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(54) **DISPOSABLE COSMETIC MAKEUP
PALETTE**

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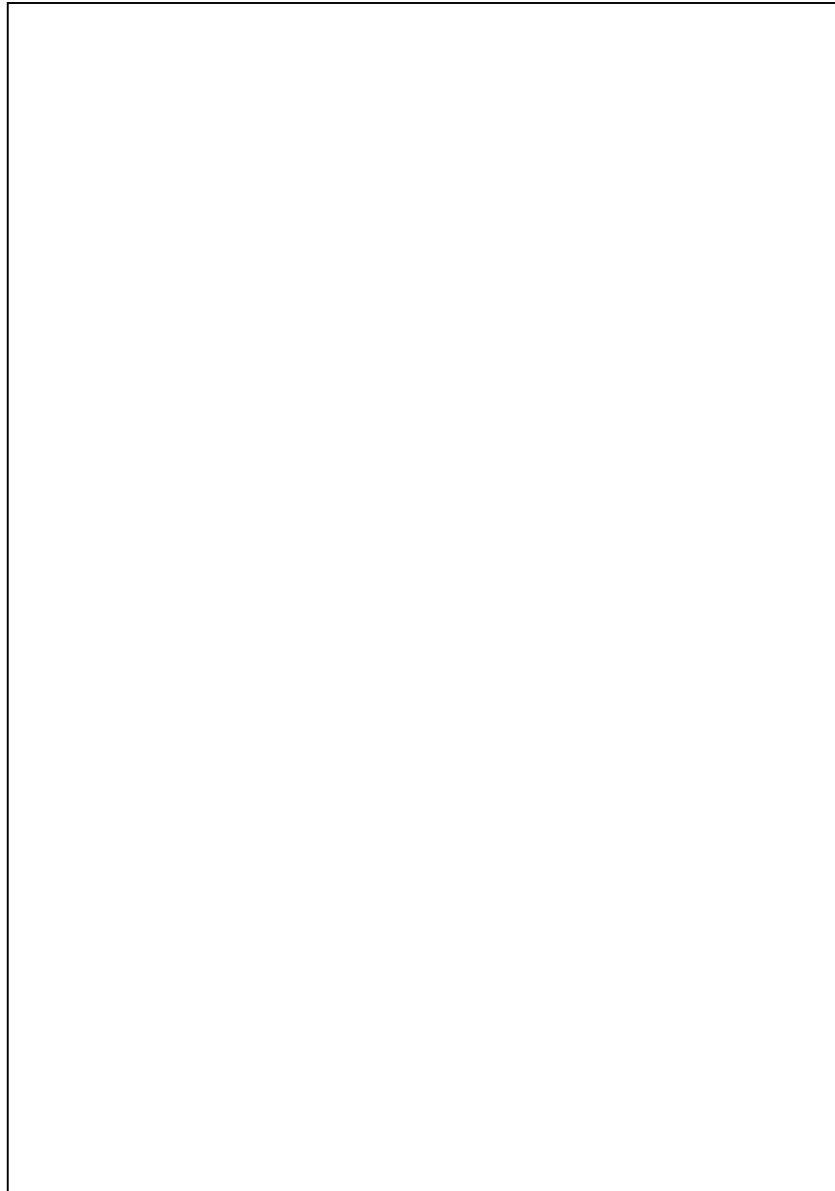
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(57) **ABSTRACT**

A method or process to apply powder makeup without messy spilling of powder from the makeup. The process utilizes a disposable, biodegradable, and/or recyclable and electrostatically-charged material that attracts dust particles. This electrostatically-charged material is used to blot excess powder from cosmetic applicators, and also serves as a palette to mix powder cosmetics for application. Furthermore, it is used to cleanup the area at which the cosmetics are applied.



View from Front

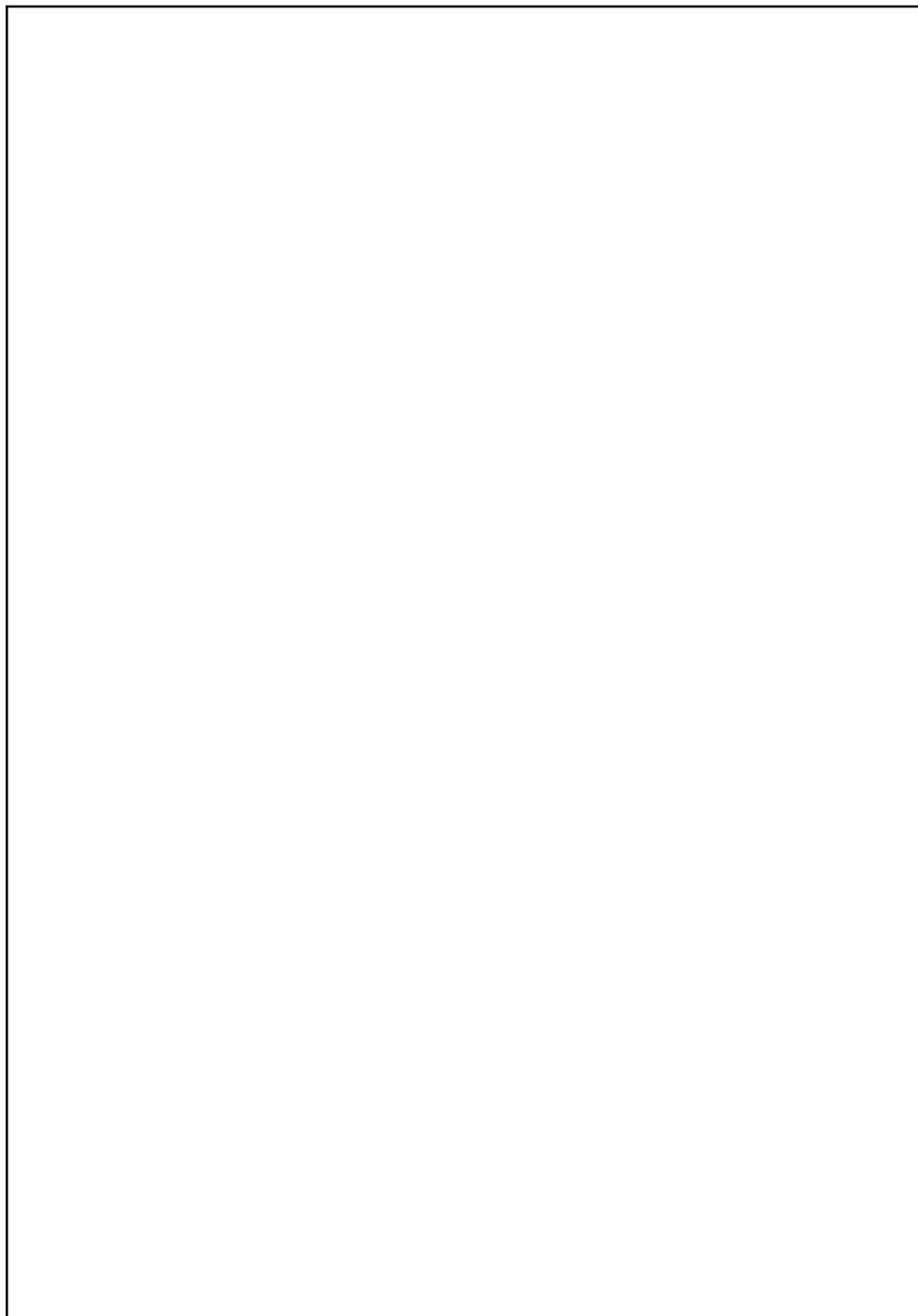


Figure 1 - View from Front

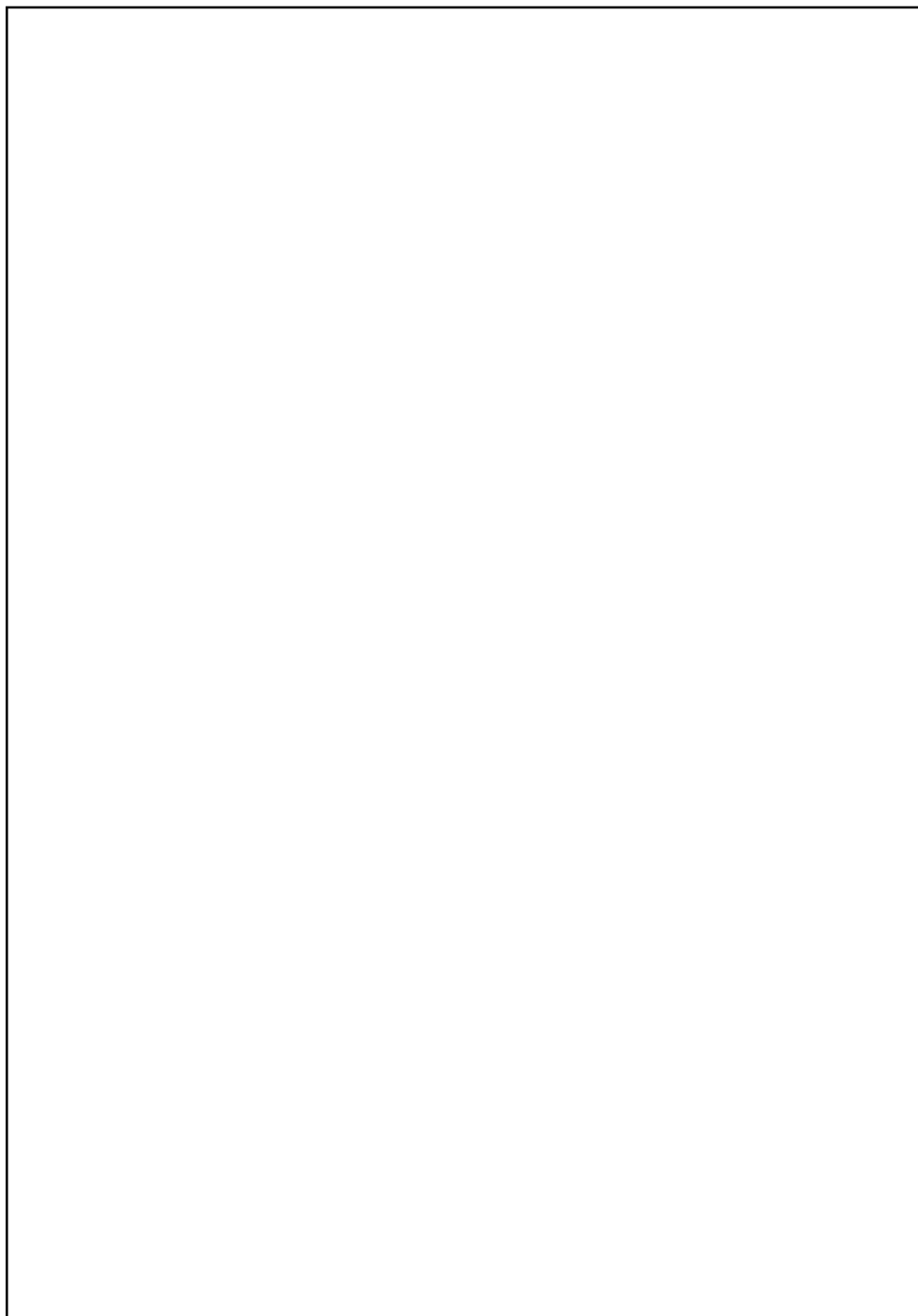


Figure 2 - View from Back

DISPOSABLE COSMETIC MAKEUP PALETTE

FIELD OF THE INVENTION

[0001] The Present Invention relates to devices for blending and blotting cosmetic facial makeup.

BACKGROUND OF THE INVENTION

[0002] The process of applying makeup can cause a mess. Makeup in today's marketplace comes in a variety of formulations, such as powder, liquid, cream, pencils, gels, sticks and more. Often, it is necessary to blend these products to produce colors and consistencies during application for a desired effect. Loose powder, by its very nature, is not a contained substance, and users of loose powder often complain about the mess created during usage. A typical method of applying loose powder makeup is to use a cosmetic applicator, such as a brush or puff/pad. One would dip the applicator into the powder, either tap off the excess powder or actually blot it against a surface to remove the excess powder, and then apply the powder to the face with the applicator. If excess powder is not removed, the resulting makeup will appear blotchy and unsightly. Removing the excess powder is the problem. Tapping or shaking over a sink causes a mess, and tapping over a garbage can causes the powder to fall everywhere outside the can. Cleaning up a messy sink while rushing to get to work in the morning is annoying. If it is not cleaned up immediately, it is unsightly for the next person who wants to use the sink area, and it becomes more of a mess if cleaned up later in the day. However, people, mostly women, want to apply makeup daily to create a presentable image to the outside world.

[0003] One solution might be to tap or blot excess powder off onto a paper towel. However, the paper towel roll is unsightly and the powder sits atop the towel and slides over it, and can still create a mess if not handled evenly and carefully. A moist towelette will not work because one cannot wipe or blot a makeup brush against a moist towelette without getting the brush wet as well, which renders the brush useless for applying dry powders onto the face. A dry sheet is necessary—and one that would collect loose dust particles and prevent them from flying around is essential. Electrostatically charged sheets do this. They actually attract dust particles. It would also be desirable if the sheets were disposable and biodegradable and/or compostable or recyclable. Given the environmental concerns, it seems responsible that a disposable product would not add further harm to the environment. There are many products that could be the substrate for this invention and one possibility would be a polylactic acid (PLA) GMO-free biodegradable/compostable cloth that is electrostatically charged.

[0004] U.S. Pat. No. 4,636,429 issued to Morell, et. al. on Jan. 13, 1987 describes a cloth impregnated with polypropylene glycol with anti-static properties. U.S. Pat. No. 4,773, 238 issued to Zafiroglu on Sep. 27, 1988 discloses that, "[s]ome known dust-cloths are impregnated with an oily substance to assist in dust particle pickup and retention, but these often leave a residual film on the wiped surface." U.S. Pat. No. 5,599,550 issued to Kohlruess, et. al. on Feb. 4, 1997 discloses a dust cloth impregnated with a biodegradable wax that retains dust. Other dust cloths appear in the patent and non-patent literature. Their function is to clean floors, furniture and other interior surfaces and not for cosmetic applica-

tion. However, these cloths, may be used to assist in cosmetic applications to prevent unwanted mess and to facilitate blending of powders, gels, creams, liquids and other substrates.

[0005] Users of cosmetics, especially women, share a love for new makeup trends and ideas. This has maintained the success of the cosmetic industry over the years. Loose powder makeups are packaged and sold in a variety of forms in the marketplace. An example is the branding of loose powder as "mineral" makeup. This is a very popular current trend, and the cosmetic companies that seemingly appeared overnight are too many to count. However, anyone who has ever used mineral makeup soon discovers that any use of this type of product results in a fine powdery mess throughout the immediately surrounding area. An electrostatically charged cloth would be a major benefit to users of this type of makeup.

[0006] However, use of an electrostatically charged cloth would not be limited only to users of mineral makeup. An electrostatically charged cloth may be used as a blotting and blending palette for any type of powder-based makeup, such as: eye shadow, blush, or foundation, either in loose or compressed powder form. The application process would proceed as follows. First, a cosmetic applicator, such as a brush, is dipped or swiped into the desired powder color to pick up pigment. If a compressed cake of makeup is used, the brush is swiped over the top. If loose makeup is used, the color powder may be spilled out onto the cloth and the applicator dipped into the powder pile. There will always be excess powder on the brush. This must be removed for even application. The applicator is then tapped over the cloth, or slightly wiped onto it to remove the excess pigment, and then applied to the facial area.

[0007] Then, the applicator is again wiped onto the electrostatically-charged sheet to further remove all traces of pigment. This allows the user to use that applicator on the face and to blend the colors recently applied without adding additional pigment, which would otherwise result in an overly made-up look. If more pigment is desired, it may be picked up from the cloth instead of going back to the compressed or loose powder makeup. Therefore, an electrostatically-charged cloth for cosmetic application can be used for all types of powder makeup, including, but not limited to mineral makeup or loose and compressed powder. It can be used with any cosmetic powder-based product.

[0008] Another makeup market is the one that caters to professional makeup artists for film, theater, and other commercial applications. Use of electrostatically-charged cloths would assist them in their jobs by providing palettes for mixing dry powder colors (instead of using their hands and arms to mix colors, as is commonly done). The professional makeup artist who typically works with many different clients, must be aware of basic hygienic practices, and therefore, cleaning their brushes in between each client and using the electrostatically-charged cloths to assist in this process would be very useful to them. Also, they can dispose of each sheet after use with each individual client, thereby creating a more sanitary condition.

[0009] A cloth of this type would be a moderately-priced cosmetic accessory for which there is nothing like it in the marketplace. It would assist makeup users in their application of makeup while keeping their interior surfaces clean and can be sold in every major market from drugstores, television shopping channels to department stores and the chicest fashion boutique. Another addition for marketability which could

be made to the cloth would be to scent it with desired fragrances in addition to making it fragrance-free for those with allergies or sensitivities.

SUMMARY OF THE INVENTION

[0010] The Present Invention is primarily a method or process of applying dry powder makeup without creating a mess during the application process, removing excess powder from makeup brushes in order to assist in the blending process and providing the user a powder palette of sorts, to pour out powder makeup for use and to blend powder colors together. It can also provide a surface for blending other cosmetics which are more liquid or gel formatted, but in smaller quantities, so that they do not over saturate the cloth, causing the liquid to flow through the cloth. The process utilizes a disposable, biodegradable and/or compostable or recyclable electrostatically-charged cloth that attracts dust particles. This electrostatically-charged cloth is primarily used to remove excess powder pigment from makeup brushes and as a palette for dry powder cosmetics for blending and application. It can also be used after makeup application is complete to sweep over the entire area at which makeup was applied to remove any stray dust or cosmetic particles which may have fallen onto other interior surfaces.

BRIEF DESCRIPTION OF THE DRAWING

[0011] This item is a flat sheet, like a piece of paper (see FIG. 1). It can be square, rectangular or round or some other shape. It can vary in size but would be approximately 7"×10". It will look the same on both sides and would be about 125" thicker than an ordinary piece of paper. Depending on manufacturing, the invention could be embossed or printed with designs or left plain. Depending on packaging, the invention could have some crease marks due to being folded or stored. It has a front and back side and lays horizontally on a flat surface. It has no moving parts.

DETAILED DESCRIPTION OF THE INVENTION

[0012] The Present Invention is a method or process that utilizes a flexible supple porous material impregnated or somehow charged with a chemical composition which produces an electrostatic effect that attracts dust particles. This material, hereinafter referred to as an electrostatic cloth, can be made of any biodegradable or compostable material, such as sponge, foam, etc. It can also be made of a synthetic material. The electrostatic cloth acts as a palette or surface for the cosmetic application process. When using the cloth to apply loose powder makeup, any type of loose powder can be used with the electrostatic cloth when implementing the Present Invention. This includes, inter alia, makeup for the face, eyes, eyebrows, cheeks, lips or other parts of the body. It may include mineral or any other type of cosmetic powder. One shakes or taps out the loose powder into a small pile onto the electrostatic cloth. Then, a cosmetic applicator is selected. Hereinafter, reference to a cosmetic applicator refers to any type applicator, including but not limited to, a brush, pad, puff, sponges, etc. The user dips the cosmetic applicator into the powder pile, taps or blots off the excess powder onto a clean surface on the electrostatic cloth, and applies the powder to the face. The same process is used no matter what type of cosmetic applicator or powder is used. The powder can be of the type, without limitation, loose, compressed, mineral, etc. When applying powder to the face, it should blend

smoothly into the skin and not be blotchy. Blotchiness happens when excess powder is not tapped or blotted off the cosmetic applicator.

[0013] If a user is applying eye makeup, the same process is used. Powder pigment is applied to the cosmetic applicator and the excess powder is tapped or blotted off onto the electrostatic cloths. Both loose and compressed eye shadow users will benefit from using the electrostatic cloth. In addition to removing excess powder prior to applying the eye makeup, users may then, after applying pigment, use the electrostatic cloths to wipe all remaining traces of pigment from the applicator so that the applicator may be used to further blend in the eye shadow without adding additional pigment to the eye area. If additional pigment is not removed from the applicator, more pigment will be added to the area, resulting in an overly made-up look.

[0014] If the user were to decide to add a new color to the eyelid, she can then wipe the brush onto the electrostatic cloth (or even circle the cloth around the brush) to remove the pigment as much as possible to be rid of traces of the old color. Most brush cleaners are liquid and that renders a brush unusable for makeup application until the bristles dry, which can take hours. In this instance, the electrostatic cloth can remove enough pigment from the brush fibers without moisture, so that there is no interruption or waiting. The liquid brush cleaners are more thorough and should still be used, but not when the user is in the process of makeup application.

[0015] Then, the process starts over; the user dips the brush into a new pigment. The excess pigment is tapped or blotted off over or onto the electrostatic cloth, and the color is applied. Then, the brush is wiped onto the electrostatic cloth to remove all the pigment and is used to blend the color in a way as not to add additional pigment to the area.

[0016] The electrostatic cloth is also useful when using cake eyeliner or adding water to any eye shadow color. The user mixes water and eye shadow color separately, and then dips her brush into that mixture. Then, she blots the brush onto the electrostatic cloth to remove excess moisture and pigment, and applies color to the eye.

[0017] The electrostatic cloth can be used with any type of powder, any color of powder for any type of application, whether it is for the face, eyes, eyebrows, cheeks, or lips or other parts of the body.

[0018] The electrostatic cloth may also be used to create a new blend of colors. Simply shaking or tapping two or more loose pigments onto the electrostatic cloth and blending the colors together creates a new custom-made color. Alternatively, when using compressed colors, a brush can be dipped into the compressed cake and then wiped onto the electrostatic cloth. The brush is then dipped into the new color, and wiped onto the same area as the previous color to create a new color. It can then be tapped or blotted off the brush and applied to the face.

[0019] While the main use of the electrostatic cloth is for powder, it can also provide a base for blending small amounts of liquid or gel makeup. The user should be careful not to douse the electrostatic cloth with too much liquid or it will soak through the fabric, but a small amount of liquid can be dabbed onto the electrostatic cloth and a cosmetic applicator dipped into the liquid or gel and applied to the face. If too much fluid was applied onto the cosmetic applicator, then the electrostatic cloth can be used to blot up the excess.

[0020] The electrostatic cloth can also be used with cream-based makeup to remove any excess that has been added to a

makeup brush. Use a brush to dip into the cream based makeup, or squirt out a little bit onto the electrostatic cloth if it is in a bottle. It does not matter whether the makeup is eye shadow or facial foundation. The user dips the brush into the makeup, and gently wipes or blots off the excess, and applies it to her face.

[0021] The electrostatic cloth can also be used to blend lipsticks or lip glosses, but care should be taken not to apply too much to the electrostatic cloth so that it does not become saturated with the pigment, which soaks through the electrostatic cloth. One should apply a small dab of lipstick or gloss, and use any implement to mix the colors together on the electrostatic cloth. Then, the user takes a cosmetic applicator, such as a lip brush, and applies the new color to her lips.

[0022] After the user has finished applying her makeup, she can then fold the electrostatic cloth in half and fold the edges in a little bit and use this cloth to wipe up the rest of the makeup area to be sure that all powder is cleaned up and then the electrostatic cloth is discarded. The makeup area is easily cleaned.

[0023] The electrostatic cloth's exact size and shape will depend mostly on whether it is for in a home or professional application. The electrostatic cloth itself can be any shape, but its size needs to be large enough to capture any powder that may spill out of the container when shaking or tapping the container onto the electrostatic cloth. It should probably be no smaller than 6"x6". It can be any shape, including but not limited to square, rectangular or circular.

[0024] The electrostatic cloth can be dispensed as a perforated sheet, or as individual wipes in a canister-type container. It can be folded and dispensed as tissues or simply folded and placed on a platter with a weight on top. These methods of distribution are only suggestions and are not intended to limit any other possibilities. For professional makeup artists, the electrostatic cloth can be packaged in a pad, so that all sheets are joined on one side and ripped off the top as needed. They can even have a hole cut out so that the makeup artist can hold the pad like an oil painter holds a palette in order to use it while applying makeup. Professional makeup artists will benefit greatly from the use of the electrostatic cloth, especially when working on complicated and special effects or theatrical makeup. These artists use a variety of processes, molds, and prosthetics, and the accompanying use of the electrostatic cloth palette will help make their job easier and less messy.

[0025] Many professional makeup artists use their arm or hand to blend colors. This practice is unsanitary, and it can promote spreading of diseases, such as cold and flu or worse. Using the electrostatic cloth will create a much more hygienic and cleaner application for both the makeup artist and the recipient.

[0026] In department stores, most makeup artists tap their brushes against the counter and the excess powder falls to the floor. Instead of creating this mess on the floor, they can use electrostatic cloths to create a cleaner and possibly safer environment, so that no one will slip and fall from powder on the floor.

[0027] There are also instances when applying eye makeup that particles have a tendency to drop from the eyelid onto the top of the cheekbone. A user can take a folded electrostatic cloth and hold it up right underneath the lower eyelashes so that it picks up any powder dropping from the eyelid to the cheek during application.

[0028] In most homes, makeup users tap the excess powder over their bathroom sink. However, that creates a mess. The

electrostatic cloth saves users time so that they do not have to clean up their sinks and surrounding areas every day and they save money. They are using fewer cleaning products and they are able to quickly, efficiently, and easily clean up after themselves after their makeup application.

1. A method for applying facial makeup comprising:

- a) utilizing a porous material and a chemical composition that produces an electrostatic effect that attracts cosmetic powder particles;
- b) placing the cosmetic makeup on the porous material;
- c) placing an applicator proximate to the makeup in such a way that the cosmetic makeup particles adhere to the applicator; and
- d) using the applicator to apply the cosmetic makeup.

2. The method of claim 1 wherein the porous material is flexible.

3. The method of claim 1 wherein the porous material is supple.

4. The method of claim 2 wherein the porous material is selected from the group consisting of a cloth, a sponge, a wipe, and a foam.

5. The method of claim 1 wherein the porous material is selected from the group consisting of polylactic acid, cotton, wood pulp, lyocell, biopolymer-based compostable material, pure or modified cellulose, vegetable or lignin fiber, rayon, and 100% recycled fibers of: polyfiber, soy, cotton, viscose, hemp, or bamboo.

6. The method of claim 1 wherein the applicator is selected from the group consisting of a sponge, powder puff, swab, or brush.

7. The method of claim 1 wherein the makeup is a loose powder, a compressed powder, a liquid, a gel, a cream material, an eyebrow material, an eyelash material, a rouge material, a primer material, a foundation material, a special effects material, a lip gloss material, a lipstick material, a greasepaint material, a kohl material, a balm material, a glitter material, a shimmer material, a latex material, an oil material, a wax material, an alginate material, an enamel material.

8. The method of claim 1 wherein the facial makeup comprises a plurality of ingredients.

9. The method of claim 8 wherein the ingredients comprising the plurality of ingredients have different colors.

10. The method of claim 8 further comprising mixing or blending the plurality of ingredients together on the porous material.

11. The method of claim 10 wherein the plurality of ingredients are mixed together using an appropriate tool or applicator.

12. The method of claim 1 further comprising tapping or shaking excess makeup off the applicator so that the excess makeup adheres to the porous material.

13. The method of claim 1 further comprising blotting or wiping the applicator on the porous material.

14. The method of claim 1 further comprising cleaning the applicator by rubbing excess makeup off the applicator onto the porous material.

15. The method of claim 1 wherein the porous material is biodegradable.

16. The method of claim 1 wherein the porous material is compostable or recyclable.

17. The method of claim 1 wherein the chemical composition is biodegradable.

18. The method of claim 1 wherein the chemical composition is compostable or recyclable.

19. The method of claim **1** further comprising dipping the applicator into the facial makeup that is on the porous material.

20. A makeup palette comprising a base and a plurality of sheets of a porous material and a chemical composition that produces an electrostatic effect that attracts cosmetic particles, wherein:

- a) the plurality of sheets are arranged in a stack to form a pad;
- b) the plurality of sheets further comprises a top sheet;

c) the top sheet is initially exposed and usable; and,

d) the top sheet can be removed or torn away if desired, thereby exposing another sheet of the plurality of sheets.

21. The makeup palette of claim **20** further comprising a finger hole passing completely through the base and all the sheets of the plurality of sheets, said finger hole being of the appropriate size and in the proper location on the palette to enable a user to conveniently hold the palette with one hand while applying makeup with a second hand.

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