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(54) **Title**: COSMETICS TRAINING DEVICE

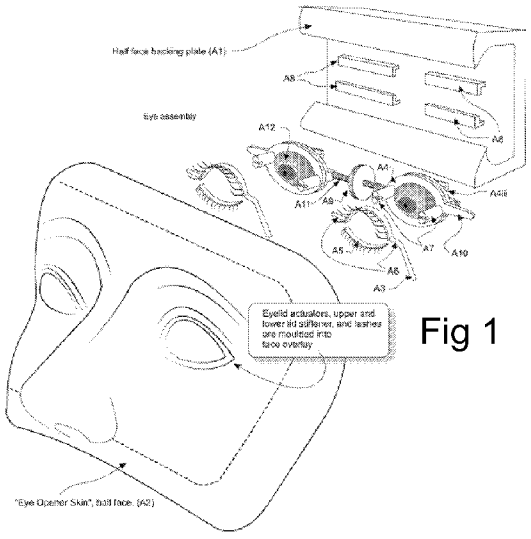

Fig 1

(57) **Abstract**: A training aid comprises a support (A1); a cover (A2) attached to the support to represent the skin of at least part of a human face, the cover including artificial upper eyelids; artificial eyes attached to the support so as to be visible through openings in the cover; and means (A3, A6) operable to open and close the up- per eyelids. The eye-opening assembly may be incorporated in a half-face mannequin for lash extension training or in a full-face mannequin for makeup training. The spacing and slope of the eyes is adjustable. In the full-face man- nequin, a plurality of blocks (typically 17) are moveable by mechanical and/or inflatable actuators to set the face into any of the standard shapes and to alter the positions of the nose and lips, as well as the eyes.

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MAKEUP TRAINING DEVICE

Field of the Invention

[0001] The present invention relates to training aids for students to learn and practise eyelash extension and makeup application. More specifically, the present invention relates to an enhanced mannequin enabling students of makeup to learn and practise the art of lash extension and/or makeup application without the need of a human subject.

Background to the Invention

[0002] The cosmetics industry is big business. It began around 4000BC and developed at the beginning of the 20th Century into the commercial enterprise that it has now become. Current estimates put the worldwide annual expenditure on cosmetics at US $18 billion.

[0003] Not only are individuals prepared to spend vast sums of money over their lifetime on enhancing (or otherwise changing) their appearance, the desire to learn how to apply cosmetics has led to a significant increase in the number of Schools, Colleges and other Learning Centres dedicated to training people how to apply makeup correctly and with style. It is possible to become Certificated and to obtain Diplomas to various levels in all aspects of cosmetic application.

[0004] Applicants have already invented and developed a “Practice hand”, allowing Nail Technicians to practice the skills required to master Gel, Acrylic and Fibreglass nail extension treatments without the many drawbacks associated with working on live models. It has been widely used and allows students to practise the skills required to be a successful beautician without having to attend fixed classroom-based lessons. The skills can also be learnt at home in spare time.

[0005] In order to expand this concept of learning into other beauty fields, Applicants now propose packaging realistic training aids, lessons on DVD, essential tools and products, and a route to assessment and certification in a convenient and affordable package. The present invention provides a training aid designed to allow students (and more accomplished practitioners) to learn and

develop those skills without the need for a live model. In the case of eye makeup, specifically eyelash extensions, this offers a distinct and vastly superior safety aspect whilst providing a realistic "face" on which to practise.

Summary of the Invention

[0006] In a first aspect, the invention comprises an eyelash training aid, comprising:

a support;

a cover attached to the support to represent the skin of at least part of a human face, the cover including artificial upper eyelids;

artificial eyes attached to the support so as to be visible through openings in the cover; and

means operable to open and close the upper eyelids.

[0007] In a second aspect, the invention comprises a makeup training aid, comprising:

a support;

a flexible cover attached to the support to represent the skin of at least part of a human face;

a plurality of movable actuators adapted to alter the position of a plurality of blocks in predetermined areas of the face represented by the cover, whereby movement of the actuators adjusts the positions of the blocks and thereby the cover to alter the shape of the face represented by the cover.

[0008] The invention further provides a kit of parts including either of the said training aids.

Brief Description of the Drawings

[0009] The invention will be described with reference to the following drawings, of which:

Figure 1 is an exploded pictorial view of the lash training aid, showing the removable "skin" of a half-face training aid and an artificial eye-mounting mechanism;

Figure 2 is a cross-sectional view showing in more detail a mechanism for mounting an eye and moving the eyelids of the training aid between open and closed positions;

Figure 3 is a detailed drawing of the eye mounting assembly, showing a mechanism for altering the angle of the eyes;

Figure 4 is a skeleton view of a full-face training aid incorporating the eyelid opening mechanism of Figures 1 and 2;

Figure 5 is a rear view of a full-face training aid, showing various locators;

Figure 6 shows diagrammatically the facial areas of a makeup training aid that can be adjusted to recreate any of the "standard" human face-shapes;

Figure 7 shows how movement of the areas of Figure 6 can be used to recreate various "standard" face shapes;

Figure 8 illustrates these "standard" face shapes; and

Figure 9 shows how the eyes, nose and lips may be individually configured.

Detailed Description of the Illustrated Embodiments

The Eyelash Trainer

[0010] A detailed description will now be given of an eyelash training aid but first, it may be instructive to explain how eyelash extension is carried out. Eyelashes are extended by fixing individual, synthetic lashes to healthy live lashes using an adhesive. Care must be taken to fix the lashes securely, to avoid damage or irritation to the eye and surrounding area. False lashes have to be selected, oriented and glued neatly in position to create a pleasing and natural looking eyelash that is matching and symmetrical in both eyes.

[0011] At present, it is only possible to buy a kit of lashes and glue. Students can attend a short classroom course and might use a training aid consisting of a mannequin head (with a closed or open eye) on to which a set of false eyelashes have already been attached. The student will then practise extending the false eyelashes with individual lash extensions.

[0012] The problem with using such a basic mannequin head is that the eye is moulded either open or closed. One of the fundamental problems that a student has to over come, namely applying the eyelash extensions to a closed eye and then opening the eye to check the effect of her work, is entirely missing from such aids. Indeed one of the early mistakes a student makes is to apply too much adhesive, gluing the top and bottom eyelashes together. On opening the eye, the student then has to learn how to separate the lashes using a solvent, scissors and tweezers. This can be a dangerous operation when an inexperienced, nervous student is working so near to the eye. The present invention addresses this problem by supplying removable "skins" incorporating realistic opening eyes.

[0013] Referring now to Figure 1, the training aid consists of two main parts, a 'half face backing plate' (A1) and an 'Eye Opener Skin' (half face) (A2). The simple block-shaped appearance of the backing plate (A1) can instead have a more organic shape, representing more accurately the structural form of the human face. The Face Plate can be clamped to a desk top (clamp not shown) to make it convenient for the Student Technician to work from above the forehead.

[0014] The Eye Opener Skin' (A2) fits snugly around the edges of the Face Plate and is removable and replaceable with other skins. The skins may simply be a "standard" face shape and may be white or flesh-coloured. Alternatively, they can be pre-configured to mimic certain face shapes and/or can be tinted to mimic the skin tones of various ethnic groups. The student works on the removable skin, which is preferably made of very low hardness material by a two-part injection moulding process to incorporate more rigid 'Eyelid Actuators' (A3). The Eyelid Actuators also incorporate the top eyelashes, which have been encapsulated into the Eyelid Actuators during manufacture or by insert or over-moulding techniques. A set of lower lashes (A5) are incorporated in a similar way, but they do not need to move. The upper and lower eyelids incorporate stiffeners at their meeting edges, as shown in cross-section in Figure 2. The upper eyelid is flexible so that when the actuator is moved to the eye open posi-

tion, the lid flexes, similar to the human eye, as shown in the cross-sectional view in Figure 2.

[0015] Although for the sake of clarity and explanation the Figures show the actuators separated from the Eye Opener Skin, in the actual article the skin, the upper and lower lashes, the eyelid opener/closer, and the lower eyelid are a single item.

[0016] Reverting to Figure 1, a pair of shafts (A6), one each side of the Eyelid Closer, provide an axle that clips into posts (A7) on an Eye Retainer (A4). The eye retainer (A4) is made of two parts (A4i and A4ii), as more clearly shown in Figure 3, joined together by a central pin. The two parts (A4i and A4ii) can rotate about 30 degrees relative to each other to mimic sloping eyes. A ratchet arrangement is moulded into the mating faces of the two parts to restrict the rotation to a quantifiable amount (for example or preferably in 6 steps of 5 degrees). Levers (A10) are provided on each eye to make this rotation easily achievable by the user. This lever can be located in a variety of places to make access simple for the user but without detracting from the overall appearance of the face of the training aid. The front part (A4i) of the eye assembly has a recess to locate a standard commercially available acrylic or glass eye (A12). Naturally, different eye colours can be offered as part of the versatility of the training aid.

[0017] Referring to Figure 1, the rear part (A4ii) of the eye assembly has a rail arrangement (A4iii) on the rear, which clips into corresponding rails (A8) in the backing plate. The rails allow each eye to slide horizontally. The distance between the two Eye Retainers is adjusted by a threaded rod (A11), which has a left hand thread at one end and a right hand thread at the other, so that when the threaded rod is rotated by a thumb wheel (A9) the Eye Retainers move apart or closer together by equal amounts. Other mechanisms may be used to achieve this. For example, the thumbwheel may be located at one side, or the sliders (A4iii) may be interconnected by a cord and pulley assembly. This mechanism allows the training aid to mimic different spacing of eyes found naturally (close together/wide apart etc.). Although the facility to vary the hori-

zontal position and slope of the eyes has been built in to the training aid thus far described, a fixed eye position may be adequate. However, the adjustable function is much preferred in the Makeup Trainer, shortly to be described.

[0018] In use of the device, the student is supplied with a single Face Plate and a number of 'Eye Opener Skins' that enable her to practise extending the eyelashes in accordance with the training information on DVD, for example. After she has finished the course the skins are placed on a special 'Progress Card' and returned to an assessor for assessment and certification.

[0019] The assessor will supply a route to high quality training with a certificate at the end of the course, along similar lines to Applicant's Diploma courses for nails. The student will receive a kit of tools and products, training DVD, book and the Lash Trainer training aid with a number of removable skins. She will work through the lessons, creating extended lashes on the Lash Trainer, which are sent for assessment and certification.

[0020] It may be convenient at this point to indicate the contents of a kit provided as part of a training package for students. A typical course may therefore include the following items:

[0021] Course contents:

Lash Trainer Face Plate.
6 x Eye Opener Skins
Box of lash extensions.
Lash adhesive
Tweezers
Head magnifier
Technician mask
Work horse table towels
De-bonder
Training DVD
Progress card
Course notes booklet

The Makeup Trainer

[0022] As previously mentioned, the "Eye Opener Skin" thus far described represents only a half-face. This is to simplify construction and to provide the student with only as much as is needed for learning the art of lash extension and related arts. However, there is a considerable market for makeup training, remembering the global market figures for sales of cosmetics quoted in the introduction to this specification. It is therefore desirable to extend the benefits of the Lash Trainer to full-face makeup training. To this end, the Eye Opener training aid may be incorporated in a full-face mannequin to be used for makeup training. This is illustrated diagrammatically in Figure 4, which shows the eye-opening/closing mechanism thus far described with reference to Figures 1, 2 and 3. More preferably, the full-face mannequin incorporates the adjustable eye spacing mechanism that was an option in the half-face lash training aid.

[0023] In this connection, Figure 5 shows the inner surface of a full-face skin. It is provided with the eye opening mechanism just mentioned (but not shown in Figure 5 for the sake of simplicity and clarity) together with various locators (C1) for nose and lip quadrants of an adjustable "face", plus locating plugs (C21) whose purpose will be described later.

[0024] There are many different classes of face makeup that can be taught, for example:

[0025] General day, evening and wedding make up, fantasy and photographic make up, party make up and face painting. Applicants offer a course designed for the beautician who wants to learn the basics of makeup application to a professional standard and as such is aimed at General day, evening and wedding make up only. Other classes are specialised and may require a different set of criteria. However, there is fundamental reason why the makeup training aid cannot be used for learning the whole range of makeup.

[0026] In conventional classroom-based makeup courses, the student will work on a single model with a fixed set of features. The techniques required in enhancing/correcting other facial features being covered in theory only, or by applying makeup to a line drawing of the features on paper. Therefore, most

students only encounter the majority of differing facial features for the first time with a paying customer in a salon.

[0027] When learning how to apply general day, evening and wedding makeup, the student has to learn how to modify/enhance the look of a particular set of facial features. The object being (a) to make the face look as much like a 'perfect' female face as possible and (b) to create a particular 'look' that the customer has requested. It is therefore desirable for the student to have experience in dealing with as many of the different facial features as possible, and to be instructed on the best ways to accent a good feature and suppress an undesirable one using makeup. This is difficult to achieve in the classroom.

[0028] The 'Makeup Trainer' training aid will provide the student with a range of realistic facial features that covers 90% of the challenges she will come across in the real world. By following the lessons on DVD and in the course literature, she will learn the correct application to make the most of each set of facial features. She will do this by working on a three dimensional face which, after the application, can be returned for Assessment and Certification. By working at home the student can achieve a wide ranging and high level of skills and a recognisable qualification in the art of make up.

[0029] Existing training devices provide for a basic mannequin head with 'overlaying skins'. Indeed they provide for different face shapes and colours to imitate the range of features found in different ethnic groups, although only one basic face shape has appeared on the market, probably due to the cost of producing a completely different face and set of skins for each variation. What none of them achieve is to incorporate the most important feature of any face – the opening and closing eye. There are mannequins with closed eyes, or 'painted on' open eyes but none has a moving eyelid over a realistic eye.

[0030] Applicant's Makeup Trainer is designed to provide for the student a variety of face shapes, an opening eye (different coloured eyes can be used) within a single 'Variable Head' and a single 'Eye Opener Skin'. She will be able easily to change the shape of the face, the position of the eyes, and most importantly to see the effect of her work with eyes open and eyes closed.

[0031] To that end, the Makeup Trainer training aid provides a variety of features in order to mimic the main facial variations in the human face, as will now be described with reference to Figures 4 to 9.

[0032] The Makeup Trainer consists of two main parts - a full-face backing 'Face Plate', as represented in Figure 6, and a full-face 'Eye Opener Skin', as represented in Figures 4 and 5. The Face Plate can be attached by a clamp (not shown) to a desktop to make it convenient for the Student Technician to work in front of the face. The student works on the removable full-face, which fits snugly around the full Face Plate in the same manner as for the half-face skin in the Lash Trainer training aid previously described. The Eye Opener Skin is made of very low hardness material and is made by a two-part injection moulding process to incorporate a more rigid 'Eyelid Closer'.

[0033] The description relating to the eyes and the eye opening mechanisms is the same as described in the Lash Trainer above, so will not be repeated here.

[0034] The significant difference over the Lash Trainer is that the Makeup Trainer uses a 'variable face plate' (Figure 6) consisting of a plurality of movable blocks. It has been found that 17 blocks provide a good compromise between absolute accuracy and efficiency and economic production. These 17 recreate movements in the forehead (right and left), brow (right and left), cheek (right and left), chin (right and left), the eye assembly (as described in the Lash Trainer), four nose quadrants and four lip quadrants. These blocks are three-dimensional blocks with a similar profile to corresponding areas in a real face whereas the Figures are restricted to illustrating them in plan form.

[0035] Referring to Figure 6, each of these areas is flexibly mounted on a backing plate (B1) and can move and rotate in relation to each other and the backing plate. This is to mimic various head and face shapes that the student will be asked to practise on. The Eye Opener Skin is resilient enough to stretch and contract over the full range of movement of the face areas. To make sure that the skin maintains contact around the eyes and nose there may be locating plugs moulded into the skin (C21) which locate in corresponding holes in the

Face Plate (A20). Movement of the facial areas could be by a series of pins, cams, levers and screws, or each area may comprise a series of inflatable bags whose shape varies in proportion to pressure, for example sunken cheeks or plump cheeks, a bug nose or a little one, a high or low forehead, or a combination of inflatable areas, levers and cams.

[0036] The position of each movable block is repeatable, being referenced by a number or colour on the face plate. This is so that the skins, when returned for assessment, can be placed over an identical face plate set up to the same shape as the student was using, thereby enabling the assessor to see the effects of the student's corrective make up. These could be colour coded positions for each block, for example, as represented in monochrome by a mixture of light, intermediate and dark lines in Figure 7.

[0037] The standard positions for the blocks, to mimic the standard 9 variations of face shapes, are shown in Figure 8, i.e. round, diamond, square, pear, heart, triangle, inverted triangle, oblong, and ideal.

[0038] Additional variations in facial features can be achieved by variation in the eye position (close, far apart) and slope (slope up and down) as described in the Lash Trainer, as well as variations in width and thickness of lips and nose (See Figure 8). The inside of the full-face skin has locators (C1) for the nose and lips quadrants.

[0039] In practice, the student will be supplied with a single Full Face Plate and a number of 'Full Eye Opener Skins' that enable her to practise various makeup techniques in accordance with the training information on DVD. After she has finished the course the skins, along with her applied makeup, are placed on a special 'Progress Card' and returned to an Assessor for assessment and certification.

[0040] It may be convenient at this point to indicate the contents of a kit provided as part of a training package for students. A typical course may therefore include the following items:

[0041] Course contents:

Makeup Trainer Variable Face Plate (full)

9 x Eye Opener Skins (full)

Makeup tools and products (dependant upon type of makeup being taught)

Training DVD

Progress cards

Course notes book.

Conclusion

[0042] The invention therefore provides realistic training aids for students learning to apply eyelash extension and makeup, in each case, a mannequin half-face or full-face that contains realistic eye opening/closing features. The training aids offer students a replica face or half-face on which to learn without the fear and concerns of causing superficial or substantial health issues with a real-life model. In addition, the invention can form part of a training programme, enabling a student to carry out a distance-learning regime, with the added bonus of being able to submit "three-dimensional" attempts on removable "skins" for assessment by a qualified, experienced assessor. In the case of the full-face makeup training aid, the facial features can be recreated by the Assessor for a more accurate assessment as compared to two-dimensional drawings, which offer very limited realism.

CLAIMS

1. A training aid comprising:

a support;

a cover attached to the support to represent the skin of at least part of a human face, the cover including artificial upper eyelids;

artificial eyes attached to the support so as to be visible through openings in the cover; and

means operable to open and close the upper eyelids.

2. A training aid as claimed in Claim 1, wherein the upper eyelids are provided with artificial lashes.

3. A training aid as claimed in Claim 2, wherein each upper eyelid has a stiffener along the edge.

4. A training aid as claimed in any of Claims 1 to 3, wherein the means operable to open and close the upper eyelids comprise a pivotably mounted curved member and a manually operable arm adapted to rotate the curved member, the curved member being attached to the edge of the upper eyelid.

5. A training aid as claimed in Claim 4, wherein the artificial eyes are mounted to respective holders, the holders being adapted to engage support means on the support.

6. A training aid as claimed in Claim 5, wherein the support means comprise mounting rails adapted to engage corresponding formations on said holders.

7. A training aid as claimed in Claim 6, wherein each holder comprises a first ring and a second ring, the artificial eye being attached to the first ring, the first ring having notched posts to receive axles formed on said curved member, and the second ring provided with said corresponding formations, the rings facing one another, their facing surfaces comprising ratchet formations enabling the relative orientation of the rings to be adjusted, whereby to adjust the angle of each artificial eye about a respective axis extending outward from the cover.

8. A training aid as claimed in Claim 6, wherein the holders are slidable along the rails to enable the spacing between the artificial eyes to be adjusted.

9. A training aid as claimed in Claim 8, wherein the holders are coupled together by a coupling permitting an operator to adjust said spacing manually.

10. A training aid as claimed in Claim 9, wherein the coupling comprises a screw-threaded rod with opposite threaded portions at either end, such that rotation of the thumbwheel causes said spacing to be adjusted.

11. A training aid as claimed in Claim 10, wherein said threaded rod comprises a thumbwheel enabling an operator to rotate the rod.

12. A training aid as claimed in Claim 9, wherein the coupling is a cord and pulley assembly.

13. A training aid as claimed in any of the preceding claims, wherein the cover comprises lower eyelids.

14. A training aid as claimed in Claim 13, wherein the lower eyelids are provided with stiffeners along their edge and with artificial lashes.

15. A training aid as claimed in any of Claims 1 to 14, wherein the cover is mounted removably to said support, whereby to enable different covers to be attached, used, and subsequently removed.

16. A training aid as claimed in any of the preceding claims, wherein the cover represents substantially all of a human face.

17. A training aid comprising:

a support;

a flexible cover attached to the support to represent the skin of at least part of a human face;

a plurality of movable actuators adapted to alter the position of a plurality of blocks in predetermined areas of the face represented by the cover, whereby movement of the actuators adjusts the positions of the blocks and thereby the cover to alter the shape of the face represented by the cover.

18. A training aid as claimed in Claim 17, wherein there are 17 blocks representing respectively forehead (right and left), brow (right and left), cheek

(right and left), chin (right and left), an eye assembly, four nose quadrants and four lip quadrants.

19. A training aid as claimed in Claim 17 or Claim 18, wherein the inside of the cover is provided with locators for locating specific areas of the cover relative to the actuators.

20. A training aid as claimed in any of Claims 17 to 19, wherein the blocks and actuators are adjustable to mimic the standard variations of face shapes consisting of round, diamond, square, pear, heart, triangle, inverted triangle, oblong, and ideal.

21. A training aid as claimed in Claim 20, wherein the blocks are adjustable to mimic variations in the position and shapes of the eyes, nose and lips.

22. A training aid as claimed in any of Claims 17 to 21, wherein the actuators are selected from the group consisting of any one or more of a series of pins, cams, levers and screws, or a series of inflatable bags.

23. A training aid as claimed in any of Claims 17 to 22, further comprising means to open and close artificial upper eyelids as claimed in any of Claims 1 to 16.

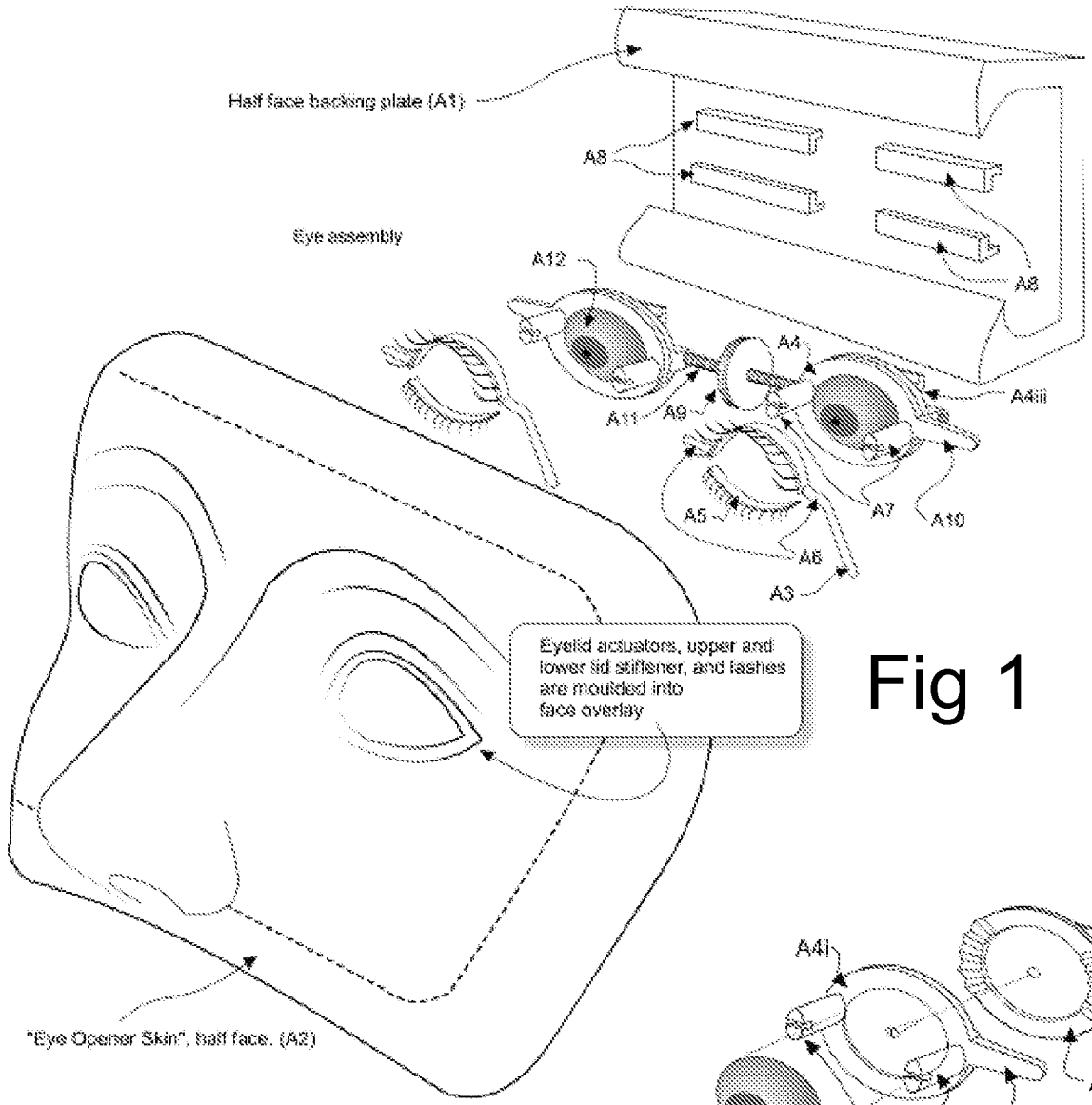


Fig 1

Fig 2

Fig 3

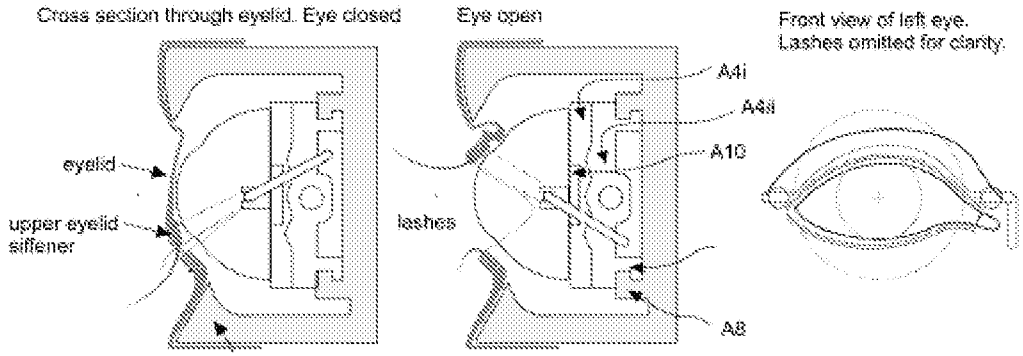
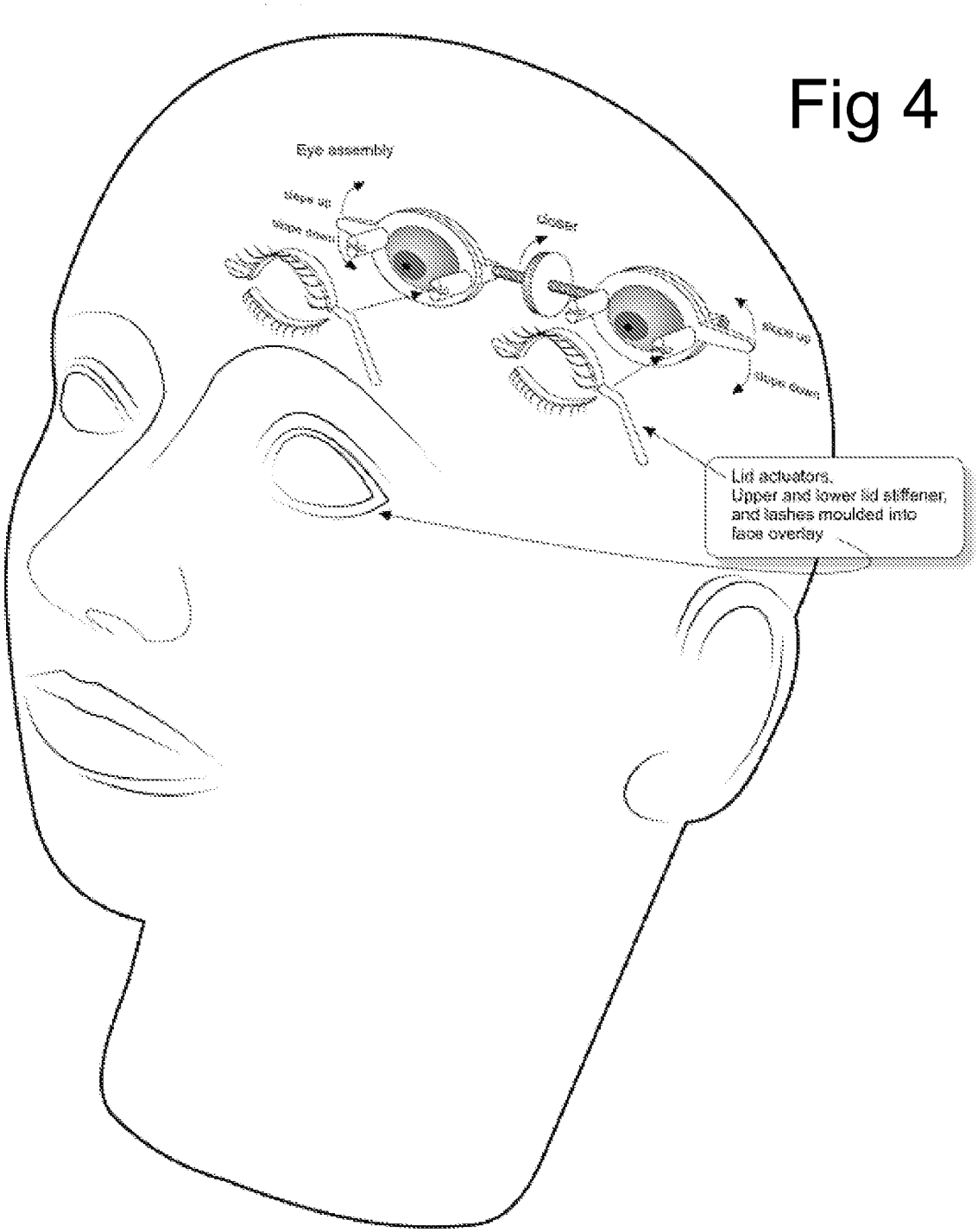


Fig 4


Eye assembly
Lid activators, Upper and lower lid stiffener, and lashes moulded into face overlay

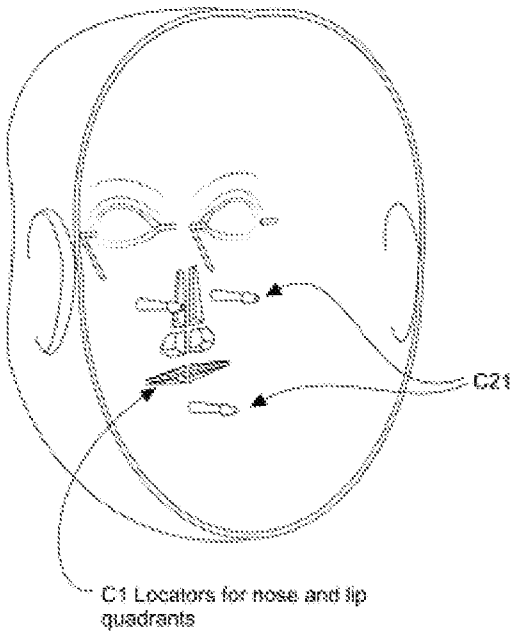

C21
C1 Locators for nose and lip quadrants

Fig 5

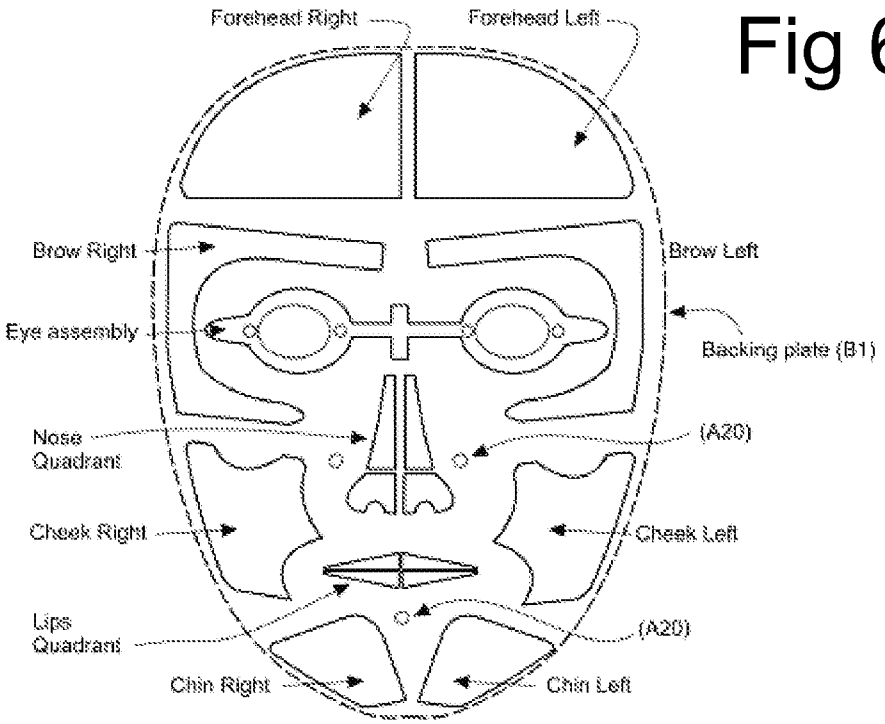
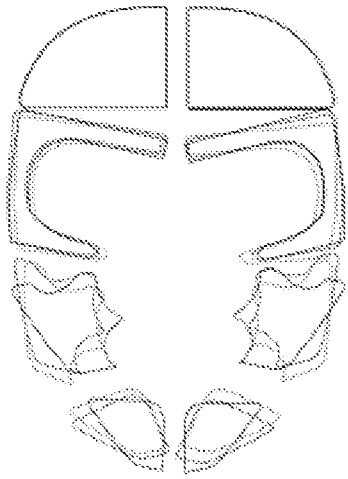

Forehead Right
Forehead Left
Brow Right
Brow Left
Eye assembly
Backing plate (B1)
Nose Quadrant
(A20)
Cheek Right
Cheek Left
Lips Quadrant
(A20)
Chin Right
Chin Left

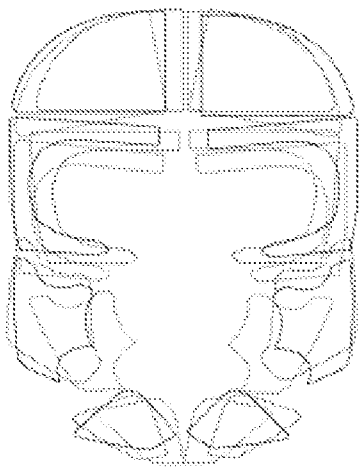
Fig 6

Fig 7

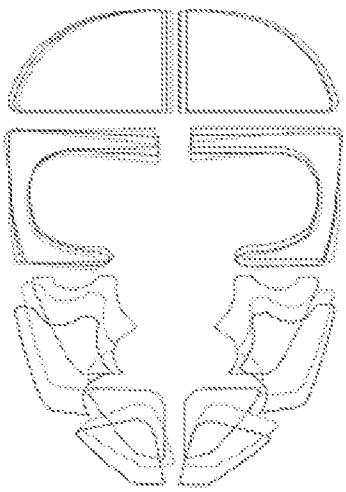
ROUND
DIAMOND
SQUARE



PEAR
HEART
TRIANGLE



INVERTED
TRIANGLE
OBLONG
IDEAL



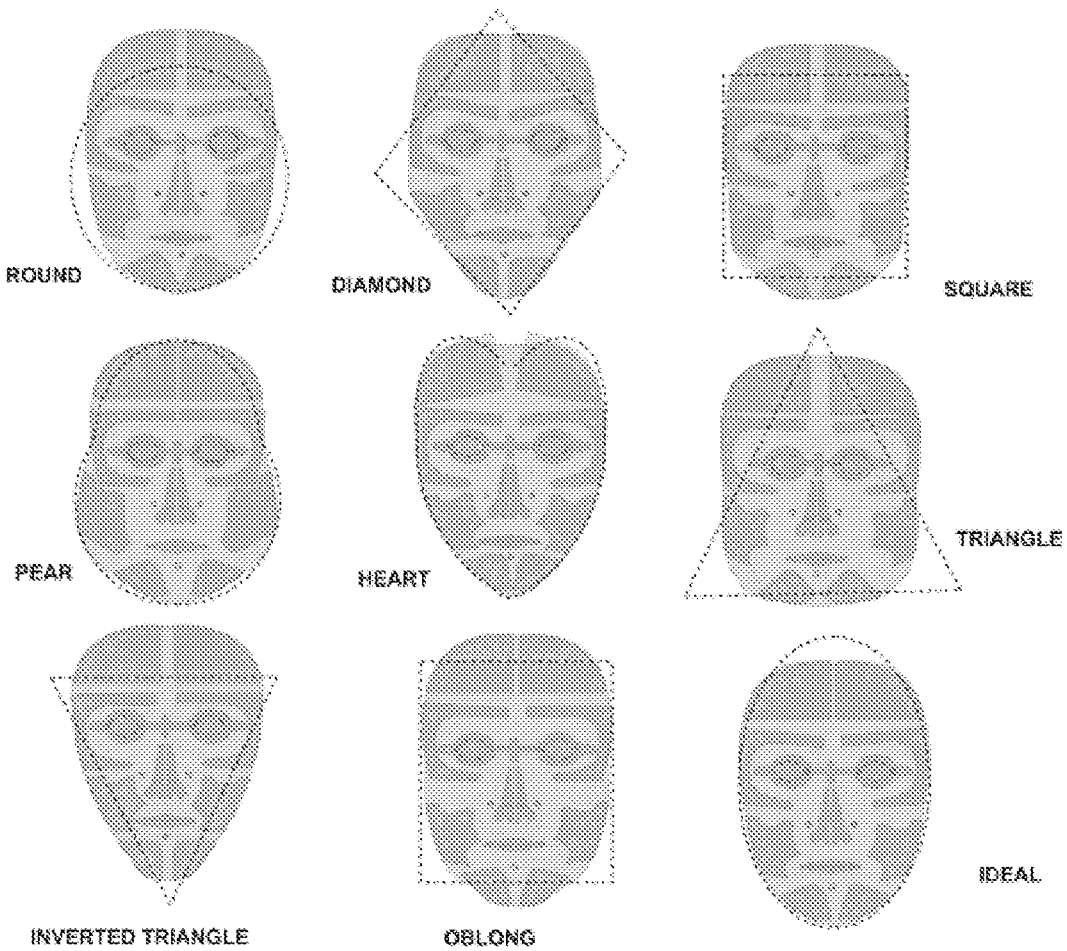

ROUND
DIAMOND
SQUARE
PEAR
HEART
TRIANGLE
INVERTED TRIANGLE
OBLONG
IDEAL

Fig 8

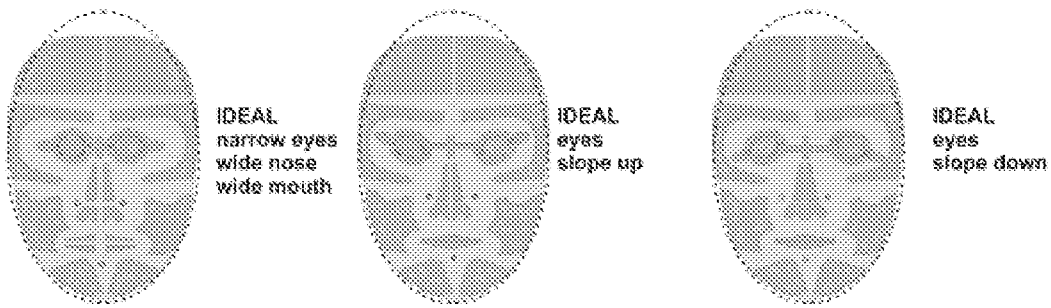

IDEAL
narrow eyes
wide nose
wide mouth
IDEAL
eyes
slope up
IDEAL
eyes
slope down

Fig 9