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(54) Title: FALSE EYELASH HOLDER

(57) Abstract: The invention is directed to a housing to hold false eyelashes without the need of glue to hold the eyelashes in place. The inventive housing has a cylindrical base that maintains the desired curvature of the eyelashes during storage and/or transportation and non-adhesive attachments secure the eyelashes to the cylindrical base.

FALSE EYELASH HOLDER

RELATED APPLICATION

[001] This application claims priority to U.S. Provisional Patent Application Serial No. 61/774,091, filed March 7, 2013, the contents of which are hereby incorporated by reference in their entirety.

FIELD OF INVENTION

[002] The present invention relates generally to a container for storing false eyelashes of the type typically worn by women. More specifically, the invention relates to a container for false eyelashes that secures false eyelashes of adjustable length in the absence of adhesives or fixatives.

BACKGROUND OF THE INVENTION

[003] A person's eyes are an important part of their appearance, and recently the use of false eyelashes to accentuate the eyes has become more prevalent. False eyelashes are made of human hairs, synthetic hairs, nylon, fibers, threads, or even fiber optics. False eyelashes are manufactured to have a base strand that is applied to the user's eyelid, typically with adhesive. A plurality of individual strands (the eyelashes) are secured to the base strand at intervals and extend therefrom in the same direction. The lashes are provided in standard lengths and thus may need to be trimmed for those users having smaller eye lids or creatively placed, *i.e.* positioned to cover as much of the eyelid as possible, for those having larger eye lids.

[004] In order to assure ease of application and natural appearance of the false eyelashes the base strand and plurality of individual strands are provided with a curvature similar to those of an actual eyelid and eyelashes, respectively. In order to maintain the curvature, false eyelash sets are typically mounted side by side on vacuum formed insets that provide a curvature similar to that of an eyelid. The base strands of the false eyelashes are attached to appropriately curved portions of the insets by means of an adhesive substance. In order to remove an eyelash set from an inset each eyelash is gripped, for example by tweezers, and the base strand torn away from the curved portion to which it is attached. Unless this operation is carried out very carefully the force used to remove each eyelash from the inset will cause the eyelashes to be distorted and twisted out of shape so that the base strand loses much of its

important curvature resulting in more difficult application of an eyelash to a user's eyelid. In addition, adhesive typically utilized to hold the underside of the lashes to the insets may remain on the lashes, degrading the appearance and/or performance of the lashes. It would thus be beneficial to limit the use of adhesive in packaging the false eyelashes for safety and mechanical reasons.

[005] Further, the amount of packaging necessary to attractively and durably package the false eyelashes is considerable and adds to the complexity and cost of producing the false eyelashes. Moreover, today's consumers are more environmentally conscious and may not appreciate the expenditure of energy and resources in the manufacture the additional packaging and/or the amount of refuse generated by the discarded packaging.

[006] Thus a need exists for a false eyelash holder that maintains the proper curvature of the base strand of the false eyelash in the absence of adhesives while reducing the amount of associated packaging.

The current invention provides for a false eyelash holder that achieves such benefits. The false eyelash holder of the current invention provides for a cylindrical base, having a natural curvature/circumference similar to that of an eyelid, to which the base strand of a false eyelash may be mounted to impart a similar curvature/circumference to an eyelid using non-adhesive attachments. This inventive holder provides for the reduced use of adhesive and packaging, thereby providing greater ease of eyelash removal from the packaging. Additionally, in the instance of the packaging of multiple sets of false eyelashes, the invention allows for more efficient and economical production of the packaging for false eyelashes given that the lashes may be located in closer proximity to one another than permitted by previous false eyelash holders. Further, the false eyelash holder of the current invention may be suitable for use with adjustable length false eyelashes, *i.e.* eyelashes that are longer than those of an average or standard length false eyelash that may be trimmed/cut to the user's desired shape or length.

SUMMARY OF THE INVENTION

[007] In one embodiment, a false eyelash holder comprised of:

[008] a. a cylindrical base having a curvature and a circumference;

[009] b. at least one non-adhesive attachment along the circumference of the cylindrical base, and

[0010] c. an adaptable length false eyelash having a base strand and lash strands wherein the base strand adopts the curvature of the cylindrical base in the absence of any adhesive when the adaptable length false eyelash is mounted along the circumference of the cylindrical base and secured using the at least one non-adhesive attachment.

[0011] In another embodiment, the adaptable length false eyelash is spooled around the cylindrical base.

[0012] In another embodiment, the cylindrical base is hollow and has an interior surface.

[0013] In another embodiment, the cylindrical base is a cylinder, truncated cone, conical frustum, inverted truncated cone, or inverted conical frustum.

[0014] In another embodiment, the false eyelash holder comprised of a tray extending outward from the cylindrical base and having a concave depression having a profile substantially matching the profile to be imparted to the lash strands of the adaptable length false eyelash, wherein the lash strands of the adaptable length false eyelashes reside within the concave depression.

[0015] In another embodiment, the profile of the concave depression conforms approximately to the natural curve of an eyelash.

[0016] In another embodiment, the cylindrical base is hollow and has an interior surface.

[0017] In another embodiment, the curvature of the cylindrical base conforms approximately to the natural curve of an eyelid.

[0018] In another embodiment, the circumference of the cylindrical base is about 0.75 inches to about 7.0 inches.

[0019] In another embodiment, the circumference of the cylindrical base is about 1.5 inches to 6.25 inches.

[0020] In another embodiment, the circumference of the cylindrical base is about 2.25 inches to about 5.5 inches.

[0021] In another embodiment, the cylindrical base has a cross-sectional shape and the shape is selected from the group consisting of circular, oblong, elliptical, and ovals.

[0022] In another embodiment, the non-adhesive attachment is selected from the group consisting of an opening, hole, notch, hook, slit, and combination thereof.

[0023] In another embodiment, the false eyelash holder has at least two non-adhesive attachments.

[0024] In another embodiment, the false eyelash holder has greater than two non-adhesive attachments.

[0025] In another embodiment, the false eyelash holder has protrusions or indentations along its circumference.

[0026] In another embodiment, the cylindrical base incorporates an integral eyelash cutter.

[0027] In another embodiment, in implements related to the use of adaptable length false eyelash are stored within the hollow cylindrical base.

[0028] In another embodiment, the interior surface of the hollow cylindrical base is roughened or chemically treated.

[0029] In another embodiment, a multiple false eyelash holder comprising:

[0030] a mounting rod having a first and second end, and a circumference less than the circumference of the cylindrical base along its length except for the second end;

[0031] at least two false eyelash holders of embodiment 7 mounted on mounting rod; and

[0032] a cap comprised of a cover and an attachment.

[0033] In another embodiment, the cover is transparent or translucent.

[0034] In another embodiment, a multiple false eyelash holder comprised of:

[0035] a first false eyelash holder of embodiment 5 having a first outer lip;

[0036] a second false eyelash holder of embodiment 5 having a second outer lip; and

[0037] a hinge connecting first outer lip of first false eyelash holder to second outer lip of second false eyelash holder;

[0038] wherein the second false eyelash holder can be folded over the first eyelash holder.

[0039] In another embodiment, a false eyelash holder comprised of:

[0040] A cylindrical base having a curvature and circumference comprised of a first half and a second half wherein at least one non-adhesive attachment is provided on the first half of the cylindrical base and at least one non-adhesive attachment is provided on the second half of the cylindrical base;

[0041] A tray extending outward from the cylindrical base having a first half connected to the first half of the cylindrical base and a second half connected to the second half of the cylindrical base wherein both the first half of the tray and the second half of the tray each have a concave depression having a profile; and

[0042] A hinge connecting the first half of the cylindrical base and the first half of the tray to the second half of the cylindrical base and the second half of the tray.

In another embodiment, a kit comprising a false eyelash holder of embodiment 1, 5, or 23 and a cosmetic or personal care product.

BRIEF DESCRIPTION OF THE DRAWINGS

[0043] **FIGS. 1A** and **1B** depict the back and front view, respectively, of a false eyelash holder of the current invention without a false eyelash mounted thereon.

[0044] **FIG. 2A** and **2B** depict the back and front view, respectively, of a false eyelash holder of the current invention with a false eyelash mounted thereon.

[0045] **FIGS. 3A** and **3B** provide a top down and cross-sectional perspective, respectively, of another embodiment of the false eyelash holder of the current invention wherein a tray having a concave depression is provided to maintain the curvature of the lash strands.

[0046] **FIG. 4** provides a top down view of an alternative embodiment of the false eyelash holder of FIG. 3 in which the cylindrical base and tray have two halves joined by a connecting hinge.

[0047] **FIG. 5** provides a cross-sectional view of the false eyelash holder of FIG.4 when the false eyelash holder is folded over itself to generate a protective enclosure for false eyelashes mounted thereon.

[0048] **FIG. 6** illustrates a false eyelash holder of the current invention with several sets of false eyelashes mounted thereon and a central storage space for associated items, *i.e.* adhesive, tweezers, *etc.*, for the use of the false eyelashes.

[0049] **FIG. 7** illustrates a further embodiment of an eyelash holder of the current invention in which a single base strand of a false eyelash is spooled or coiled around the false eyelash holder and an integral cutting means is provided for cutting/trimming the false eyelash.

[0050] **FIG. 8** illustrates a further embodiment of an eyelash holder of the current invention wherein multiple sets of false eyelashes may be secured in individual trays of FIG. 3A and

may be mounted over a central mounting rod. For storage purposes, an integral false eyelash holder and a removable cover are provided to secure the trays to the central mounting rod when access to the false eyelashes is not needed.

DETAILED DESCRIPTION

[0051] All terms used herein are intended to have their ordinary meaning unless otherwise provided.

[0052] The present invention provides for a false eyelash holder that maintains the desired curvature of the false eyelash's base strand with minimal or no use of adhesives and reduced packaging. In one embodiment, the invention uses a cylindrical base having a natural curvature and at least one non-adhesive attachment, such as an opening, hole, notch, hook, slit, other suitable means known in the art, or some combination thereof, suitable to secure the base strand of the false eyelash to the cylindrical holder. In practice, the base strand of the false eyelash is mounted around the circumference of the cylindrical base and each end or both ends of the base strand is/are secured within one or more non-adhesive attachments around the circumference of the cylindrical base. Without wishing to be bound to a particular theory, the base strand of the false eyelash naturally maintains a linear configuration, and thus when mounted on the cylindrical base an outward force pulls the ends of the base strand away from the cylinder. When inserted within the non-adhesive attachments of the current false eyelash holder, the ends of the base strand will push against the interior walls of the cylinder base, if the non-adhesive attachment is an opening, hole or notch for example, or an upright member, if the non-adhesive attachment is a hook. It is this tension between the ends of the base strand and the non-adhesive attachments that allows the base strand of the false eyelash to be securely mounted to the cylindrical base of the current invention in order to impart a desired curvature to the base strand without the use of adhesive.

[0053] The false eyelash holder of the current invention provides a suitably protective and cost-effective way of transporting, packaging, and selling false eyelashes in singular or multiple packs. Further, in one embodiment the cylindrical base may be hollow providing a space for the implements needed to use the false eyelashes, such as glue, tweezers, eyelash remover solution, *etc.*, and thereby provides a convenient centralized storage of necessary tools within one apparatus. The false eyelash holders of the current invention provide a more cost-effective and environmentally friendly way of packaging false eyelashes because an increased number of false eyelashes and/or sets of lashes can be arrayed per volume of

packing substrate. Lastly, the cylindrical base of the current invention allows for the use of long single base strand arrays and thereby permits the user to customize the eyelash length and potentially the base strand shape. Specifically, the mounting of the single lash array on the false eyelash holder of the current invention permits the use of longer length lashes than heretofore known in the prior art, such as adaptable lashes that are about 2 to 7 inches in length.

[0054] Some embodiments of the false eyelash holder according to the present invention are shown in FIGS 1-8. The false eyelash holder includes a cylindrical base 20 having a natural curvature/circumference that approximates the curvature of an eyelid. Cylindrical base 20 has at least one non-adhesive attachment 30 along its surface suitable for securing the base strand of a false eyelash to cylindrical base 20 such that the base strand adopts the curvature of cylindrical base.

[0055] As noted above, cylindrical base 20 of the current invention possesses a natural curvature that approximates that of a natural eyelid to impart to the base strand of a false eyelash a similar curvature. As such, the shape and circumference of cylindrical base 20 should be suitable for maintaining the desired curvature.

[0056] The cross-sectional shape of cylindrical base 20 may include circles, oblongs, ellipses, ovals, and similar eyelid-like shapes, in a further embodiment the cross sectional shape is circular, elliptical or oval, and in yet a further embodiment the cross sectional shape is circular. In further embodiments, cylindrical base 20 may be provided as a truncated cone, conical frustum, inverted truncated cone, and/or inverted conical frustum. Said shapes may provide benefits in providing additional support for the lash strands of the mounted false eyelashes (truncated cone and/or conical frustum) or in the display of the lash strands of the mounted false eyelashes (inverted truncated cone and/or inverted conical frustum).

[0057] Further, the diameter of the cylindrical base 10 should approximate the diameter of an eyelid. The diameter of a natural eyelid may vary from about 0.5 to 2 inches (about 1.27 to 5.08 cm), and therefore in one embodiment the diameter of the cylindrical base should be within about 30% of these natural occurring diameters, in a further embodiment the diameter is within 20% of the naturally occurring diameters, and in yet a further embodiment the diameter is within 10% of the naturally occurring diameters. Alternatively, the diameter of the cylindrical base may be about 0.25 to 2.25 inches (about 0.64 to 5.72 cm), in a further embodiment between 0.5 to 2 inches (about 1.27 to 5.08 cm), and in yet a further

embodiment it may be between 0.75 and 1.75 inches (about 1.91 to 4.44 cm). The circumference of cylindrical base 10 may then be between about 0.75 and 7.0 inches (about 1.91 to 17.78 cm), in a further embodiment the circumference may be between about 1.5 inches and 6.25 inches (about 3.81 to 15.86 cm), and in yet a further embodiment the circumference may be between 2.25 and 5.5 inches (about 5.72 to 13.97 inches). In those instances where cylindrical base is provided as a truncated cone or conical frustum, the base diameter and circumference as well as the upper diameter and circumference of the truncated cone or conical frustum may be within the ranges of diameters and circumferences noted above.

[0058] In further embodiments, cylindrical base 20 may be solid or hollow. In certain embodiments, namely those in which (1) openings or holes are used as non-adhesive attachments, (2) it is desired to store related implements, i.e. adhesive, tweezers, etc., within cylindrical base 10, FIG. 6, or (3) cylindrical base 10 is intended to slide over a mounting rod, FIG. 8, a hollow cylindrical base is preferred. In certain embodiments where cylindrical base 10 is hollow to accommodate non-adhesive attachments in the form of openings, holes, notches, etc., the interior surface of cylindrical base 20 may be roughened, chemically treated, or otherwise modified to enhance the friction between the base strand ends with the interior surface of cylindrical base 10. This modification of the interior surface may provide an enhanced securement of a false eyelash to cylindrical base 20 without the use of adhesives. Further, it will be appreciated that the interior diameter/circumference of hollow cylindrical base 20 should be sufficient to accommodate various related implements where hollow cylindrical base is sought to be used as storage space for such items. Additionally, in such embodiments the bottom of such hollow cylindrical base 20 should be solid, permanently capped or removably capped so that the various implements do not slide out the bottom when inserted through the top of hollow cylindrical base 20.

[0059] FIGS 1A and 1B illustrate the basic components of the false eyelash holder 10 of the current invention. FIG. 1A illustrates a rear view of false eyelash holder 10. As depicted, false eyelash holder 10 uses a hollow cylindrical base 20 with a first non-adhesive attachment 30, which is depicted as an opening within FIG. 1A. FIG. 1B depicts the front of holder 10 and shows an second non-adhesive attachment 40, which is depicted as a hook, on cylindrical base 20. FIGS. 2A and 2B, which provide the same views of the holder as FIGS. 1A and 1B, respectively, demonstrate the use of holder 10 with a false eyelash 50 mounted thereon. Specifically, false eyelash 50 has a base strand 60 with a first end 80 and a second end 90 and

numerous lash strands 70 extending outwards from base strand 60 in the same direction. Base strand 60 is wrapped around the circumference of cylindrical base 20, and, as depicted within FIG. 2A, ends 80 and 90 are inserted within first non-adhesive attachment 30, *i.e.*, the opening, to secure false eyelash 50 to cylindrical base 20. Further, as shown in FIG. 2B, base strand 60 may be inserted into second non-adhesive attachment 30, which may be optionally present, to further secure base strand 60 to cylindrical base 20 and maintain the position of false eyelash 50 along the length of cylindrical base 20. In certain embodiments, protrusions, such as bumps, shelves, tabs, studs, *etc.*, or indentations, such as grooves, channels, notches, *etc.* may be used to maintain the positioning of the false eyelash.

[0060] A further embodiment of a false eyelash holder 100 of the present invention is depicted within FIGS. 3A and 3B of the current invention. In this alternative embodiment, a tray 110 is provided with a concave depression and/or groove 120, the curve of which is similar to the natural curve of eyelashes. This arrangement allows the maintenance of the desired curvature of not only base strand 60 but also lash strands 70 as well. Specifically, FIGS. 3A and 3B depict tray 110 integral to cylindrical base 20 and extending outward therefrom. Tray 110 has a concave depression 120 wherein lash strands 70 of false eyelash 50 reside without extending up or over the outer lip 130 of tray 110. The cross sectional view provided by FIG. 3B illustrates the attachment and positioning of false eyelash 50 within this further embodiment of the false eyelash holder. Similar to FIGS. 2A and 2B above, base strand 60 is wrapped around the circumference of cylindrical base 20. FIG. 3B illustrates an alternative way of attaching ends 80 and 90 of base strand 60 to cylindrical base 20. In this embodiment, first non-adhesive attachment 30 and second non-adhesive attachment 40 are located within close horizontal proximity to one another such that ends 80 and 90 are each inserted into a separate non-adhesive attachment, *i.e.*, end 80 is inserted into first non-adhesive attachment 30 and end 90 is inserted into second non-adhesive attachment 40. Within FIG. 3B ends 80 and 90 are shown in contact with interior surface 140 of cylindrical base 20. The interior portions of ends 80 and 90, 150 and 160 respectively, are of sufficient length that the friction generated between them and interior surface 140 is sufficient to securely maintain base strand 60 on cylindrical base 20 and impart the natural curvature of cylindrical base 20 to base strand 60. As shown within FIG. 3B, lash strands 70 of false eyelash 50 reside within concave depression 120 and thereby adopt a curvature similar to that of a natural eyelash. In a further embodiment, concave depression 120 may have grooves or ridges radiating away from cylindrical base 20 which may serve to maintain desired spacing

and or positioning of individual lash strands relative to one another. In yet a further embodiment incorporating the false eyelash holder of FIGS. 3A and 3B, a multiple false eyelash holder may be fashioned by using a connecting hinge between the outer lip of a first false eyelash holder of FIGS 3A and 3B and the outer lip of a second false eyelash holder of FIGS 3A and 3B such that either the first or second eyelash holder may be folded over the other eyelash holder. In a further variation of this embodiment a closure means is provided on the side of the outer lip of the first eyelash holder and/or second eyelash holder opposite the hinge. In this embodiment, the trays of the respective eyelash holders form a protective cover for the false eyelashes enclosed therein when the multiple eyelash holder is closed.

[0061] FIG. 4 provides a top down view of a further embodiment of false eyelash holder 100 depicted within FIGS. 3A and 3B of the current invention. Specifically, FIG. 4 shows both cylindrical base 20 and tray 110 split in half by a connecting hinge 130. Cylindrical base 20 has halves 20A and 20B, and tray 110 has halves 110A and 110B. First non-adhesive attachments 30A and 30B and second non-adhesive attachments 40A and 40B are provided on cylindrical bases 20A and 20B, respectively. False eyelashes 50A and 50B are mounted on cylindrical bases 20A and 20B, respectively.

[0062] FIG. 5 provides a cross-sectional view of the false eyelash holder of FIG. 4 folded over on itself. FIG. 5 illustrates that the fold occurs along hinge 170 and that outer lips 130A and 130B of tray halves 110A and 110B, respectively, contact one another. In such a configuration, false eyelashes 50A and 50B, and in particular lash strands 70A and 70B, are protected by the clam shell configuration. Although not depicted within FIG 5, a temporary closure may be provided at or along outer lips 130A and/or 130B. Such temporary closures may include latches and their corresponding catches, tabs and their corresponding opening, *etc.* and are provided to maintain the false eyelash holder in a closed position while stored.

[0063] FIGS. 6, 7, and 8 illustrate additional embodiments of the current invention suitable for use with several sets of false eyelashes. In particular, FIGS. 6 and 7 demonstrate the use of false eyelash holder 10 of FIGS. 1A, 1B, 2A, and 2B for multiple sets of lashes, and FIG. 8 illustrates an embodiment of alternative eyelash holder 100 depicted within FIGS. 3A and 3B.

[0064] FIG. 6 shows a hollow cylindrical base 20, wherein several sets of false eyelashes, 130, 140, and 150, are mounted around the circumference of cylindrical base 20 to impart the natural curvature of cylindrical base 20 upon base strands 230, 240, and 250 using non-

adhesive attachments 260, 270, and 280 respectively. Further, hollow cylindrical base 20 as depicted provides an internal opening for a pair of tweezers 290 and a container of eyelash adhesive 300. Hollow cylindrical base 20 may also hold additional associated implements, *i.e.* eyelash remover solutions, scissors, eyelash curler, *etc.*, or additional cosmetics such as an eye liner pen or pencil, make-up brushes, *etc.* In particular, since the false eyelash holder of the current invention may be used in conjunction with adaptable length false eyelashes, *i.e.*, lashes that are longer, about double, triple, or sometimes greater in length than naturally occurring eyelashes and/or standard length false eyelashes, the false eyelash holder may include implements that will allow users to determine the desired length of false eyelash they would like to use. Such implements may include rulers, templates, guides, instructions, *etc.*, for determining the needed length and implements such as scissors, clippers, guillotine cutters, straight edge cutters, *etc.*, for cutting/trimming the eyelashes. When used to hold such implements and/or cosmetics it will be appreciated that the interior diameter of hollow cylindrical base 20 should be wide enough to accommodate these items. Although not depicted within FIG. 6, it will be understood that when hollow cylindrical base 20 provides storage for such implements or cosmetics both ends should be covered to prevent the items from falling out of hollow cylindrical base 20. In certain embodiments, both ends of hollow cylindrical base 20 will have removable covers including, but not limited to, screw caps, push caps, insertable tabs, and the like. In a further embodiment, one end of hollow cylinder 20, typically the end considered the bottom, will be permanently covered through an integral bottom or a cover permanently attached to hollow cylinder 20, *i.e.* glued, welded, bonded, *etc.*, and the other end of hollow cylinder 20, typically the end considered the top, will have a removable cover.

[0065] FIG. 7 presents a further embodiment in which a single extended false eyelash 310, having a base strand 320 with first and second ends 330 and 340 and lash strands 350 extending therefrom, is wound, spooled and or coiled around hollow cylindrical base 20. Single extended false eyelash 310 is secured to hollow cylindrical base 20 at ends 330 and 340 by insertion of first end 330 into a first non-adhesive attachment 30 and second end 340 into second non-adhesive attachment 40. FIG. 7 also illustrates optional non-adhesive attachments 360, 370, 380, 390, and 400 which may be provided to maintain proper spacing between the coils of extended false eyelash 310 and secure extended false eyelash 310 to hollow cylindrical base 20 after first end 330 and/or second end 340 have been trimmed. Also, illustrated is an integral eyelash cutter 410 incorporated within hollow cylindrical base

20. Integral eyelash cutter 410 is similar in design to a letter opener in that it has a wide opening 420 that accommodates base strand 320 into a groove 430. As base strand is inserted further into groove 430, groove 430 narrows until the inner most portion of the groove 440. At the inner most portion of the groove, the walls of groove 440 are edged and groove 440 is narrower than the diameter of base strand 320. Thus, when base strand 320 is pushed against the inner most portion of the groove 440 base strand 320 will be cut. It will be appreciated that other means may be provided for trimming/cutting adaptable length false eyelashes including but not limited to scissors, clippers, guillotine cutter, and the like which may be provided with the false eyelash holder in the interior of hollow cylindrical base 20, as well as integral means such as a guillotine device, similar to a cigar cutter, that can be integrated into the top edge of cylindrical base 20.

[0066] In yet a further embodiment of the current invention, multiple sets of eyelashes stored in eyelash holder 100 of FIGS. 3A and 3B may be packaged together. In this embodiment, depicted in FIG. 8, a central mounting rod 450 is provided having a diameter sufficiently smaller than the inner diameter of hollow cylindrical base 20, to permit eyelash holder 100 to slide over mounting rod 450. In an embodiment to ensure ease of mounting trays 100 onto mounting rod 450 a non-adhesive attachment such as a hook 510 depicted in FIG. 8 is used to avoid end portions of base strand from interfering with mounting of tray 100 on mounting rod 450. In FIG. 8 an initial false eyelash holder 300 is integrated into the bottom portion of mounting rod 450. A step or ledge 310 is provided to properly space integrated false eyelash holder 300 and tray 100 such that false eyelash 470 is not damaged when tray 100 is placed on top of integrated tray 300. Alternatively, mounting rod 450 may not have integrated false eyelash holder 300 and have an integrated or permanently attached platform or lip instead. The platform or lip would extend perpendicularly from base of mounting rod 450 to a diameter equal to or greater than exterior diameter of hollow cylindrical base 20. This configuration will permit an initial tray 100 to be securely mounted on mounting rod 450 without falling off mounting rod 450. A cap 470 is provided to be removably attached to end of mounting rod opposite integrated false eyelash holder 410. Cap 470 generally is made of a cover 480 and an attachment 490. Cover 480 should have a circumference or area that matches or exceeds that of tray 100 so as to provide protection for the enclosed false eyelash 50. In certain embodiments, the cover may be made of a transparent or translucent material such that the contents of the top most tray 100 may be viewed even though covered. Attachment 490 is depicted as a central post that inserts into a hollow opening 500 within

mounting rod 450. It will be appreciated that such attachment may be accomplished in other manners as well such as for example attachment 490 may have a screw top and mounting rod would have matching threads, or vice versa, similarly, attachment 490 may have a hollow cylinder wide enough for mounting rod 450 to be securely inserted therein. Additionally, in embodiments not depicted within FIG. 8 an additional attachment may also be present at edge 500 of cap 480. As such, this attachment would form an attachment with outer lip 130 of uppermost tray and may do so in a manner consistent with that described for centrally located attachment 490 disclosed above. Further it will be appreciated that in this embodiment, mounting rod may be hollow and provide storage for additional implements as disclosed above for hollow cylindrical post 20 within FIG. 6.

[0067] It will be appreciated in FIGS. 1-8 that the length of the cylindrical base and, in the case of FIG. 8, the mounting rod that should be sufficient to support the desired number of false eyelashes. The length/height of the cylinder or rod may be from about 0.5 inches to 6 inches (about 1.27 to 15.24 cm), in certain embodiments from 1 inch to about 5.5 inches (about 2.54 to 13.97 cm), and in yet another embodiment about 1.5 to 5 inches (about 3.81 to 12.7 cm). In certain embodiments, such as for use by beauty salons, stylists, make-up artists, *etc.* longer lengths of the cylinder base or mounting rod may be made available to accommodate sufficient numbers of false eyelashes to address their commercial needs.

[0068] The present invention also provides kits or prepackaged materials containing the false eyelash holder in combination with a variety of cosmetic and personal care products including without limitation mascaras, eye liners, eye pencils and or pens, eye make-up, *etc.* These kits may further include documentation related to sizing, trimming, and application of adaptable length false eyelashes mounted on false eyelash holder of the current invention including, but not limited to, instructions for use and or warnings.

[001] All references including patent applications and publications cited herein are incorporated herein by reference in their entirety and for all purpose to the same extent as if each individual publication or patent or patent application was specifically and individually indicated to be incorporated by reference in its entirety for all purposes. Many modifications and variations of this invention can be made without departing from its spirit and scope, as will be apparent to those skilled in the art. The specific embodiments described herein are offered by way of example only, and the invention is to be limited only by the terms of the

appended embodiments, along with the full scope of equivalents to which such embodiments are entitled.

CLAIMS

What is claimed:

1. A false eyelash holder comprised of:
   a. a cylindrical base having a curvature and a circumference;
   b. at least one non-adhesive attachment along the circumference of the cylindrical base, and
   c. an adaptable length false eyelash having a base strand and lash strands wherein the base strand adopts the curvature of the cylindrical base in the absence of any adhesive when the adaptable length false eyelash is mounted along the circumference of the cylindrical base and secured using the at least one non-adhesive attachment.

2. The false eyelash holder of embodiment 1, wherein the adaptable length false eyelash is spooled around the cylindrical base.

3. The false eyelash holder of embodiment 1, wherein the cylindrical base is hollow and has an interior surface.

4. The false eyelash holder of embodiment 1, wherein the cylindrical base is a cylinder, truncated cone, conical frustum, inverted truncated cone, or inverted conical frustum.

5. The false eyelash holder of embodiment 1, further comprised of a tray extending outward from the cylindrical base and having a concave depression having a profile substantially matching the profile to be imparted to the lash strands of the adaptable length false eyelash, wherein the lash strands of the adaptable length false eyelashes reside within the concave depression.

6. The false eyelash holder of embodiment 5, where in the profile of the concave depression conforms approximately to the natural curve of an eyelash.

7. The false eyelash holder of embodiment 5, wherein the cylindrical base is hollow and has an interior surface.

8. The false eyelash holder of embodiments 1 or 5, wherein the curvature of the cylindrical base conforms approximately to the natural curve of an eyelid.

9. The false eyelash holder of embodiments 1 or 5, wherein the circumference of the cylindrical base is about 0.75 inches to about 7.0 inches.

10. The false eyelash holder of embodiments 1 or 5, wherein the circumference of the cylindrical base is about 1.5 inches to 6.25 inches.

11. The false eyelash holder of embodiments 1 or 5, wherein the circumference of the cylindrical base is about 2.25 inches to about 5.5 inches.

12. The false eyelash holder of embodiment 1 or 5, wherein the cylindrical base has a cross-sectional shape and the shape is selected from the group consisting of circular, oblong, elliptical, and ovals.

13. The false eyelash holder of embodiment 1 or 5, wherein the non-adhesive attachment is selected from the group consisting of an opening, hole, notch, hook, slit, and combination thereof.

14. The false eyelash holder of embodiment 1 or 5, wherein the false eyelash holder has at least two non-adhesive attachments.

15. The false eyelash holder of embodiment 1 or 5, wherein the false eyelash holder has greater than two non-adhesive attachments.

16. The false eyelash holder of embodiment 1 or 5, wherein the false eyelash holder has protrusions or indentations along its circumference.

17. The false eyelash holder of embodiment 1 or 5, wherein the cylindrical base incorporates an integral eyelash cutter.

18. The false eyelash holder of embodiment 3 or 7, wherein implements related to the use of adaptable length false eyelash are stored within the hollow cylindrical base.

19. The false eyelash holder of embodiment 3 or 7, wherein the interior surface of the hollow cylindrical base is roughened or chemically treated.

20. A multiple false eyelash holder comprising:

a mounting rod having a first and second end, and a circumference less than the circumference of the cylindrical base along its length except for the second end;

at least two false eyelash holders of embodiment 7 mounted on mounting rod; and

a cap comprised of a cover and an attachment.

21. The multiple false eyelash holder of embodiment 20, wherein the cover is transparent or translucent.

22. A multiple false eyelash holder comprised of;

a first false eyelash holder of embodiment 5 having a first outer lip;

a second false eyelash holder of embodiment 5 having a second outer lip; and

a hinge connecting first outer lip of first false eyelash holder to second outer lip of second false eyelash holder;

wherein the second false eyelash holder can be folded over the first eyelash holder.

23. A false eyelash holder comprised of

A cylindrical base having a curvature and circumference comprised of a first half and a second half wherein at least one non-adhesive attachment is provided on the first half of the cylindrical base and at least one non-adhesive attachment is provided on the second half of the cylindrical base;

A tray extending outward from the cylindrical base having a first half connected to the first half of the cylindrical base and a second half connected to the second half of the cylindrical base wherein both the first half of the tray and the second half of the tray each have a concave depression having a profile; and

A hinge connecting the first half of the cylindrical base and the first half of the tray to the second half of the cylindrical base and the second half of the tray.

24. A kit comprising a false eyelash holder of embodiment 1, 5, or 23 and a cosmetic or personal care product.

FIG. 1A

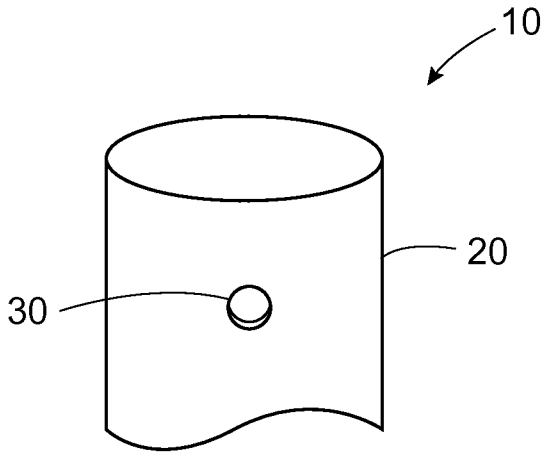


FIG. 1B

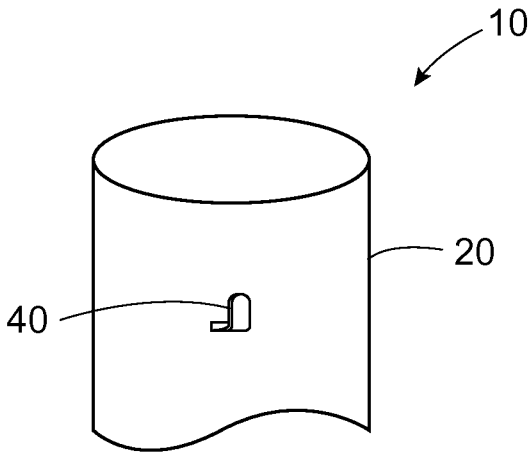


FIG. 2A

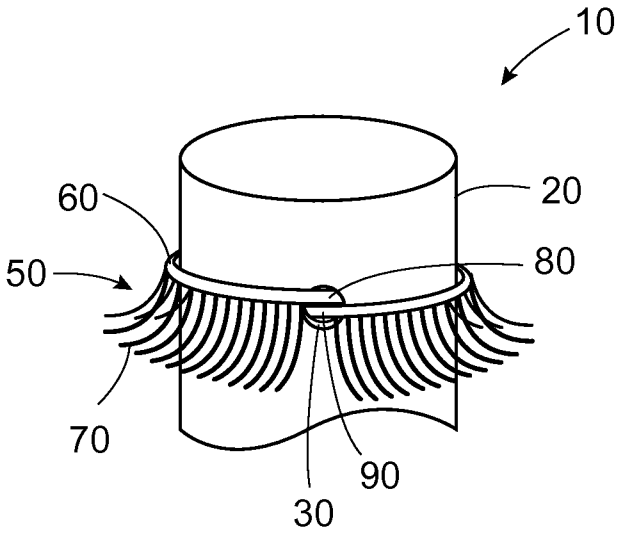


FIG. 2B

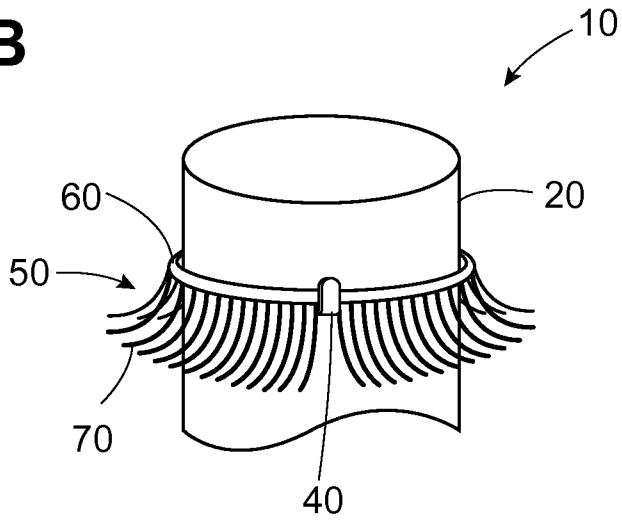


FIG. 3A

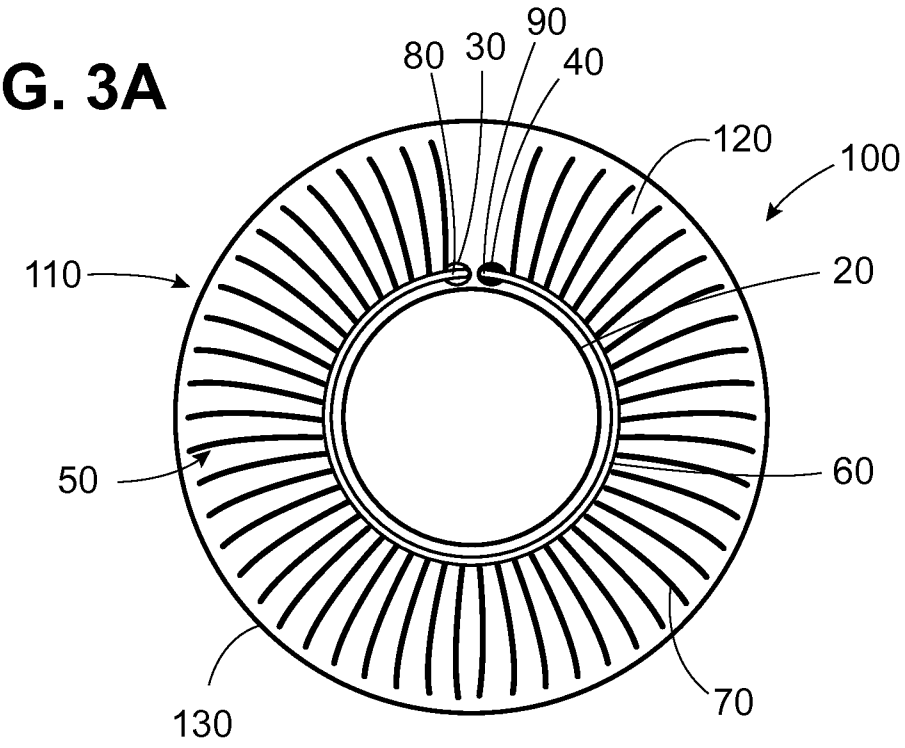

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FIG. 3B

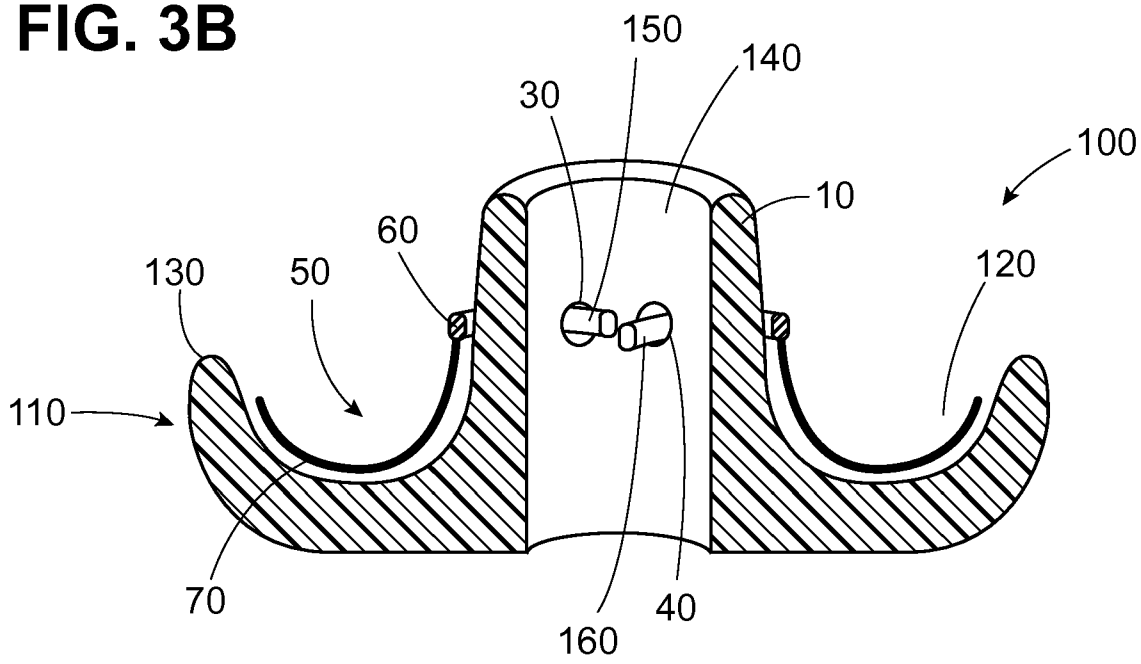

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FIG. 4

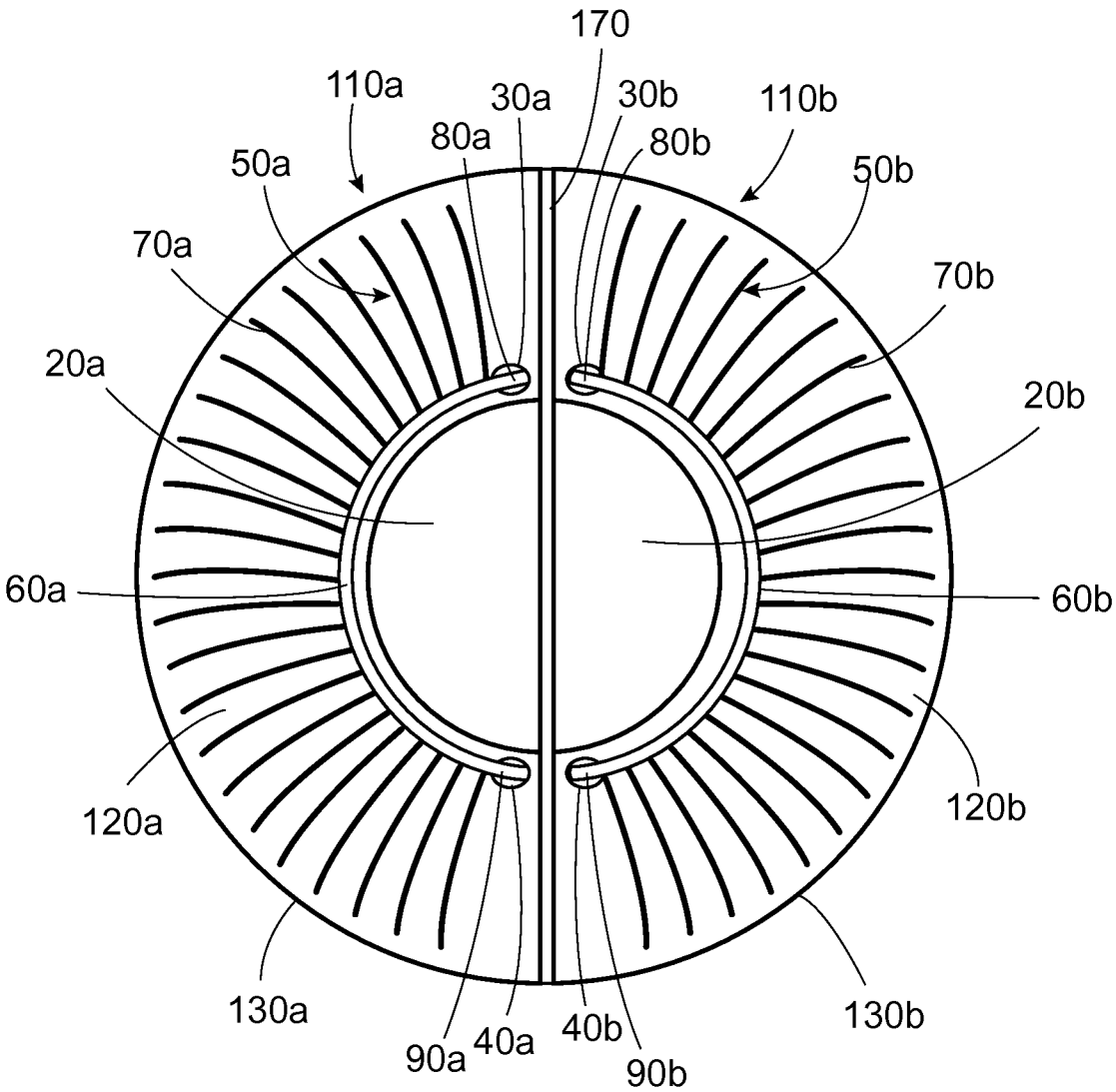

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FIG. 5

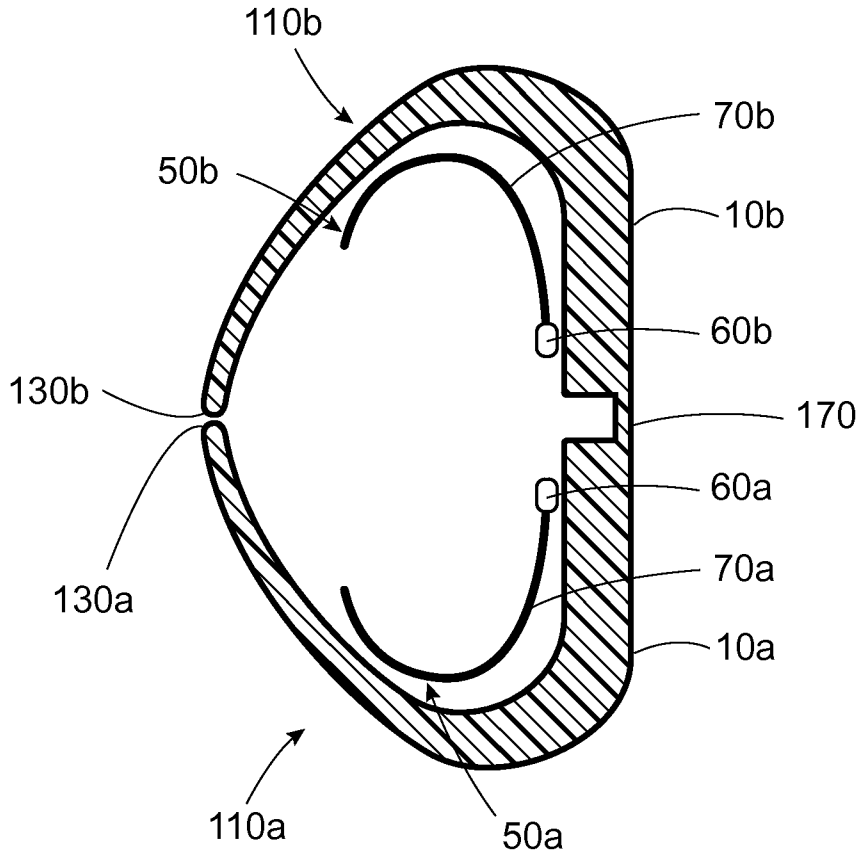


FIG. 6

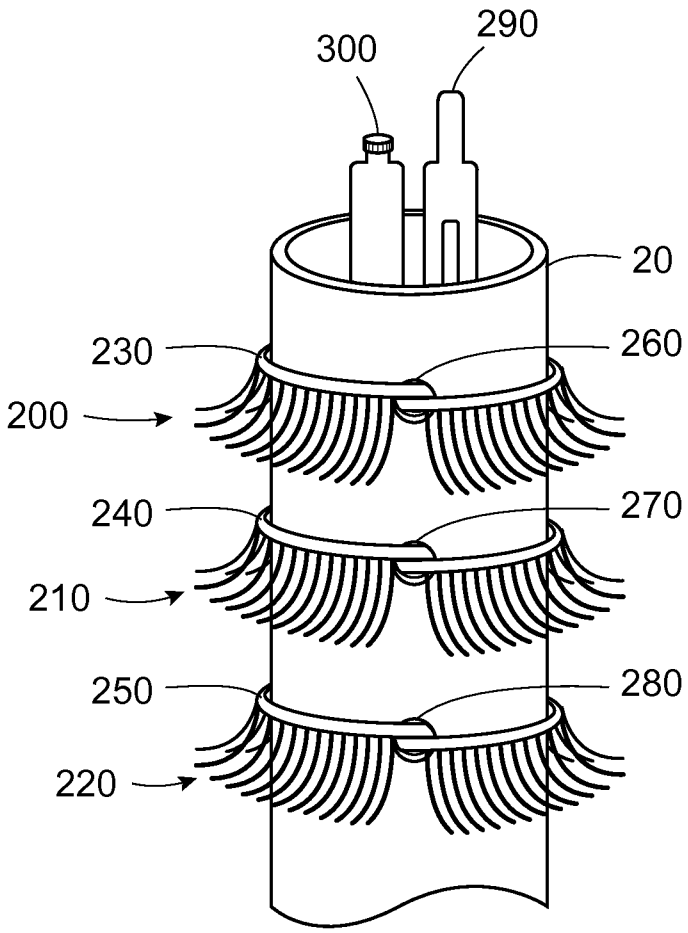


FIG. 7

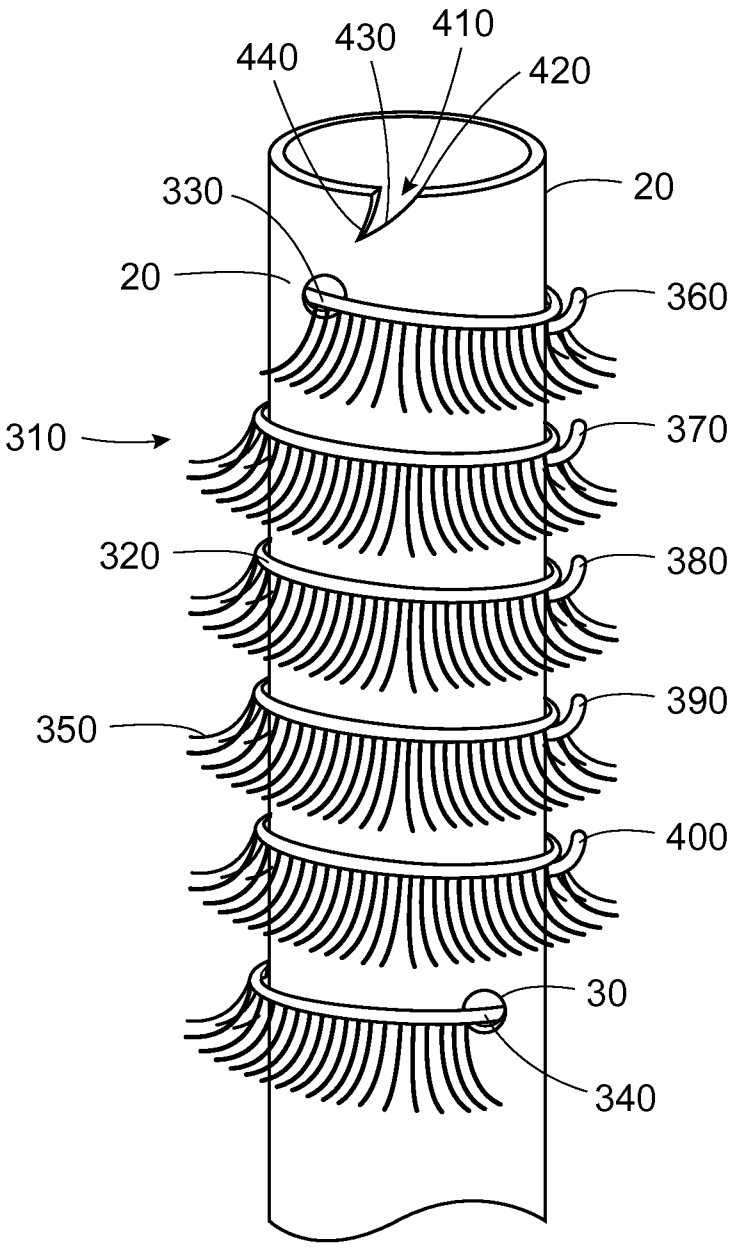
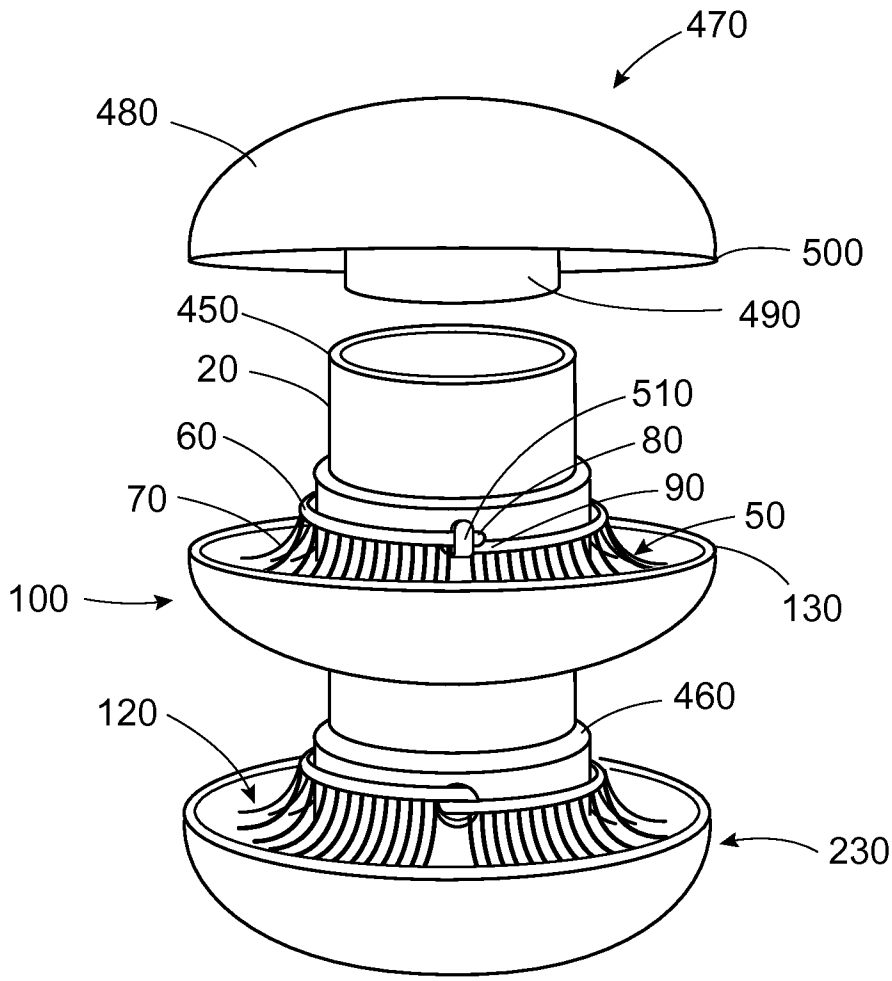


FIG. 8



INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2014/019382

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - A41G 5/02 (2014.01)
USPC - 132/216
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC(8) - A41G 5/00, 5/02 (2014.01)
USPC - 15/104.92; 132/216, 313, 317; 206/38

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
CPC - A41G 5/02 (2014.02)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PatBase, YouTube, Google Patents, Google Scholar

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 3,644,955 A (MACKIERNAN) 29 February 1972 (29.02.1972) entire document	1-16, 18, 20, 24 --- 17, 19, 21-23
Y	US 3,557,653 A (KIM) 26 January 1971 (26.01.1971) entire document	17, 21
Y	US 3,645,281 A (SEIDLER) 29 February 1972 (29.02.1972) entire document	19
Y	US 3,504,682 A (AYLOTT) 07 April 1970 (07.04.1970) entire document	22, 23

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* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
26 May 2014	13 JUN 2014
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Blaine R. Copenheaver PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774