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3,516,422

MAGNETIC FALSE EYELASHES AND METHOD OF AFFIXING TO THE EYELIDS

Filed June 26, 1967

FIG. 1

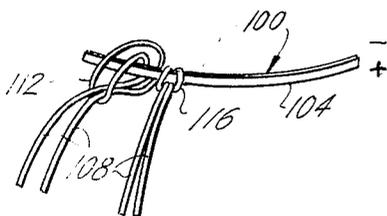


FIG. 2

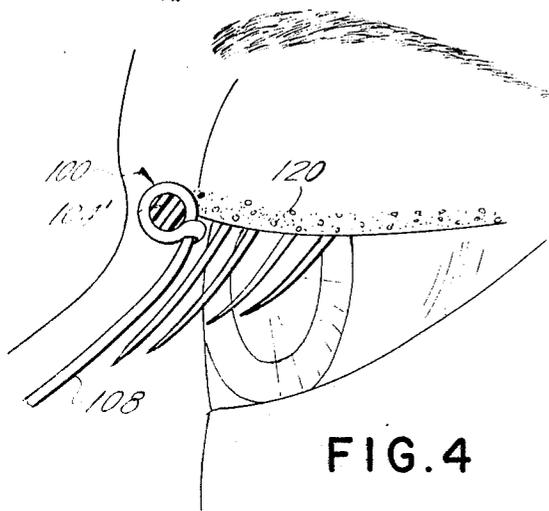
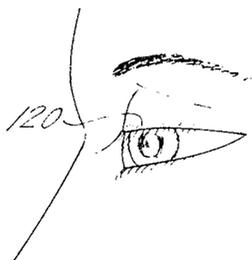


FIG. 3

FIG. 4

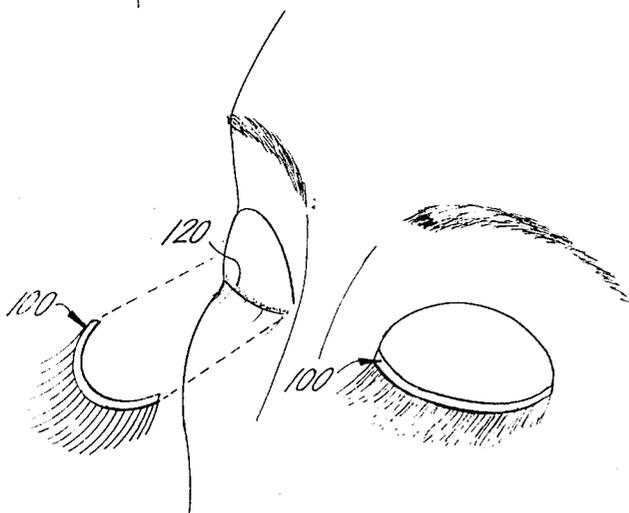


FIG. 5

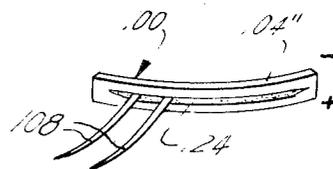


FIG. 6

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**MAGNETIC FALSE EYELASHES AND METHOD OF AFFIXING TO THE EYELIDS**

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3 Claims

**ABSTRACT OF THE DISCLOSURE**

A false eyelash having a flexible magnetized plastic base which can be affixed to the eyelid by means of an adhesive substance applied to the eyelid just above the real eyelash, the adhesive substance containing fine iron particles and an adhesive binder.

**BACKGROUND OF THE INVENTION**

**Field of the invention**

This invention relates to a magnetic false eyelash. This invention also relates to a method of affixing the magnetic false eyelash to the eyelid.

**Description of the prior art**

False eyelashes are well known in the art. The conventional method of making false eyelashes has been to tie the synthetic hairs to a semiflexible, rope-like base. To affix the eyelash to the eyelid, glue or some similarly adhesive substance is placed on the inner surface of the base or on the eyelid just above the eyelash. The base of the false eyelash is then pressed against the eyelid. This method of attachment is generally not satisfactory. Another method of affixing a false eyelash utilizes a pressure-sensitive adhesive mounted along the inner surface of its base. This method is not satisfactory as the attachment is normally poor and often quickly loses its adhesive qualities due, in part, to the build up thereon of oil from the sebaceous glands.

**Summary of the invention**

It is an object of this invention to provide a false eyelash having a flexible, plastic magnetized base. It is a further object of this invention to provide a method of affixing the magnetic false eyelash to the eyelid.

The term "adhesive substance" utilized in this application encompasses any paste, suspension, emulsion, ointment, adhesive, cream, gel, or similar semiliquid substance which possesses sufficient adhesive qualities to stick to and subsequently remain on the surface of a human eyelid for several hours, even with frequent movement of the eyelid, but which will remain semiliquid for a considerable period of time after application. The term "eyelash" encompasses more than a single hair. The natural eyelash is that fringe of hairs on the edge of the eyelid. The term "hair" encompasses natural hair, human or otherwise, and synthetic fibers.

The plastic magnetized false eyelash of this invention comprises a narrow strip comprised of a flexible plastic magnetic material, and a plurality of hairs attached to the strip of plastic magnetized material.

The method of affixing the magnetic false eyelash of this invention to an eyelid comprises (a) applying an adhesive substance containing at least about 80 percent by weight of finely divided iron to the eyelid just above the natural eyelash, and (b) affixing to the adhesive substance a magnetic false eyelash comprised of a narrow strip of plastic magnetized material having a plurality of hairs attached to the plastic magnetized material.

The plastic magnetized base or strip should fit the contour of the eyelid which, of course, will vary somewhat from person to person. Accordingly, a flexible base is utilized and, more preferably, a contoured flexible base is utilized. The contoured flexible base can be made from any suitable material, such as, Koroseal® Flexible Magnetic Strip described in Bulletin No. IPC-1061-2, B. F. Goodrich Industrial Products Company, Akron, Ohio. In general, the base can be made from any flexible polyvinyl resin (vinyl plastic) broadly described in The Condensed Chemical Dictionary, 7th ed., Reinhold Publishing Company, New York, 1966, page 770. The base can be formed in any conventional manner, such as by extrusion through a die, molding, etc.

The plastic magnetized material is rendered magnetic by having incorporated into the resin a ferromagnetic material which is a substance having magnetic properties similar to those of iron, and therefore is a substance that can be magnetized. Ferromagnetic materials include cobalt, iron, nickel, and various alloys; compounds of iron such as barium, lead, and strontium ferrite, and certain materials containing manganese. The ferromagnetic material used in Koroseal magnetic strip is barium ferrite, BaFe<sub>12</sub>O<sub>19</sub>. The ferromagnetic particles can further be any of the ferromagnetic oxides described under "ferrite(2)" in The Condensed Chemical Dictionary, 7th ed., Reinhold Publishing Company, New York, 1966, page 414, provided that such ferromagnetic oxides contain sufficient magnetic properties when incorporated into the plastic magnetized material to hold the magnetic false eyelash to the eyelid for prolonged periods of time. Within the scope of this invention, a prolonged period of time encompasses the normal working day along with its concomitant movement by the normal wearer. The magnetic particles can be magnetized in any desired direction by any conventional means.

The hairs can be attached to the plastic magnetized base in any suitable manner. The conventional manner of attaching the hairs to the base is to affix each hair to the base, for example, as is illustrated in U.S. Pat. No. 3,032,042, issued Jan. 13, 1959. Preferably, the base is slit lengthwise, although not at each end, and one end of each hair is inserted into the slit. An adhesive material can be used to firmly secure the hairs into the slit. Also, preferably, a dovetail slit can be cut lengthwise in the base material and one end of each hair is knotted and slid into the dovetail slot. The hairs can also be attached to the eyelash as illustrated in U.S. Pat. No. 2,812,768, issued Nov. 12, 1957, whereby the hair is attached to the base by fixing the hairs in place about a mold, placing perpendicular to the hairs the base material containing the magnetic particles under and over the hair, heating the base material, and cooling the base material so that the hairs are embedded in the base material. The described means of attaching the hairs to the magnetic base serve to demonstrate that such means are conventional.

The adhesive substance placed on the eyelid generally in a line just above the eyelash includes at least about 80 percent by weight reduced iron, the iron being micro-fine iron or powdered iron (obtained by grinding, etc.). The iron content of the adhesive substance advantageously is as high as possible, commensurate with the adhesive substance remaining a cohesive substance able to adhere to the eyelid for long periods of time. The adhesive substance must contain materials that supply sufficient adhesive properties to hold the reduced iron in suspension and itself to the eyelid for prolonged periods of time. The adhesive substance also must be cosmetically acceptable and must be harmless to the skin, eyes, eyelashes, etc., of the wearer, and must permit ready re-

removal from the eyelid without harm thereto. The adhesive substance further must be relatively quick drying to leave a nontacky surface. Preferably, the adhesive substance is water-soluble. In general, the adhesive substance can be any substance which has the above properties and includes suitable adhesives, cements, glues, mucilages and pastes. Typical examples of suitable adhesive substances are animal (hide) glue, casein glue, starch dextrin and vegetable gum adhesives, rubber-based adhesives, fish (skin) adhesives, blood adhesives, shellac, polyvinyl alcohol adhesives, cellulose ester and ether adhesives, combinations of these, and the like. Other typical examples of adhesive materials are the Carbowaxes® which are normally solid polyethylene glycols and methoxypolyethylene glycols manufactured by Union Carbide Corporation, and are described in The Condensed Chemical Dictionary, 7th ed., Reinhold Publishing Company, New York, 1966, page 181. The Carbowaxes® are available in numbered grades designating the approximate molecular weight of the polymer and range in molecular weight from about 200 to about 6000. The adhesive substance can be applied to the eyelid in any convenient manner, for example, by using an eye liner (brush).

Alternatively, the adhesive substance can be of the pressure sensitive type applied to, for example, a thin plastic strip, the other side of which strip is coated with, or has embedded therein, the reduced finely divided iron in an amount sufficient to hold in place the plastic magnetized eyelash. Such a pressure sensitive adhesive strip is simple of application and removal.

#### SUMMARY OF THE DRAWINGS

In order to describe this invention with greater detail, reference is made to the attached drawing in which:

FIG. 1 is a fragmentary front isometric view, partially exploded, of the magnetic false eyelash with the hairs attached by tying each in the illustrated manner around the magnetic base;

FIG. 2 is a side isometric view of the facial region around the eye with the adhesive substance applied in a narrow line just above the eyelid;

FIG. 3 is a side isometric view, similar to FIG. 2, with the magnetic false eyelash affixed to the eyelid;

FIG. 4 is a side isometric view, similar to FIG. 2, showing a cutaway, cross-sectional view of the magnetic false eyelash affixed to the eyelid;

FIG. 5 is a front isometric view of the facial region around the eyes, with the magnetic false eyelash in position to be affixed to the left eyelid, and with the magnetic false eyelash affixed to the right eyelid; and

FIG. 6 is a fragmentary front isometric view of the magnetic false eyelash with the hairs attached by inserting one end of each into the slot in the magnetic base.

#### DESCRIPTION OF THE DRAWINGS

In FIG. 1, as in all of the figures in the drawing, the reference numeral 100 indicates, as such, the magnetic false eyelash. Magnetic base or strip 104 is magnetized in its horizontal dimension, as indicated by the plus and minus signs. The direction of polarity in the horizontal dimension of magnetic base 104 is not critical, and can be either as indicated or reversed. Magnetic strip 104 consists of a strip of Koroseal® Flexible Magnetic Strip which is composed essentially of finely divided ferromagnetic particles dispersed in a thermoplastic binder. The ferromagnetic particles are barium ferrite,



The mixture of ferrite and binder is normally formed

by extrusion through a die, but can also be formed by molding, etc. A strip of the material having a rectangular cross section is permanently magnetized in any conventional manner so that the direction of magnetism lies in the horizontal axis of the strip. Magnetic strip 104 is formed by slicing off a narrow cross-sectional strip of the magnetized Koroseal® Flexible Magnetic Strip. The polarity of magnetic base 104 is indicated by the plus and minus signs. Magnetic strip 104 has a rectangular cross section in this embodiment. Hair strands 108 are tied to strip 104 as illustrated at 112 and 116.

Referring to FIG. 2, adhesive substance 120 is illustrated after it has been applied to the eyelid in a line just above the eyelash. A typical formulation of adhesive substance 120 is:

	Percent by weight
Reduced iron .....	80.0
Water .....	15.0
Carbowax® 400 .....	4.825
Sodium bisulfite .....	0.075
Methylcellulose (4000 cps.) .....	0.1

In FIG. 3, magnetic false eyelash 100 has been affixed to the eyelid.

Referring to FIG. 4, a cutaway of magnetic false eyelash 100 affixed to the eyelid is illustrated. Magnetic strip 104' has a circular cross section in this embodiment. Adhesive substance 120 is shown applied to the eyelid. FIG. 5 shows the manner in which magnetic false eyelash 100 is affixed to the eyelid.

Referring to FIG. 6, slot 124 traverses base 104' in a longitudinal direction from nearly end to end. One end of each hair 108 is inserted into slot 124 and glued into place, which illustrates the more preferred method of attaching hairs 108 to magnetic strip 104'.

What is claimed is:

1. A magnetic false eyelash comprising
  - (a) a relatively narrow flexible plastic magnetized material having a horizontal polarity containing a ferromagnetic oxide, and
  - (b) plurality of hairs attached to the magnetic material.
2. A magnetic false eyelash comprised of a relatively narrow flexible
  - (a) magnetized material having a horizontal polarity and comprising a vinyl substance containing about 90 percent by volume of magnetized barium ferrite, and
  - (b) plurality of hairs attached to the magnetic material.
3. The method of affixing a false eyelash containing a magnetic charge to an eyelid which comprises:
  - (a) applying an adhesive substance containing at least about 80 percent by weight reduced iron in small particle form to the eyelid just above the natural eyelash,
  - (b) permitting the adhesive substance to dry, and
  - (c) affixing to the adhesive substance a magnetic false eyelash comprised of a narrow flexible plastic magnetized base and a plurality of hairs attached to the magnetic base.

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