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(54) Title: PERSONAL HYGIENE DEVICE

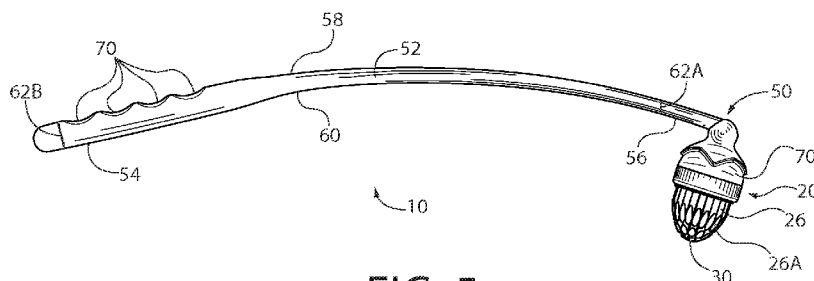


FIG. 5

(57) Abstract: A personal hygiene device and system for cleansing and/or applying lotions and creams to the perineal region of the body. The device includes an elongated curved handle having a proximate end and a distal end. A head receiving portion is integrally connected to the distal end of the handle at an orientation approximately at a right angle to the handle. The head receiving portion includes a first engaging surface. A brush head has a first side from which a plurality of bristles extend and define an applicator surface and a second side opposite the first side, wherein the second side has a second engaging surface. The device includes a twist-and-lock fastening mechanism for removably fastening the second engaging surface of the brush head to the first engaging surface of the head receiving portion.



TITLE OF THE INVENTION

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PERSONAL HYGIENE DEVICE

CROSS-REFERENCES TO RELATED APPLICATIONS

This application claims the benefit of provisional patent application serial number 62/031,511 filed in the United States Patent and Trademark Office on July 31, 2014, and application serial number 14/813,807 filed July 30, 2015 the entire disclosures of which are incorporated by reference herein.

15

STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

Not applicable.

THE NAMES OF THE PARTIES TO A JOINT RESEARCH AGREEMENT

Not applicable.

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INCORPORATION-BY-REFERENCE OF MATERIAL SUBMITTED ON A COMPACT DISC OR AS A TEXT FILE VIA THE OFFICE EFS-WEB

Not applicable.

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STATEMENT REGARDING PRIOR DISCLOSURES BY THE INVENTOR OR A JOINT INVENTOR

Not applicable.

SEQUENCE LISTING

Not applicable.

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BACKGROUND OF THE INVENTION

Field of the Invention

This invention relates to personal hygiene brushes,
5 and more particularly, to a personal hygiene device and
system for cleansing and/or applying lotions and creams to
the perineal region of the body.

Description of the Related Art

10 Good personal hygiene is one of the most effective
ways to protect ourselves, and others, from illness. While
hand washing is extremely important, washing other parts of
the body is equally important. Regions of the body that are
not visible to the eye, such as the anus and perineal
15 region, are often overlooked and left unclean. This is
attributable to the difficulty in reaching this area with a
washcloth or sponge. The present device is designed to
overcome this difficulty.

20 Furthermore, while society is hesitate to discuss the
importance of cleansing the perineal area of the body, the
professional and at home application of creams and bleaches
to this area is growing in popularity. A variety of
cleansing products, lotions, creams, ointments and bleaches

are now available for application to the perineal region. However, given the difficulty in reaching this region and the precise nature with which bleaches and ointments must be applied, professional application is commonly sought.

5 There is the need for a cost-effective do-it-yourself device, which provides users the ability to cleanse and apply these products in the privacy and comfort of their own home. The present invention provides such a device and system for properly cleansing and applying these products.

10

It is, therefore, a primary object of the present invention to provide a personal hygiene device and system for cleansing and/or applying lotions and creams to the perineal region of the body.

15

It is another object of the present invention to provide a curved extension handle of the personal hygiene device, which is capable of reaching the backside of the body at the perineal region.

20

It is another object of the present invention to provide a curved extension handle having an integrated head receiving portion for providing precise control of the

brush head during application of product to the perineal region.

It is another object of the present invention to
5 provide a uniquely designed brush head capable of precisely
applying small amounts of cream and bleach to the perineal
area of the body.

It is another object of the present invention to
10 provide a personal hygiene device capable of cleansing the
anus and perineal region of the body, including maneuvering
piercings and body ornaments without having to remove them
from the body.

15 It is another object of the present invention to
provide a personal hygiene device capable of applying cream
and bleach to the perineal area of the body without
spillage or mess.

20 It is another object of the present invention to
provide a personal hygiene device capable of helping the
elderly and children cleanse the perineal region.

It is another object of the present invention to provide a personal hygiene system comprising a hygiene device with brush head, finger brush, storage mechanism and variety of cleansing creams, bleaches, and lotions.

BRIEF SUMMARY OF THE INVENTION

In accordance with one aspect of the present invention, a personal hygiene device is provided having an elongated curved handle having a proximate end and a distal end. A head receiving portion is integrally connected to the distal end of the handle at an orientation approximately at a right angle to the handle. The head receiving portion includes a first engaging surface. A brush head has a first side from which a plurality of bristles extend and define an applicator surface and a second side opposite the first side, wherein the second side having a second engaging surface. The device includes means for removeably fastening the second engaging surface of the brush head to the first engaging surface of the head receiving portion.

The fastening means may be a twist-and-lock fastener comprising a male protrusion extending outwardly from the first engaging surface and having an outer diameter, and a female socket having a channel opening defined by an inner and outer cylindrical wall each having a diameter. The outer cylindrical wall has a diameter greater than the outer diameter of the male protrusion and the inner

cylindrical wall has a diameter less than the male protrusion.

The fastening means may be a snap retention mechanism
5 for snapping-on and/or snapping-off the brush head from the head receiving portion.

The second engaging surface of the brush head may be flush or slightly recessed relative to the first engaging
10 surface of the head receiving portion.

The brush head may be removable and interchangeable.
The handle may be an elongated tubular member having a top surface and a bottom surface, wherein the head receiving
15 portion extends outwardly from the bottom surface of the tubular member at a ninety-degree angle. The top surface of the proximate end of the tubular member may include a plurality of gripping portions. The tubular member may have a circumference at the distal end smaller than a
20 circumference at the proximate end.

Each bristle of the personal hygiene device may have at least one tapered portion. The applicator surface may be defined by the combination of tapered portions of each

bristle. The plurality of bristles may be tapered toward a point. The bristles may be made of natural material or synthetic material.

5 In accordance with an additional embodiment a method for applying a cosmetic product to the perineal region of the body is provided comprising providing the personal hygiene device. Then, applying a predetermined amount of product to the applicator surface of the brush head of the
10 device, and extending the handle and placing the applicator surface in contact with the perineal region to apply the product thereto. The product of the method further includes one of at least a cleanser, lotion, cream, bleach, toning, thinning or ointment product.

15

 In accordance with an additional embodiment, a system for cleansing and/or applying a cosmetic product to the perineal region of the body is provided. The system includes at least one cosmetic product including at least
20 one of a cleanser, lotion, cream, bleach, toning, thinning or ointment product. The system includes a personal hygiene device for applying the cosmetic product, which includes an elongated curved handle having a proximate end and a distal end, a head receiving portion integrally

connected to the distal end of the handle at an orientation approximately at a right angle to the handle, the head receiving portion includes a first engaging surface. The device includes an interchangeable brush head having a
5 first side from which a plurality of bristles extend and define an applicator surface and a second side opposite the first side, wherein the second side has a second engaging surface. The device include means for removeably fastening the second engaging surface of the brush head to the first
10 engaging surface of the head receiving portion.

The system further includes means for storing the personal hygiene device in an upright position for allowing excess water to drain from the bristles, and a finger brush
15 for inserting the finger therein and cleansing and/or applying the cosmetic product to a small area of the perineal region.

In accordance with an additional embodiment, a method
20 for applying a cosmetic product to the perineal region of the body using a personal hygiene device is provided. The includes a brush head removably mounted to a curved handle via a head receiving portion, wherein the brush head includes an applicator surface, the method comprises the

following steps. Contacting an applicator surface of the brush head of the device to the cosmetic product. Then, extending the handle of the device and positioning the brush head adjacent the perineal region, and applying the
5 cosmetic product via the brush head to the perineal region such that the cosmetic product is uniformly applied to the region.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

To these and to such other objects that may hereinafter appear, the present invention relates to a personal hygiene device and system for cleansing and/or
5 applying lotions and creams to the perineal region of the body as described in detail in the following specification and recited in the annexed claims, taken together with the accompanying drawings, in which like numerals refer to like parts in which:

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FIG. 1 is a perspective view of the personal hygiene device, showing the handle and brush head in accordance with the preferred embodiment of the present invention;

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FIG. 2 is an exploded side view of the brush head, showing the tapered bristles, in accordance with the preferred embodiment of the present invention;

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FIG. 3 is an exploded rear view of the brush head, showing the female insert, in accordance with the preferred embodiment of the present invention;

FIG. 4 is a perspective view of the personal hygiene device, showing a twist and lock fastening mechanism when

the brush head is detached from the handle in accordance with the preferred embodiment of the present invention;

FIG. 5 is a side elevation view of the personal hygiene device, showing the brush head flush with the head receiving portion of the handle when the twist and lock mechanism is fastened, in accordance with the preferred embodiment of the present invention;

FIG. 6 is a top elevation view of the personal hygiene device, showing gripping portions of the handle, in accordance with the preferred embodiment of the present invention;

FIG. 7 is a perspective view of a holding mechanism for securing the personal hygiene device of the preferred system therein, in accordance with the preferred embodiment of the present system;

FIG. 8 is a perspective view of a finger brush for further cleansing and/or applying creams to the body, in accordance with the preferred embodiment of the present system; and

FIG. 9 is a perspective view of the personal hygiene system showing the hygiene device with brush head, finger brush, storage mechanism and variety of cleansing creams, bleaches, and lotions.

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To the accomplishment of the above and related objects the invention may be embodied in the form illustrated in the accompanying drawings. Attention is called to the fact, however, that the drawings are illustrative only.

10 Variations are contemplated as being part of the invention, limited only by the scope of the claims.

DETAILED DESCRIPTION OF THE INVENTION

FIG. 1 illustrates the personal hygiene device 10 of the present invention for use cleansing and applying creams to the perineal region of the body. In it's broadest context the device 10 includes a removable brush head 20 fastened at a ninety-degree angle to an ergonomic handle 50.

FIGS. 2-3 illustrate the brush head 20, which includes a first side 22 and an opposite second side 24. A plurality of bristles 26 extends outwardly from the first side 22. The bristles 26 are partially shaved at a distal end 26A and formed into a substantially tapered point defining an applicator surface 30. The bristles are available in soft or medium stiffness. The bristles may be made of natural fibers, including but not limited to badger, boar or horse hair, or synthetic fibers, including but not limited to plastic or nylon. The second side 24 has a second engaging surface 28 having a female connection 36 for removably engaging with the handle 50. Preferably, the female connection 36 comprises a channel opening 38 defined between an inner and outer cylindrical wall 39A, 39B each

having a diameter 40A and 40B. The outer cylindrical wall 39B having a diameter 40.

FIGS. 4-6 illustrate the handle 50. The handle 50 is
5 an elongated tubular member 52 extending along a longitudinal axis (L) and has a proximate end 54, a distal end 56, a top surface 58, and a bottom surface 60. The handle 50 includes a head receiving portion 70 that is integrally formed with the distal end 56 of the tubular
10 member 52. The head receiving portion 70 extends outwardly from the bottom surface 60 of the distal end 56 of the tubular member 52 at a ninety-degree angle. The head receiving portion 70 includes a first engaging portion 72 having an integrally formed male connection 74 having at
15 least one radially outwardly extending projection 76 adapted to receive the replaceable brush head 20. The outwardly extending projection 76 has an outer diameter 78. The tubular member 52 has a circumference 62A at the distal end 56 smaller than a circumference 62B at the proximate
20 end 54. The tubular member 62 is preferably made of a hard plastic material at the distal end 56 and rubber or soft durable plastic material at the proximate end 54. The top surface 56 of the proximate end 54 includes a plurality of ergonomically designed indentations 80 or gripping

portions. Preferably four gripping portions are present for accurately spacing the user's fingers and allowing the user's hand to grip the handle and extend the position of the device 10 to the precise location for cleansing or
5 applying product to the perineal region. The combination of materials comprising the tubular member 52 further provides increase stability, control, and extension to the device for precise application of products.

10 The head receiving portion 70 is preferably configured to receive the replaceable brush head 20 via a twist-and-lock fastening mechanism 32 in a manner that permits repeated removal and replacement of replaceable heads therefrom and thereto. The twist and lock mechanism 32
15 includes the male connection 74, preferably formed integrally with the head receiving portion 70 and a separate female connection 36 preferably formed integrally within the brush head 20. In particular, the radially outwardly extending projection 76 of the male connection 74
20 is accepted and locked into the channel opening 38 of the female connection 36. At least one tab 42 is present, preferably within the female connection, for stopping the mechanism 32 once secured.

FIG. 5 illustrates the twist-and-lock fastening mechanism 32 in a locked position, comprising the female connection 36 of the brush head 20 connected to the male connection 74 of the head receiving portion 70 of the handle 50. In the locked position, the brush head 20 is preferably flush or slightly recessed relative to the head receiving portion 70.

In use, the personal hygiene device 10 is capable of cleansing the anus and perineal region of the body, including maneuvering piercings and body ornaments without having to remove them from the body. The personal hygiene device 10 is also capable of applying cream and bleach to the perineal area of the body accurately and without spillage or mess. A variety of different size and shape brush heads are contemplated and not limited by the preferred embodiment.

To replace the brush head 20 a user first twists the brush head 20 in a counter-clockwise direction until the brush head 20 stops. Next, the user pulls the brush head 20 away from the brush receiver 70 of the handle 50. Then, the user discards the used brush head 20. Next, the user

fastens a new brush head 20 to the brush receiver 70 by inserting the male projection 74 of the brush receiver 70 into the female channel opening 38 of the brush head 20 and turning the brush head 20 in a clockwise direction to lock
5 securely the twist and lock fastening mechanism 32.

In alternate embodiments, the fastening means is a snap retention mechanism for snapping-on and/or snapping-off the brush head from the head receiving portion.

10

To apply the cleansing cream or bleaching cream to the perineal region, the user must first dip the tip 30 of the bristles 28 into the desired product. Next the user must extend the handle 50 such that the brush head 20 is in
15 position for applying product to the desired area. The extension handle 50 allows the brush head 20 of the device 10 to reach the perineal region, which is small and obstructed from view on the backside of the body. Then, the desired product is applied in a circular motion.

20

FIG. 9 illustrates the personal hygiene device 10, which is available as a cleansing and/or bleaching system 100 or kit. The system includes the personal hygiene device 110, a plurality of replaceable brush heads 120, a

holding mechanism 130, a finger brush 140, and at least one cosmetic product 150, which may include a bleaching cream 150A or cleansing lotion 150B. The cosmetic products may include one or more of the following a cleanser, lotion, cream, bleach, toner, thinning product, ointment product, or hair removable product.

FIG. 7 illustrates the holding mechanism 130, which includes a suction portion 132 and a clamping means 134, wherein the suction portion 132 attaches to a vertical surface, preferably a wall within the bathroom. The clamping means 134 accepts the tubular member 52 of the handle 50 of the device 110 such that the brush head 20 is stored in a vertical position for naturally allowing the removal of excess water to drain from the bristles 28, thereby preserving the longevity of the brush head 20. A tab 136 is present on the suction portion 132 for easily pulling the mechanism 130 away from the vertical surface after use.

20

FIG. 8 illustrates the finger brush 140, preferably made of a soft flexible plastic or rubber material, includes an outer surface 142 having a plurality of uniform bristles 144 extending outwardly therefrom. The finger

brush 140 includes a substantially hollow cavity 146 for inserting the finger therein.

It should be understood that numerous variations are possible, while adhering to the inventive concept. Such variations are contemplated as being a part of the present invention.

While only one preferred embodiment of the present invention has been disclosed for purposes of illustration, it is obvious that many modifications and variations could be made thereto. It is intended to cover all of those modifications and variations, which fall within the scope of the present invention as defined by the following claims.

CLAIMS

I claim:

1. A personal hygiene device, comprising:

5 an elongated curved handle having a proximate end
and a distal end;

 a head receiving portion integrally connected to
the distal end of said handle at an orientation
10 approximately at a right angle to said handle, said
head receiving portion including a first engaging
surface;

 a brush head having a first side from which a
15 plurality of bristles extend and define an applicator
surface and a second side opposite the first side,
wherein said second side having a second engaging
surface; and

20 means for removeably fastening said second
engaging surface of said brush head to said first
engaging surface of said head receiving portion.

2. The personal hygiene device of claim 1, wherein the fastening means is a twist-and-lock fastener comprises a male protrusion extending outwardly from the first engaging surface and having an outer diameter, and a female socket having a channel opening defined by an inner and outer cylindrical wall each having a diameter, wherein the outer cylindrical wall has a diameter greater than the outer diameter of said male protrusion and said inner cylindrical wall having a diameter less than said male protrusion.

3. The personal hygiene device of claim 1, wherein the fastening means is a snap retention mechanism for snapping-on and/or snapping-off the brush head from the head receiving portion.

4. The personal hygiene device of claim 1, wherein the second engaging surface of the brush head is flush or slightly recessed relative to the first engaging surface of the head receiving portion.

5. The personal hygiene device of claim 1, wherein the brush head is removable and interchangeable.

6. The personal hygiene device of claim 1, wherein the handle is an elongated tubular member having a top surface and a bottom surface, wherein the head receiving portion extends outwardly from said bottom surface of said tubular member at a ninety-degree angle.

7. The personal hygiene device of claim 5, wherein the top surface of the proximate end of the tubular member includes a plurality of gripping portions.

8. The personal hygiene device of claim 5, wherein the tubular member has a circumference at the distal end smaller than a circumference at the proximate end.

9. The personal hygiene device of claim 1, wherein each bristle has at least one tapered portion.

10. The personal hygiene device of claim 9, wherein the applicator surface is defined by the combination of tapered portions of each bristle.

11. The personal hygiene device of claim 1, wherein the plurality of bristles are tapered toward a point.

12. The personal hygiene device of claim 1, wherein
the bristles are made of natural material.

5 13. The personal hygiene device of claim 1, wherein
the bristles are made of synthetic material.

14. A method for applying a cosmetic product to the
perineal region of the body, comprising:
10 providing the device of claim 1;

applying a predetermined amount of product to the
applicator surface of the brush head of the device;
and
15

extending the handle and placing the applicator
surface in contact with the perineal region to apply
the product thereto.

20 15. The method of claim 1, wherein the product
comprises one of at least a cleanser, lotion, cream,
bleach, toning, thinning or ointment product.

16. A system for cleansing and/or applying a cosmetic product to the perineal region of the body, comprising:

at least one cosmetic product including at least one of a cleanser, lotion, cream, bleach, toning, thinning or ointment product;

a personal hygiene device for applying said cosmetic product comprising,

an elongated curved handle having a proximate end and a distal end;

a head receiving portion integrally connected to the distal end of said handle at an orientation approximately at a right angle to said handle, said head receiving portion including a first engaging surface,

an interchangeable brush head having a first side from which a plurality of bristles extend and define an applicator surface and a second side opposite the first side, wherein said second side having a second engaging surface, and

means for removeably fastening said second engaging surface of said brush head to said first engaging surface of said head receiving portion;

means for storing the personal hygiene device in an upright position for allowing excess water to drain from said bristles; and

5

a finger brush for inserting the finger therein and cleansing and/or applying said cosmetic product to a small area of the perineal region.

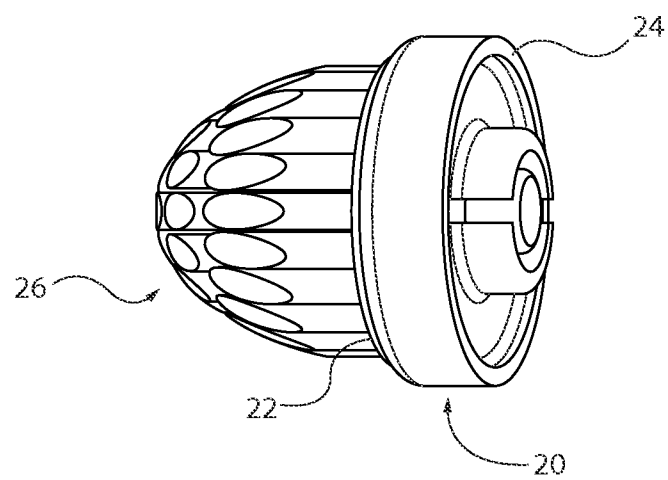
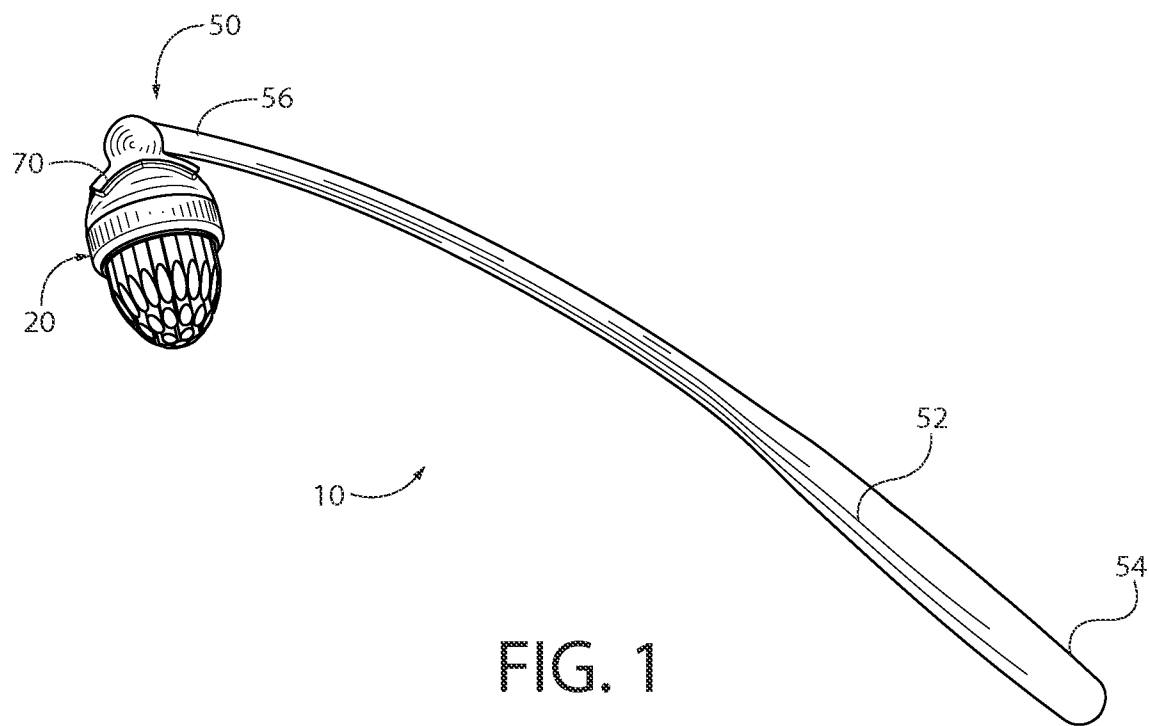
10 17. A method for applying a cosmetic product to the perineal region of the body using a personal hygiene device, wherein said device includes a brush head removably mounted to a curved handle via a head receiving portion, wherein said brush head includes an
15 applicator surface, the method comprising the steps of:

contacting an applicator surface of the brush head of the device to the cosmetic product;

20 extending the handle of the device and positioning the brush head adjacent the perineal region; and

applying the cosmetic product via the brush head to the perineal region such that the cosmetic product is uniformly applied to the region.

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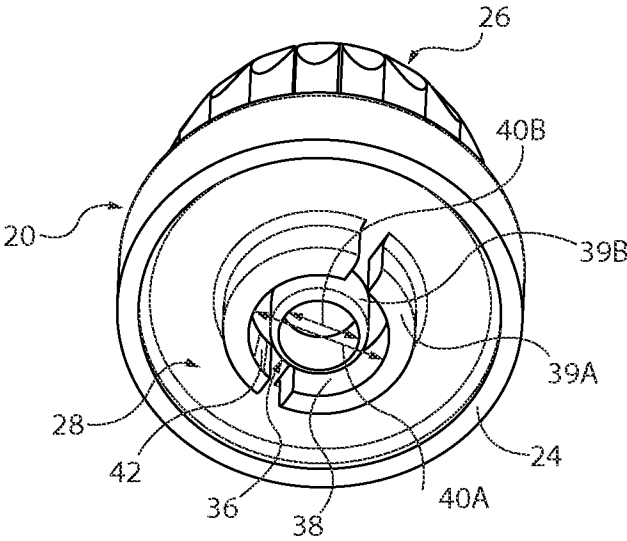


FIG. 3

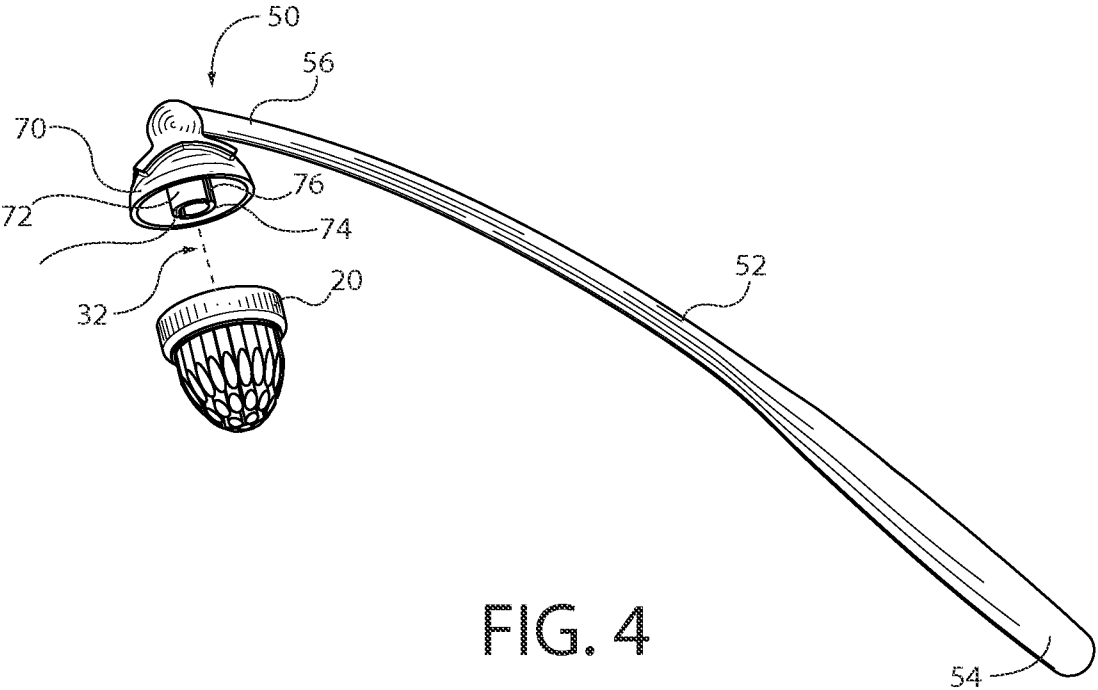
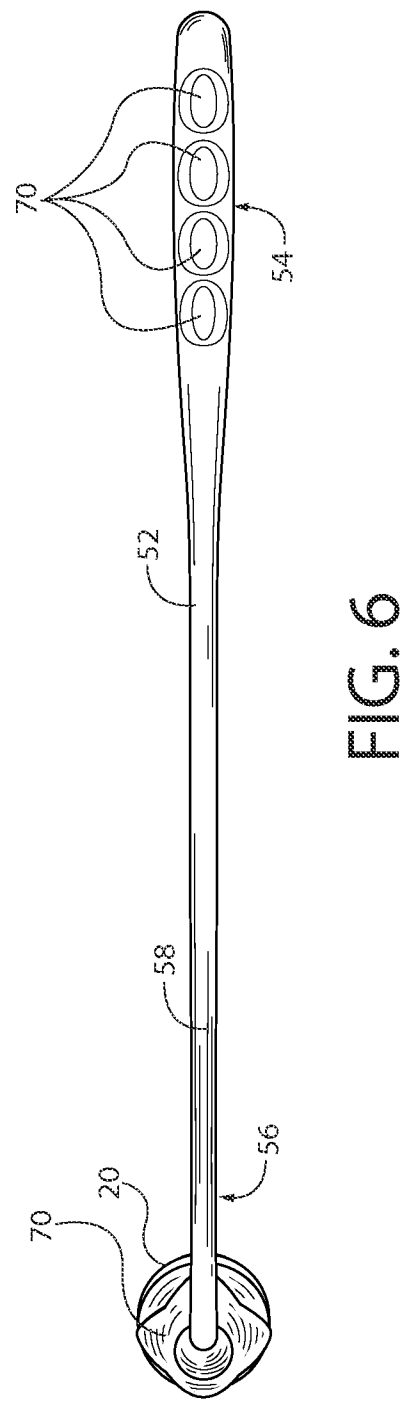
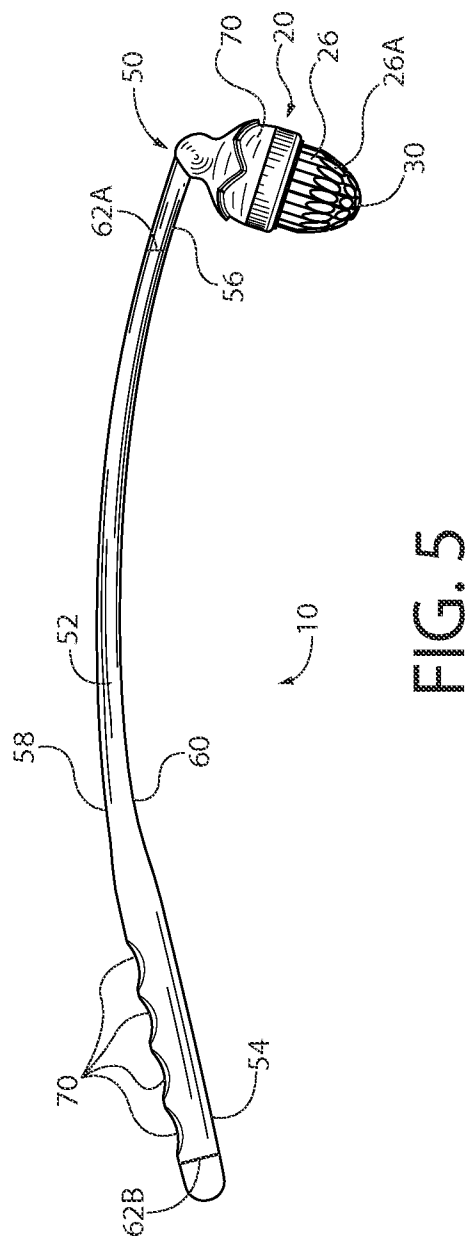


FIG. 4



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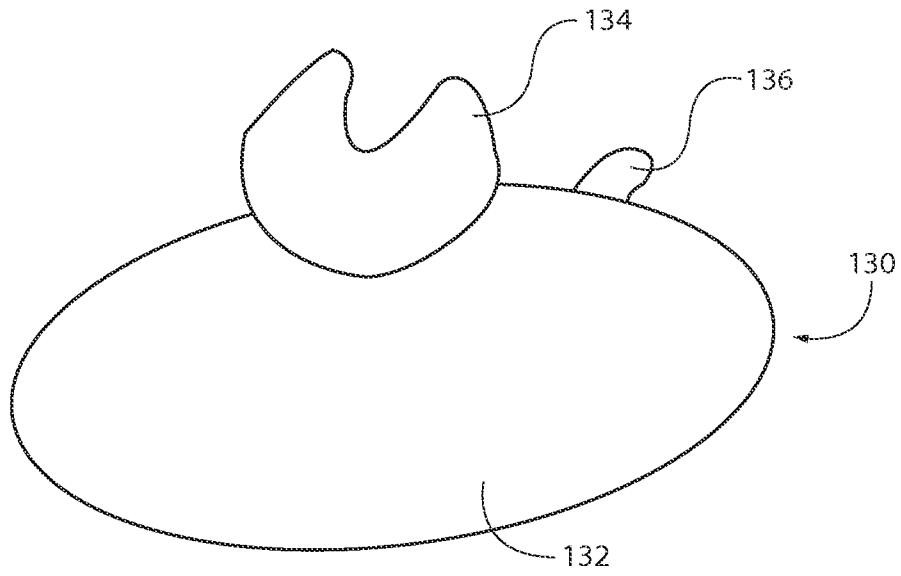


FIG. 7

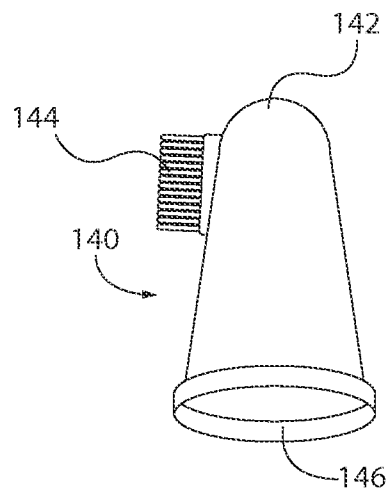


FIG. 8

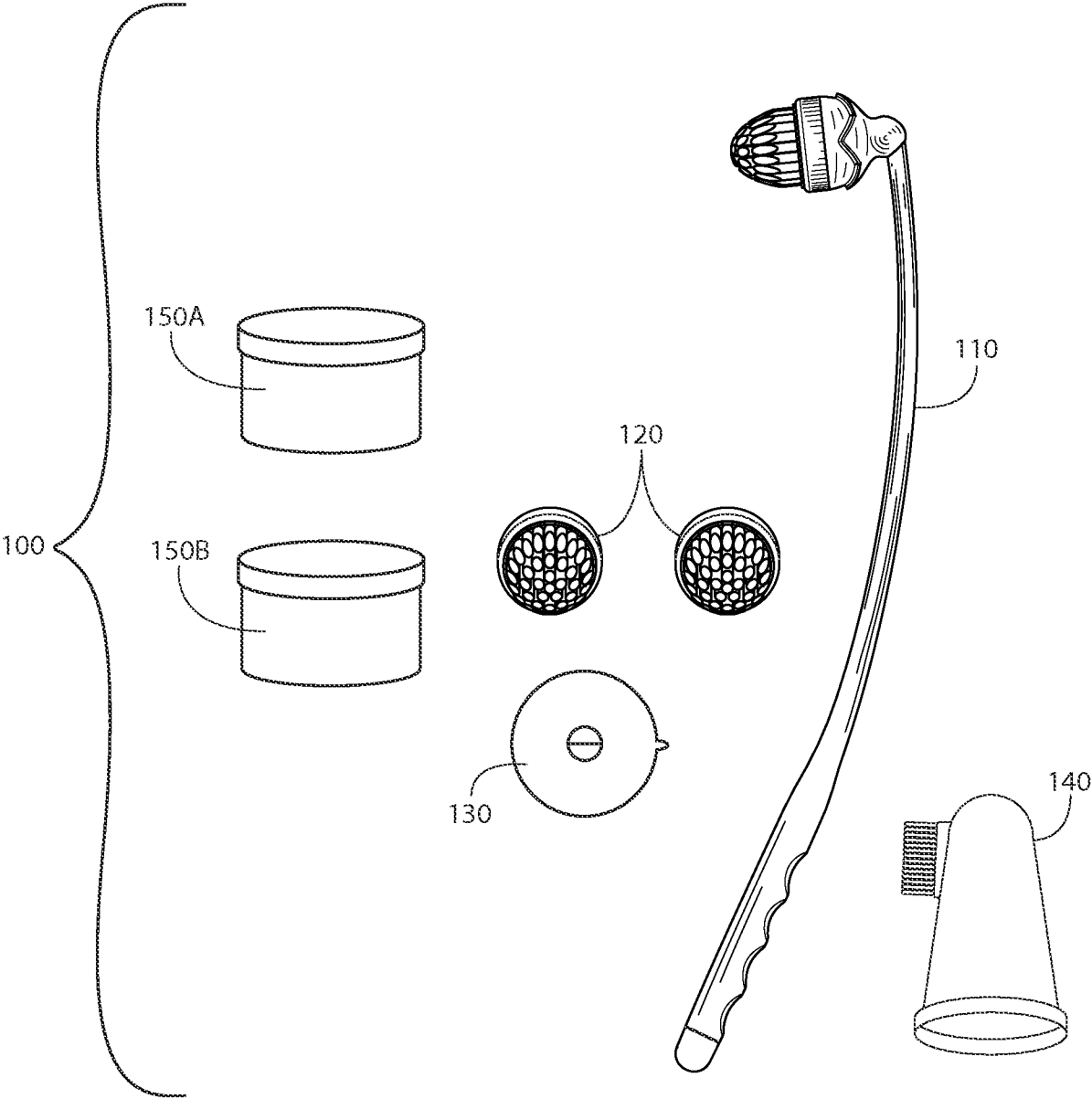


FIG. 9