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(54) Title: A UV-PROTECTED CONTAINER WITH PRODUCT HAVING DYES OR LAKES

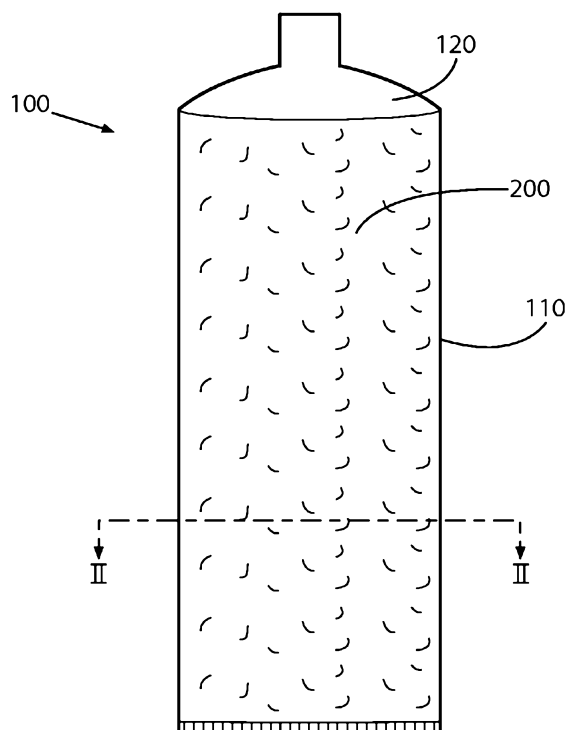


FIG. 1

(57) Abstract: A container and product system comprising a container (100) adapted to house a product, the container comprising a substantially transparent multi-layered laminate body (110) and a product housed in the container, the product (200) comprising dyes, lakes, or both.

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**A UV-PROTECTED CONTAINER WITH
PRODUCT HAVING DYES OR LAKES**

5 **FIELD OF THE INVENTION**

[01] The invention relates to a substantially transparent container filled with a colored product.

BACKGROUND

10 [02] Tubes containing substantially transparent multi-layer laminate structures have been used to market dentifrice products or health and beauty care products for many years. These tubes have been particularly effective for products containing pigments as such pigments are generally stable over the effective life of the product. However, many dentifrice products or health and beauty care
15 products contain dyes and or lakes. Such dyes and lakes will discolor or degrade upon exposure to light. Hence substantially transparent multi-layer laminate containers for products containing dyes and lakes are not as suitable as they do not offer appropriate protection.

20 [02a] Any discussion of documents, acts, materials, devices, articles or the like which has been included in the present specification is not to be taken as an admission that any or all of these matters form part of the prior art base or were common general knowledge in the field relevant to the present disclosure as it existed before the priority date of each claim of this application.

25 [02b] Throughout this specification the word "comprise", or variations such as "comprises" or "comprising", will be understood to imply the inclusion of a stated element, integer or step, or group of elements, integers or steps, but not the exclusion of any other element, integer or step, or group of elements, integers or steps.

30 **BRIEF SUMMARY**

[03] In an aspect, a container and product system is provided comprising
 (a) a container adapted to house a product, the container comprising a substantially transparent multi-layered laminate body wherein the body

comprises 0.05% to 1% by weight of an ultra violet light absorber such that the body allows less than 10% transmission of the ultra violet light between 280 nm and 400 nm, and wherein the ultra violet light absorber is present in at least one middle layer of the multi-layered laminate body; and

5 (b) a product housed in the container, the product comprising dyes, lakes, or both.

[04] In a further aspect, a container and system is provided comprising

10 (a) a container adapted to house a product, the container comprising a substantially transparent multi-layered laminate body, wherein the body comprises 0.05% to 1% by weight of an ultra violet light absorber, wherein the ultra violet light absorber is present in at least one middle layer of the multi-layered laminate body an effective amount of at least one ultra violet light absorber; and

15 (b) a product housed in the container, the product comprising dyes, lakes, or both.

BRIEF DESCRIPTION OF THE DRAWINGS

20 [05] Fig. 1 shows a container having a tubular sidewall and filled with a product in accordance with an aspect of the invention.

[06] Fig. 2 shows a cross section of the container taken along line 2-2 of Fig. 1.

[07] Fig. 3 shows an enlarged view of the multi-layer structure of the sidewall shown in Fig. 2 having n layers.

25 DETAILED DESCRIPTION

[08] Figs. 1 and 2 illustrate a container and product system 100 whereby the utility of the container is substantially enhanced for the product contained therein, in particular, for a product containing dyes, lakes, or both. The body 110 of the container is substantially transparent when filled with the product 200 to allow
30 the product to be readily seen by the consumer. The dispensing end 120 which may have a neck and cap may be transparent, translucent, or opaque.

- 5 [09] As noted, the product 200 contains dyes and/or lakes. Dyes dissolve in water but are not soluble in oils. Lakes are the combination of dyes and insoluble material. Lakes tint by dispersion and are not oil soluble, but are oil dispersible. Lakes are generally more stable than dyes and are ideal for coloring products containing fats and oils or items lacking sufficient moisture to dissolve dyes. Two such ingredients are FD&C Blue No. 1 and FD&C Yellow No. 5. However, both dyes and lakes will discolor or degrade upon exposure to light.
- 10 [10] In addition to the dyes and lakes, the product may contain suspended pieces having functional shapes and/or non-functional shapes. Products with functional shapes effectively communicate specific benefits to the consumer such as beads containing mouthwash to freshen breath or containing flavorants or sweeteners. That is, the functional shapes provide a visual cue to the consumer as to the content of the product. Non-functional shapes are generally to create decorative interest in the

15

product. The suspended pieces may be spherical shaped pieces such as beads or polyhedron shaped pieces such as pieces having quadrangular and triangular shapes. The suspended pieces may be of the same or of different colors. For example there may be white beads or multi-colored rectangular pieces. Examples of products containing functional shapes are described, for example, in US Patent 6,669,929 and US Publication 2004/0136924, which disclosures are hereby incorporated by reference in their entirety. A substantially transparent container allows the suspended pieces to be readily seen by the consumer.

- [11] The product may be for skin care such as moisturizers, cleansers or body washes, hair care, such as shampoos, and conditioners, body care such as deodorants or antipersperants, or oral health care such as dentrifications. In particular, the product is a dentrifice which includes toothpastes, gels, and combinations thereof.
- [12] In particular, the product is a dentrifice gel. The refractive index of the gels range from about 1.33 to about 1.47, from about 1.40 to about 1.46, or from about 1.43 to about 1.45. For example, the refractive index may be about 1.44.
- [13] The container and product system in accordance with aspects of the invention has improved contact clarity between the product and the container. That is, the color or visual appearance of the product is enhanced by contact with the container. For example, a container may appear hazy without a product contained therein, but when filled with the product, the container is substantially transparent providing clear visibility to the contents of the container. In addition, the container alters or enhances the coloration or tint of the product therein.
- [14] Appearance of a product in the container is a general function of the gloss, color and transparency of the container.
- [15] As noted, the container appears hazy when empty. Haze is the scattering of light as it passes through a transparent material, resulting in poor visibility and/or glare. Haze can be inherent in the material as a result of the extrusion and laminating process or as

a result of surface texture. Luminous (light) transmittance measures the amount of light that passes through a sample.

- [16] The degree of haze is less than 40 as measured by ASTM D1003.
- [17] The container also can be defined by clarity. The degree of clarity is greater than 90 as measured by ASTM D1003.
- [18] The container also can be defined by transmittance. Light transmittance is the percentage of incident light that passes through a sample. The degree of transmittance is greater than 78 as measured by ASTM D1003.
- [19] In addition the container protects the product contained therein from degradation due to light. This maintains the desired appearance or visual cue of the product for the benefit of the consumer throughout the effective life of the product.
- [20] In accordance with at least one aspect of the invention, a container has a body 110 comprising a multi-layer laminate structure having L_n layers where n is an integer. See Fig. 3. The laminate structure generally has from about 5 to about 13 layers of flexible materials, typically about 7 to about 11 layers. In one example, the laminate structure has 9 layers. The layers may comprise any suitable mixture of materials including but not limited to polyamides, polyvinyl acetate (PVA), ethylene vinyl alcohol (EVOH), polyethylene terephthalate (PET), and polyolefins from companies such as DuPont, Teijin Films, Eastman Chemical Company, Kuraray Co. Ltd, Sealed Air Corporation and Huhtamaki.
- [21] The laminate structure may be partially decorated or undecorated allowing the product to be visible through the laminate structure.
- [22] The containers may be of any suitable shape and size. Suitable shapes include tubular, square, rectangular, and cylindrical. In one aspect, the containers may be a tubular shaped, multi-layered collapsible package with contents of 10 ml to 300 ml with a sideseam, an end seal, tube head, and closure. In another aspect, the containers may be

square or rectangular shaped multilayered collapsible packages with contents of 0.5 ml to 50 ml. In a further aspect the containers are cylindrical and semi-rigid with contents of 200 ml to 400 ml with a side seam, and rigid ends and closure. These aspects are for exemplary purposes and are not intended to limit the size or shape of the container.

- [23] The thickness of the multi-layered laminate structure may be any suitable thickness for a substantially transparent container holding a product and is typically between 200 microns and 400 microns, for example between 200 microns to 275 microns.
- [24] In addition to the container providing the traditional product protection from moisture loss and flavor loss, the container provides protection of a product, in particular a product containing dyes, lakes or both from discoloration as observed by the human eye. Such discoloration can occur when the container is exposed to light, in particular to sunlight. Exposure to light can be for a period of up to two years which can be equivalent to up to 12 weeks with an equivalent energy of 49.2 kJ/m².
- [25] To provide protection against ultra violet light, the multi-layer laminate structure contains an effective amount of at least one ultra violet light absorber, including but not limited to benzophenone, benzotriazole, hydroxyphenyl-triazine, and cerium oxide. Effective amounts are typically 0.05% to 1% by weight, preferably up to 0.1% by weight. The ultra violet light absorbers can be in a single layer or combination of layers. In one aspect, the ultra violet light absorber is present in at least one of the middle layers of the laminate. It is desired to have the ultra violet light absorber in a middle or several middle layers as such absorbers present in a surface layer may rub off or near a layer adjacent the product could migrate into the product resulting in blooming. The migration levels of the ultra violet absorbers to the surface of the multi-layer container, for example benzotriazole from the middle layers, are less than the limit of detection at 21 ppb (0.0033 mg/dm²).
- [26] The ultra violet absorbers can be supplied by companies such as Ciba Specialty Chemicals. Tinuvin 326 [2-(2-Hydroxy-3-tert-butyl-5-methylphenyl)-5-chloro-2H-

benzotriazole] and Tinuvin 234 [2-(2H Benzotriazol-2-yl)-4,6-bis(1-methyl-1-phenylethyl)phenol].

- [27] The multi-layer laminate structure of the container provides less than 10% transmission of the ultra violet light between 280 nm and 400 nm, between 280 nm and 380 nm, or between 280 nm and 370 nm.
- [28] The apparent clarity of the overall product depends on the contact clarity, which can be defined by the interaction between package and the surface of the product. The refractive index of such a product can be readily measured at the surface using a refractometer and will be dependant on the nature of water and humectants which are typically present in a toothpaste gel (see US Patent #6,669,929 and US Publication 2004/013924 and references therein for examples). Therefore, a suitably matched product in container will result in an enhanced overall transparency through the package and allow the user to more readily observe aesthetic or functional features of the product.
- [29] The container and product system of the instant invention has good appearance and provides improved contact clarity similar to that of a glass container but without the weight concern and breakage associated with a glass container. The clear package reassures the consumer that the product is still effective.
- [30] Although the container may appear hazy when empty (due to air sealed in the laminate), when filled with the product, the container accentuates light transmittance and absorption of certain colors. This enhances the color of the product making the product appear pleasing to the consumer. The contact clarity occurs through the combination of colors in the product and its refractive index. The color does not fade over the useful life of the product.
- [31] The following table demonstrates a laminate structure of the instant invention compared to other films:

	276 micron	Mylar® LBT 12 – 23 micron	Kuristar™ C 14 micron
Gloss			
Parallel	56.0 – 83.2		
Perpendicular	57.6 – 87.4		
Transmittance	83.4 – 92.4		93.0
Haze	28.3 – 39.3	4.5 – 9.0	2.9
Clarity	90.2 – 95.4		

[32] Total transmittance, haze, and clarity as measured by ASTM D1003 and ASTM E 2387. Gloss is measured by ASTM D2457 Standard Test Method for Specular Gloss of Plastic Films and Solid Plastics at a 60 ° angle for intermediate gloss films.

[33] Example

[34] A multi-layer tubular container is prepared in accordance with the present invention. The container has improved mechanical properties and has an interlayer bond strength between 2 Newton per 15 mm strip and 6 Newton per 15 mm strip and more particularly up at least 4 Newton per 15 mm strip and does not delaminate under normal consumer usage. The interlayer bond strength can be determined with a tension/compression apparatus capable of applying up to 9 kgf at a tensile or compressive speed of 100 mm/minute. An instrument that meets these specifications can be obtained from Instron Corp., Canton, Ohio. (Reference ASTM D883 and ASTM D638.)

[35] While the invention has been described with respect to specific examples including presently preferred modes of carrying out the invention, those skilled in the art will appreciate that there are numerous variations and permutations of the above described systems and techniques that fall within the spirit and scope of the invention as set forth in the appended claims.

THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. A container and product system comprising
 - (a) a container adapted to house a product, the container comprising a substantially transparent multi-layered laminate body wherein the body comprises 0.05% to 1% by weight of an ultra violet light absorber such that the body allows less than 10% transmission of the ultra violet light between 280 nm and 400 nm, and wherein the ultra violet light absorber is present in at least one middle layer of the multi-layered laminate body; and
 - (b) a product housed in the container, the product comprising dyes, lakes, or both.
2. The system of claim 1 wherein the body provides less than 10% transmission of the ultra violet light between 280 nm and 380 nm.
3. The system of claim 2 wherein the body provides less than 10% transmission of the ultra violet light between 280 nm and 370 nm.
4. The system of any one of claims 1 to 3 wherein the ultra violet light absorber comprises at least one selected from the group consisting of benzophenone, benzotriazole, hydroxyphenyl-triazine, and cerium oxide.
5. The system of any one of claims 1 to 3 wherein the body comprises up to 1 wt% of the ultra violet light absorber based on total weight of the body.
6. The system of any one of the preceding claims wherein the product is a dentifrice.
7. The system of claim 1 wherein the refractive index of the product is about 1.33 to about 1.47.
8. The system of claim 7 wherein the refractive index of the product is about 1.40 to about 1.46.
9. The system of any one of the preceding claims wherein the container further comprises a dispensing end.

10. The system of claim 9 wherein the dispensing end is opaque.
11. A container and system comprising
 - 5 (a) a container adapted to house a product, the container comprising a substantially transparent multi-layered laminate body, wherein the body comprises 0.05% to 1% by weight of an ultra violet light absorber, wherein the ultra violet light absorber is present in at least one middle layer of the multi-layered laminate body an effective amount of at least one ultra violet light absorber; and
 - 10 (b) a product housed in the container, the product comprising dyes, lakes, or both.
12. The system of claim 11 wherein the product as a refractive index between 1.33 to about 1.47, or wherein the refractive index of the product is about 1.40 to about 1.46, or wherein the refractive index of the product is about 1.43 to about 1.45.
- 15 13. The system of claim 11 wherein the body allows less than 10% transmission of the ultra violet light between 280 nm and 400 nm.
14. The system of claim 13 wherein the body provides less than 10% transmission
 - 20 of the ultra violet light between 280 nm and 380 nm or wherein the body provides less than 10% transmission of the ultra violet light between 280 nm and 370 nm.
15. The system of any one of claims 11 to 14 wherein the ultra violet light absorber comprises at least one selected from the group consisting of benzophenone,
 - 25 benzotriazole, hydroxyphenyl-triazine, and cerium oxide.
16. The system of claim 11 wherein the body comprises up to 1 wt% of the ultra violet light absorber based on total weight of the body.
- 30 17. The system of claim 11 wherein the product is a dentifrice.
18. A container and product system according to claim 1 substantially as hereinbefore described with reference to the accompanying drawings.
- 35 19. A container and product system according to claim 11 substantially as hereinbefore described with reference to the accompanying drawings.

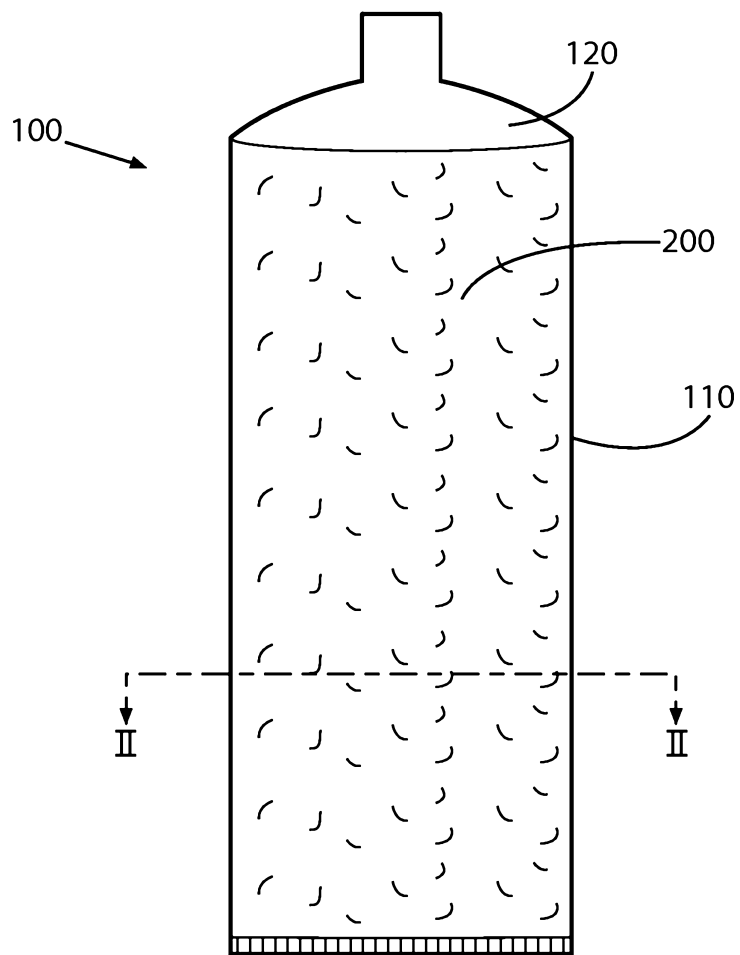


FIG. 1

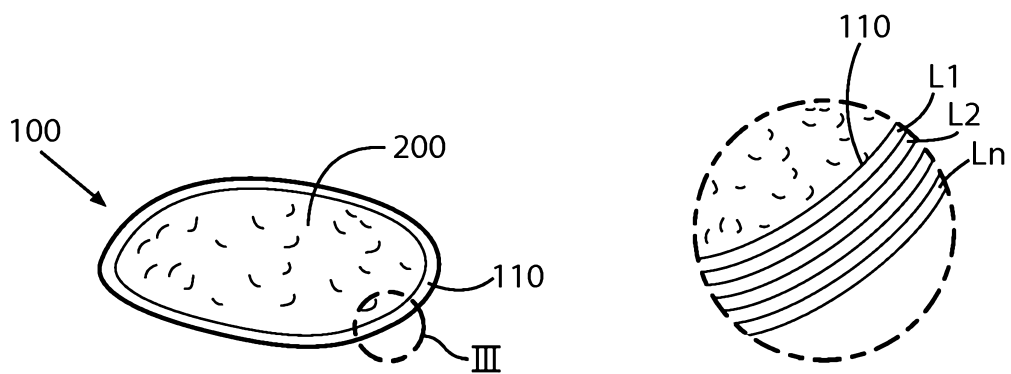


FIG. 2

FIG. 3