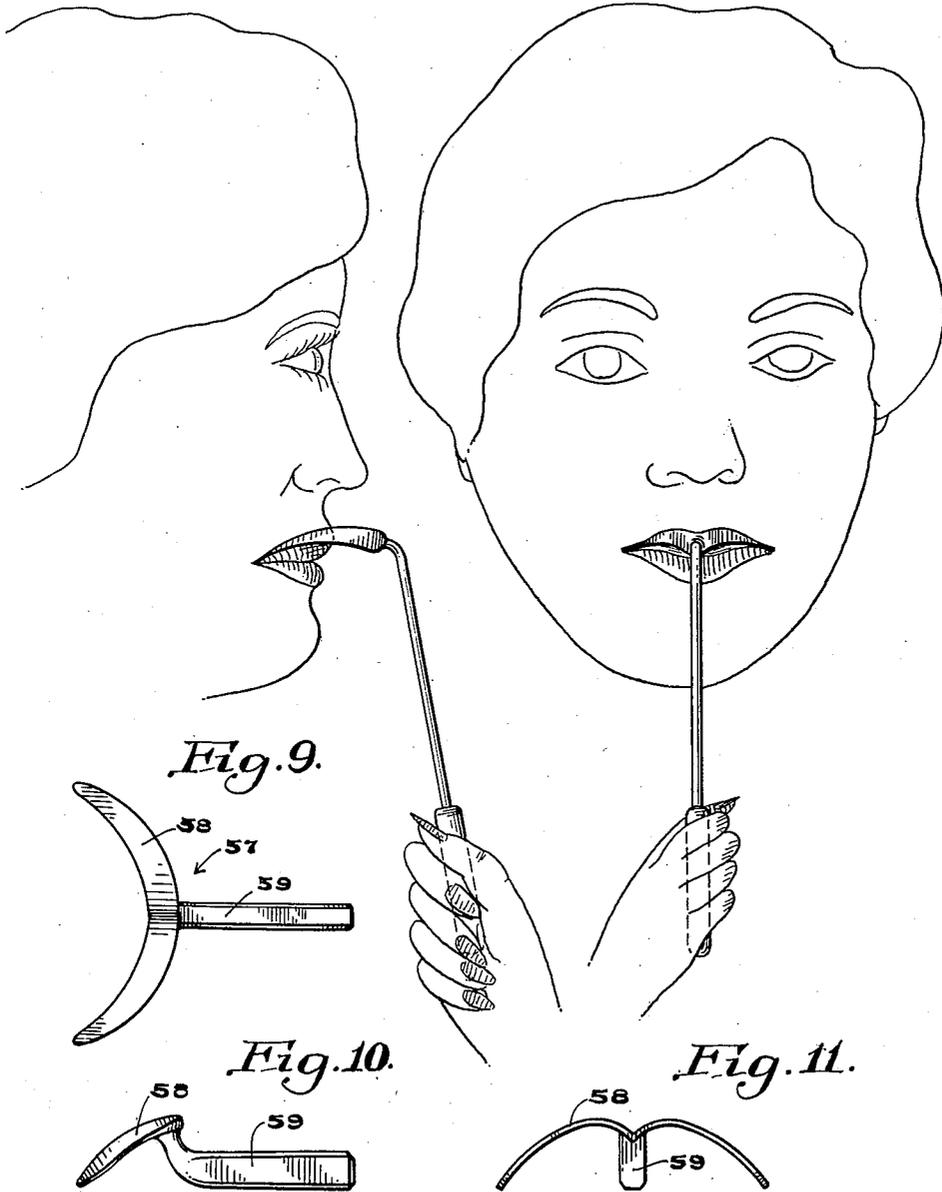
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2 Sheets-Sheet 2

Fig. 12.

Fig. 13.



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COSMETIC-APPLICATING AID

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Application July 5, 1941, Serial No. 401,230

6 Claims. (Cl. 132—88.7)

Our invention relates to means for applying cosmetics to the face of a person, as, per example the pencilling of eyebrows and especially the rouging of lips.

Particularly does our invention relate to an entirely new and heretofore unsought for device, namely, one that functions in advance of the depositing of a mass of cosmetic substance within a given deposit-area of suitably shapely design by being adapted to aid in the preliminary depositing of an attenuated and smaller, mass of said substance or of any suitable colored matter that will function as a "line" or "outline" defining, at least in part, said deposit-area.

An object and advantage, in the device referred to, is the facilitating of the depositing of cosmetic substance by a woman who lacks dexterity or who all too often finds herself compelled to complete the operation in a hurry.

A further object and advantage lies in the provision of compact disposition of the face-contacting element of the device and of the therewith associated other elements, such as the handle therefor, a swab or brush, colored substance, rouge, a pad for carrying said colored substance and/or rouge, a mirror and otherwise.

Still a further object and advantage lies in the provision of a design and of materials used for the parts of the device that will permit its manufacture and maintenance at a low cost, one that will result in a neat and efficient device that is simple and convenient to use.

Additional objects and advantages will disclose themselves in the following description and the accompanying drawings of typical, recommended embodiments of our invention. It is understood that these embodiments are not to be regarded as limitative but are actually only illustrative of the principles of our invention, which principles are set forth in the hereto appended claims, and that persons skilled in the art will readily conceive, within the scope of the claims, many modifications and variations of our invention which are not referred to in this specification or in the accompanying drawings, in which—

Figure 1 is a front elevation view of one of many possible primary sections each constituting the basic element—the face-contacting part—of a device embodying our invention.

Figure 2 is a plan view of the foregoing.

Figure 3 presents cross-sectional views of a primary section showing three species, each species being illustrated by two examples; Example E being taken as seen in the plane 3—3 in Figure 2.

Figure 4 is a fragmentary, perspective view of a primary section provided with a serrated face-contacting edge in lieu of the unbroken edge one sees in Figure 2.

Figure 5 is a front elevation view of a lip-defining device embodying our invention but provided with an adjustable secondary, face-contacting section for defining the lower lip in addition to a primary section for defining the upper lip.

Figure 6 is a plan view of the foregoing but with the secondary section and a certain therewith associated part omitted from the view.

Figure 7 is a fragmentary, partly sectional, front view of another lip-defining device similar to that shown in Figures 5 and 6 but with a single, centrally disposed member mounting the two sections instead of the pair of similarly functioning members employed in the other form.

Figure 8 is a fragmentary, front view of a lip-defining device embodying our invention but provided only with a section for defining the lower lip.

Figure 9 is a plan view of a cosmetic-applicating aid embodying our invention provided with an offset handle whose mean longitudinal axis is substantially normal to the mean plane of the deposit-area.

Figure 10 is a side elevation of the same.

Figure 11 is a front elevation of the same.

Figure 12 is a side elevation of the face of a woman shown in the act of applying, to her upper lip, a device embodying our invention.

Figure 13 is a front elevation view of the same.

The basic element, a primary or main section 20, shown in Figures 12 and 2 (corresponding to primary section 58 in Figures 9, 10 and 11) is platelike and is constituted of two substantially equally dimensioned, arcuated half-sections 73 and 74, endwise secured to and integral with one another at the central juncture or depression 72, the single, face-contacting or lip-contacting or cosmetic-depositing edge 25, adapted to deposit an attenuated mass of cosmetic substance or coloring matter, being concave and common to both said half-sections. When main section 20 is symmetrically edgewise regarded, as in Figure 1, it assumes an attenuated form of the Arabic numeral, 3. See also Figure 11. Figure 2 discloses the concave nature of edge 25. See also Figure 9. More locally described, the edge 25 is the edge of the ultimo-marginal part 76 of section 20. The thereto adjoining or penultimo-marginal part of section 20 is indicated by 35. The greater, or body, or main part of primary or main

section 20, as distinguished from parts 76 and 35, is indicated by 37. The function of depression 12 is that of a guide for symmetrically disposing the applicating aid to the upper lip of a person. The entire primary section is constituted preferably in one piece of course, and of metal, plastic or other suitable material.

Referring to Figure 3, Examples A and B illustrate face-contacting sections of the first species, in which the body parts or greater parts, 28 and 30 respectively, are substantially in contact with the deposit-area, the plane of which may be visualized as that of a vertical line intersecting face-contacting edges thereof, 21 and 22 respectively, their respective penultimo-marginal parts being designated by 27 and 29. Otherwise expressed, the mean plane of the deposit-area may be identified as the plane that contains the applicating edge and the heel edge of each plate. In Figure 3, sections A, B, C and D, the heel edges are respectively indicated by 79, 80, 81 and 82.

Referring to examples C and D in Figure 3, they illustrate face-contacting sections of the second species, in which the body parts or greater parts, 32 and 34 respectively, are disposed in mean planes that are more nearly parallel with than they are normal to the mean plane of the deposit-area and that are spaced therefrom, the plane of the deposit-area in each case being visualized as that of a vertical line intersecting the respective face-contacting edges 23 and 24, the respective penultimo-marginal parts being designated by 31 and 33.

In examples A and D are seen strength-according flanges opposite to the face-contacting edges.

In example F in Figure 3, the face-contacting edge is designated by 26, the penultimo-marginal part by 36 and the greater part by 38. It will be seen, both in examples E and F, that the mean planes of the greater parts or body parts are more nearly normal to than they are parallel with that of the deposit-area, whose plane may be visualized as that of a vertical line intersecting the respective face-contacting edges 25 and 26. Examples E and F represent what we term the third species of our generic invention, which consists in the spatial relationship of the penultimo-marginal part in every face-contacting section to the deposit-area on the face, which characteristic is visible in all six examples of course. Obviously, examples A, B, C and D may be pictured as having the face-contacting edges at the bottom instead of at the top as shown, all depending on whether it be respectively a primary section for the upper lip or a secondary section for the lower lip. Obviously, also, is a relationship of the body part to the face-contacting edge in which the mean plane of the former strikes that of the deposit-area at about 45 degrees therewith, in which case of course the spatial relationship of the penultimo-marginal part relatively to the deposit-area continues to prevail. This exactly intermediate species between the second and the third species need hardly be shown or claimed separately because the necessarily varying, manual retention of the supporting means for the face-contacting section in practice does not produce exactly parallel or normal dispositions as described.

In Figure 4, a face-contacting section 47 is provided at its face-contacting edge with serrated teeth or serrations 48, whose function is to retain therebetween successively spaced minute masses of colored substance for producing the attenuated "line" with even less danger of "fuzziness" there-

of deriving from too loosely pressing the section against the deposit-area and thereby allowing it to slide broadsidewise.

Referring to Figures 5 and 6, a device 39 comprises a handle 44 retaining therewithin the two wires 77, the main parts thereof being designated by 41 and the respective, two mutually spaced and substantially parallel guide-parts thereof being designated by 42, which in turn are frictionally, slidably therealong engaged by section-base 45 (through collars 43), in turn mounting secondary section 46, which is adjustable in a direction toward and away from primary section 40. If it be desired to make "lines" for the upper and lower lips simultaneously, the two sections are disposed approximately as shown. If it be desired to form a "line" on only one of the lips at a time, the two sections are disposed away from one another by sliding the secondary section downwardly and away from the primary section. In Figure 6, the section-base 45 and the secondary section it supports, 46, are omitted from the view.

In Figure 7, a device 50 embraces a pair of sections 51 and 52 which are adjustable, toward and away from to one another, by being mounted on a single, centrally disposed stem, or spindle or shank 49, section 53 being carried by collar 52 frictionally engaging the shank. Obviously, both examples described, the engagement of the guides by the collars may be by mutually engageable, threaded or otherwise coacting members instead of frictionally engageable members as described.

In Figure 8, a lower-lip-contacting device 54 comprises a secondary section 55 non-adjustably mounted on shank 56.

In Figures 9, 10 and 11, a device 57 comprises a primary section 58, rigidly mounted on or integral with a handle 59, a material such as plastic being probably very suitable for this one-piece type of device.

The face-contacting section is platelike. It may be accorded strength and lightness at the same time by suitably flanging it as already indicated. By the term, platelike, we have in mind a member whose cross-sectional form may be characterized by the longer dimension thereof being at least double the shorter dimension thereof. The cross-sectionally more compactly dimensioned section may be regarded more as a wire than as a platelike member.

We term our invention a cosmetic-applicating aid, with the emphasis on the word, aid, because it is not a guide for tracing a brush or pencil or the like along the edges and it is not a stencil by whose aid the entire mass constituting the "lip" is deposited in substantially a single operation. It is distinguished from a guide in that the edges are especially shaped sectionally in a manner whereby they may be used as stamps, themselves preliminarily receiving thereupon narrow masses of cosmetic substance for conveying to and redepositing the same upon the lips, eyebrows or elsewhere of the face to constitute an outline or, otherwise expressed, a frame, within whose contour the principal mass constituting the "lip" or otherwise is deposited subsequently thereto.

The term, supporting part, and therefrom derived terms, as employed herein, refers to all or any one or more of the parts of our device other than the primary section or the secondary section. Per example, in Figure 5, section-base 45, wire or wires 77, handle 44 and collars 43, each is a supporting part or any combination of them may be referred to as a supporting part.

Any desired combination of said sections and handles may be used. A single handle may be provided with a plurality of variously shaped said sections for the same person's use, to obtain a variety of different "lips," each suitable to a given occasion. The sections may be integral with or removable from the handles. The handle must be designed in a manner whereby it will present no obstruction to the view; however, some persons will find the more horizontally disposed type of handle convenient, while others will prefer the more vertically disposed type of handle or one that is in between. Similarly, some persons will prefer the more horizontally disposed type of platelike section, while others will prefer the more vertically disposed type or a definitely obliquely disposed type of section. It is understood that our invention is not to be regarded as limited to any particular disposition of the handle or section.

We claim—

1. For depositing, on the face of a person, an attenuated, minor mass of colored matter defining, at least in part, the deposit-area of a thereat subsequently applied, relatively larger mass of cosmetic substance, a cosmetic-applicating aid or device comprising a supporting part and, attached thereto, a platelike, primary section adapted to contact the face by the edge of an ultimo-marginal part thereof, the thereto adjacent, penultimo-marginal part of said primary section being spaced from the face.

2. For depositing, on the face of a person, an attenuated, minor mass of colored matter defining, at least in part, the deposit-area of a thereat subsequently applied, relatively larger mass of cosmetic substance, a cosmetic-applicating aid or device comprising a supporting part and, attached thereto, a platelike, primary section adapted to contact the face by the edge of an ultimo-marginal part thereof, the thereto adjacent, penultimo-marginal part of said primary

section being spaced from the face, the greater part of said primary section being substantially in contact with said deposit-area.

3. For depositing, on the face of a person, an attenuated, minor mass of colored matter defining, at least in part, the deposit-area of a thereat subsequently applied, relatively larger mass of cosmetic substance, a cosmetic-applicating aid or device comprising a supporting part and, attached thereto, a platelike, primary section adapted to contact the face by the edge of an ultimo-marginal part thereof, the thereto adjacent, penultimo-marginal part of said primary section being spaced from the face, the greater part of said primary section being in a mean plane that is more nearly parallel with than it is normal to that of said deposit-area and that is spaced therefrom.

4. A lip-defining device, as in claim 1 provided with a platelike, secondary section and with two mutually spaced and substantially parallel guide parts that are slidably therealong engaged by at least one of said sections and that contributively constitute means for disposing said sections toward and away from one another.

5. A lip-defining device, as in claim 1 provided with a platelike, secondary section and with a centrally disposed means that mounts said sections and that contributively constitutes means for disposing said sections toward and away from one another.

6. A cosmetic-applicating aid including a platelike, main section constituted of two substantially equally dimensioned, arcuated half-sections endwise secured to and integral with one another, said half-sections being provided with a single concave applicating edge common to them both, said main section, when symmetrically edgewise regarded, assuming an attenuated form of the Arabic numeral, 3.

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