

May 22, 1956

M. STUART

2,746,463

GUIDE FOR THE APPLICATION OF LIPSTICK TO THE LIPS

Filed April 18, 1955

FIG. 1.

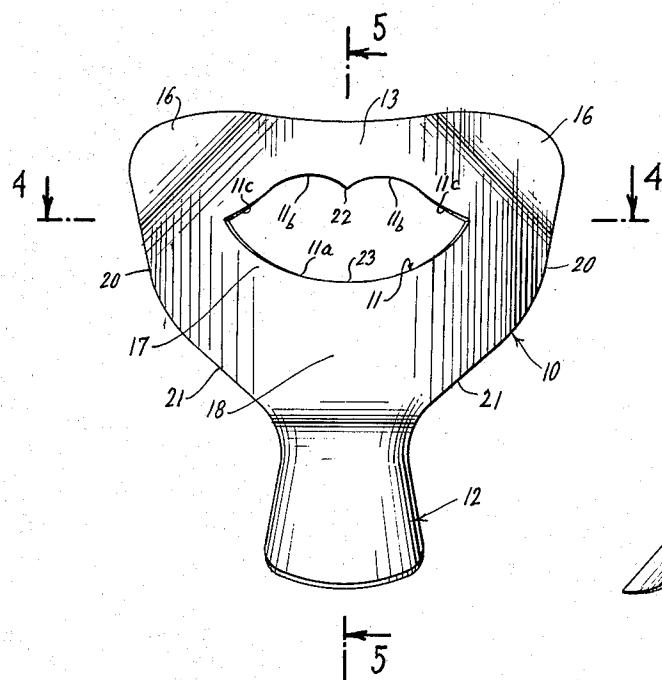


FIG. 3

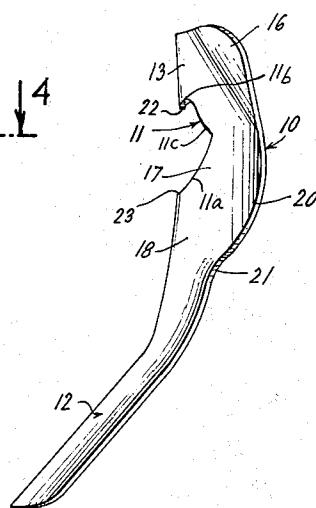


FIG. 2.

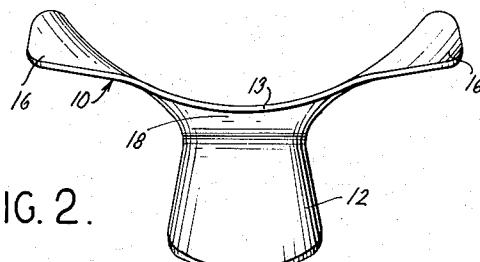


FIG. 4.

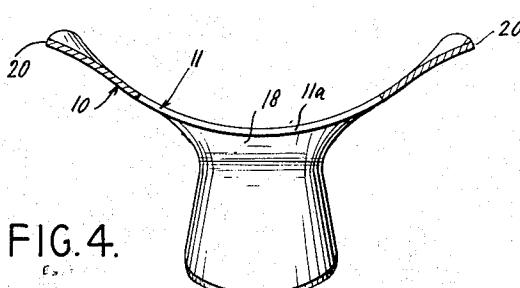
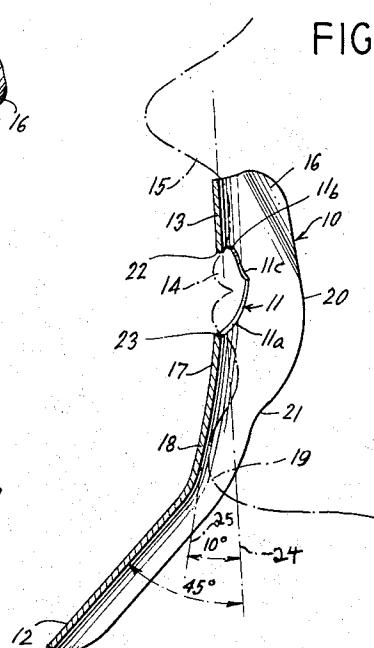


FIG. 5.



INVENTOR.

MARY STUART

BY

Mock & Blum

ATTORNEYS

United States Patent Office

2,746,463

Patented May 22, 1956

1

2,746,463

GUIDE FOR THE APPLICATION OF LIPSTICK TO THE LIPS

Mary Stuart, New York, N. Y.

Application April 18, 1955, Serial No. 501,847

2 Claims. (Cl. 132—88.5)

This invention relates to an improved guide for the application of lipstick to the lips.

My improved guide has particular application to the use of a brush in the application of lipstick to the lips.

An important object of the invention is to provide a guide which may be placed against the face and which will then provide an opening through which the lips are exposed, said opening having a contour in the shape of a "Cupid's bow" or other desired shape. It is then only necessary to apply a brush applicator to the lips, following a path defined by the contour of said opening in order to produce the desired application of lipstick to the lips.

As an important feature of the invention, the guide does not merely permit outlining of the shape of the lips, but permits a full application of lipstick in the desired path.

Another important object of this invention is to provide a guide of the above described type which conforms as closely as possible to the anatomical structure of the face, and which does not create protrusion of the natural lips through the opening, resulting from pressure upon the face or upon the lips. In other words, an important object of the invention is to provide a guide of the above described type which may be applied to the face in such a way as to expose the lips adjacent the peripheral edge of the opening in the guide, but to permit the lips to remain in their normal relaxed state while lipstick is being applied thereto.

As another important feature of the invention, the improved guide accommodates both normal and protruding chins, and in either instance permits the lips to be exposed while they are in their normal relaxed state, and without protrusion of the lips through the opening in the guide.

Another important object of the invention is to provide a lipstick guide which is transparent and light in weight, so that it may be readily placed in proper registration with the natural lips.

Another important object of the invention is to provide a lipstick guide which permits lipstick to be applied to the lips in a pleasing design, which need not necessarily conform to the exact contour of the natural lips. In this connection, it is well known that many women prefer to apply lipstick to the lips in such a way as to conceal or modify the natural contour of the lips, in order to achieve a more pleasing appearance or to copy the lipstick pattern used by movie stars and other celebrities.

Another important object of this invention is to provide a lip guide which permits lipstick to be applied to the lips rapidly, neatly and precisely, which permits the lips to be held in repose during application of the lipstick thereto and which permits full visibility during the entire operation.

Other objects and advantages of this invention will become apparent from the following description, in conjunction with the annexed drawings, in which a preferred embodiment of the invention is disclosed.

In the drawings,

Fig. 1 is a front elevation of my improved lipstick guide.

2

Fig. 2 is a top plan view of my improved lipstick guide. Fig. 3 is a side elevation of my improved lipstick guide.

Fig. 4 is a section on line 4—4 of Fig. 1, and

Fig. 5 is a section on line 5—5 of Fig. 1. Fig. 5 also shows in broken line the profile of a face to which the lipstick guide is applied.

Upon reference to the drawings in detail it will be noted that they show a lipstick guide having a head 10 with an opening 11, and a handle 12 depending from said head 10. Said guide is preferably made of transparent, relatively rigid, plastic material.

Head 10 has an upper central zone 13, located above opening 11, which is adapted to be positioned between the upper lip 14 and the base of the nose 15. Said zone 13 is slightly convex as viewed from the front, as is best shown in Fig. 2, and extends laterally toward the cheeks when the guide is applied to the mouth. Said center zone merges into cheekbone zones or wings 16 which are adapted to be located adjacent the cheekbones of the wearer. These cheekbone zones 16 are bent forwardly outwardly relative to zone 13, as is clearly shown in Fig. 2 and as is also apparent in other views.

Opening 11 occupies a substantial portion of the mouth zone 17 of the guide, said mouth zone 17 being located below the top central zone 13. This mouth zone 17 merges into a chin zone 18 located below said mouth zone 17 and adapted to abut the chin 19 of the wearer. These zones 17 and 18 are also convex, and have approximately the same curvature as top central zone 13.

The side edges 20 of mouth zone 17 converge slightly downwardly, and this convergency increases substantially in the side edges 21 of chin zone 18, said side edges 21 being respectively continuous with the side edges 20 of mouth zone 17. In other words, the respective side edges 20 and 21 follow generally the narrowing contour of the lower portion of the human face.

In front elevation, as shown in Fig. 1, mouth opening 11 is generally in the shape of what is commonly known as a "Cupid's bow." Said opening 11 has a concave lower edge 11a, twin convex upper edges 11b and slightly convex side edges 11c which diverge downwardly and outwardly from the outer ends of the edges 11b to the outer ends of edge 11a. In addition, as shown in Figs. 3 and 5, the edges 11b and 11 extend rearwardly from the top center point 22 of opening 11, and the respective halves of lower edge 11a also diverge rearwardly from the center point 23 of said edge 11a. As a result, when the guide is applied to the lips, the points 22 and 23 are approximately in the foremost plane of the lips 14, and the sides of opening 11 recede rearwardly relative to the foremost plane of lips 14. This conforms to the horizontally convex shape of the human face, in the plane of the lips.

As a result, when the guide is applied to the lips, the complete lips 14 are adapted to be exposed in repose through opening 11, but the lips do not protrude through the opening beyond the front surface of the guide. This is shown in Fig. 5. In this connection, it is pointed out that if the lips were to protrude forwardly through opening 11, beyond the front surface of the guide, the guide would not work satisfactorily, and it would be difficult to apply lipstick properly to the lips 14. In addition, if it were necessary to distort the lips so as to make them fully exposed through opening 11, the appearance of the lipstick after application and after relaxation of the lips would be unsatisfactory.

Handle 12 is inclined substantially forwardly relative to the respective mouth and chin portions 17 of head 10, as is best shown in Figs. 3 and 5. Said handle 12 is convex, so that the sides of handle 12 form a smooth continuation of the side portions of chin portion 18.

The various angles of inclination of the various portions of the lipstick guide, as viewed in vertical section, are shown in Fig. 5. Fig. 5 shows a base line 24 which corresponds to the upper central portion 13 of head 10 as viewed in the central vertical section along lines 5-5. The corresponding section line through the respective mouth and chin portions 18 is designated by the reference numeral 25, and is displaced relative to line 24 by an angle of approximately 10°. The corresponding section line of handle 12 makes an angle of approximately 45° with base line 24.

The convex shape of chin portion 18, as well as the inclination thereof relative to the upper central portion 13, makes it possible for the guide to be applied to faces having normal chins and also having chins which protrude forwardly more than the usual amount. Thus, upon consideration of Fig. 5, it will be apparent that the guide would function satisfactorily even if the chin were to protrude forwardly to a slightly greater extent, and also if the chin were to protrude forwardly slightly less. In effect, the variation in extent of protrusion of the chin would cause the guide to be turned slightly angularly about the approximate center point of guide portion 13, as viewed in Fig. 5. In all cases, however, within a reasonable degree of latitude, the lips would be fully exposed, although the amount to which the lips extend into opening 11 might vary slightly. The important consideration is that lips 14 should not be located much behind or much ahead of the plane of the guide.

In the use of the improved lipstick guide, it is placed against the face in symmetrical orientation relative thereto, with lips 14 extending naturally through the lip opening 11. A brush to which lipstick has been applied is then applied to the lips and moved along the periphery of opening 11, in sidewise abutment therewith. As a result, the lipstick is applied to the lips of the wearer in a pattern corresponding to the shape of opening 11.

While the applied lipstick on the face generally follows the lips 14, it will be apparent that at certain points, the pattern diverges somewhat from the lips as it follows the outline of opening 11, achieving a symmetrical effect when distortions exist or when greater fullness is desired. This is a desirable and important feature of the invention because the shape of opening 11 is selected to provide an extremely attractive pattern of lipstick upon the face. This pattern, by departing from the contour

of the lips in individual cases, obscures and masks the undesired appearance of the lips in such individual cases.

I have found that the size of my improved lipstick guide may be standardized into very few sizes, in order to be useable by the vast majority of women.

While I have disclosed a preferred embodiment of my invention, and have indicated various changes, omissions and additions which may be made therein, it will be apparent that various other changes, omissions and additions may be made in the invention without departing from the scope and spirit thereof.

I claim:

1. A lipstick application guide in the form of a unitary member adapted to overlie the mouth and chin and connecting and adjacent portions of the face, said member being horizontally convex and downwardly tapered to conform to the shape of the face, being forwardly inclined in the chin zone to accommodate forward protrusion of the chin, having a handle depending from the chin zone, and being forwardly flared at its upper corners to accommodate the cheekbones, said member having a mouth opening shaped and positioned to expose the lips in repose, the contour of said opening serving to guide a lipstick brush applicator in the application of lipstick to the lips in a selected pattern.

2. A lipstick application guide in the form of a unitary member having a horizontally convex central mouth zone adapted to overlie the mouth of the user, a horizontally convex upper zone merging with said mouth zone and adapted to overlie the face above the lips and below the mouth, forwardly flared wing zones extending upwardly and outwardly from said mouth zone and adapted to overlie the cheekbones, a horizontally convex chin zone extending below said mouth zone and adapted to overlie the chin, said mouth zone and said chin zone being inclined forwardly relative to said upper zone, the respective lower side edges of said mouth zone and side edges of said chin zone being continuous and converging downwardly inwardly, and a handle extending downwardly and outwardly from said chin portion, said mouth portion having a mouth opening shaped and positioned to expose the lips in repose, the contour of said opening serving to guide a lipstick brush applicator in the application of lipstick to the lips in a selected pattern.