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R. B. MUELLER ET AL

2,901,100

LIPSTICK APPLICATOR AND PACKAGE

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FIG. 1 FIG. 2

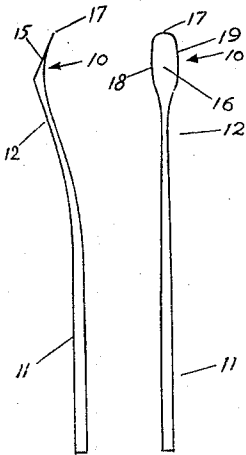


FIG. 3

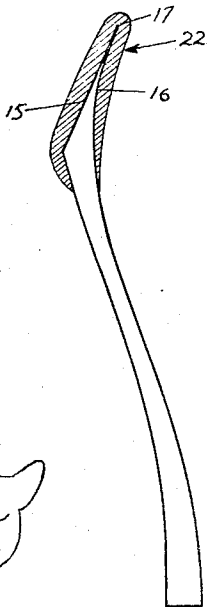


FIG. 4

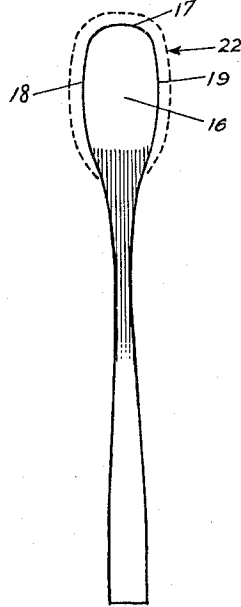


FIG. 5

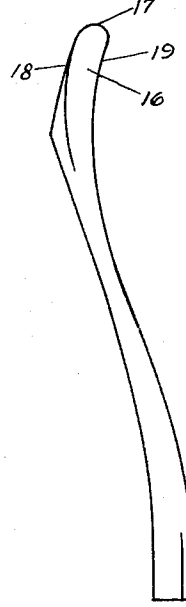


FIG. 6

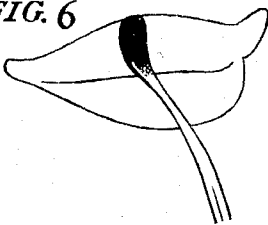


FIG. 7



FIG. 9

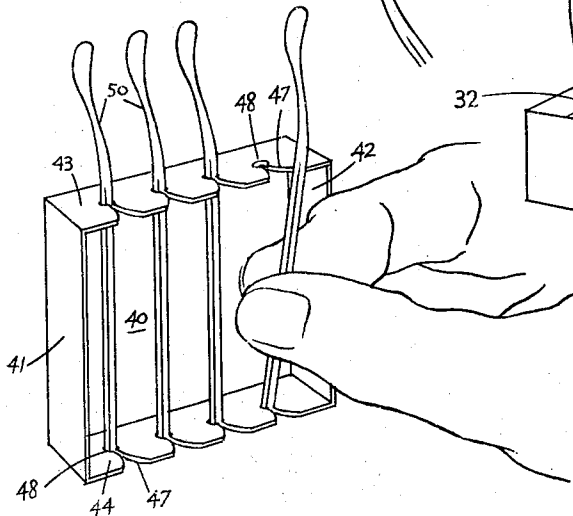


FIG. 8

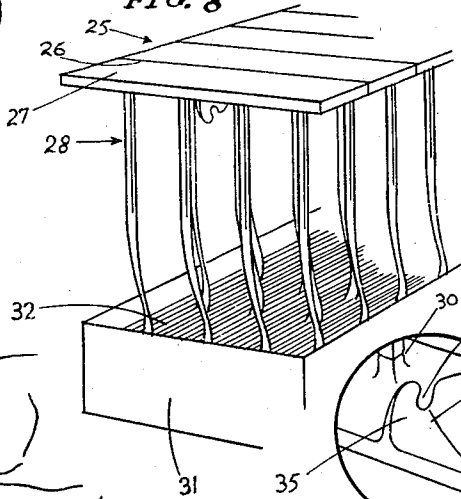
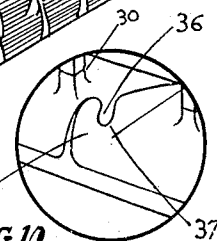


FIG. 10



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LIPSTICK APPLICATOR AND PACKAGE

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15 Claims. (Cl. 206—56)

Our invention relates generally to cosmetic devices and more particularly to lipstick holders and applicators which are contoured to fit the lips and disposable after one or more uses.

One of the primary objects of the invention is to provide a means for holding a supply of lipstick in a preformed applicator device having a form substantially complementary to the lips.

The present most widely used method of applying lipstick is to daub a quantity to the lips by the use of a cylinder of the lipstick and to spread it to the desired contour by means of one of the user's fingers. Not only does this method fail to properly outline the lips but is messy and frequently results in staining clothing and other items touched by the user's hands.

A further object of our invention is to provide a lipstick applicator which is so designed and constructed that the lipstick material may be quickly and easily applied to the lips in a precise line and quickly and easily spread as desired without touching the lips by hand.

One problem in the use of ordinary cylindrical tubes, or balls or drops of lipstick, which confronts some women, particularly older women, is that of applying the lipstick in a full exact contour without getting it on hair which may be found on the upper lip. One of the objects of our invention is to provide a lipstick applying means which is sufficiently tapered at the end to apply it only as desired and which is rigid enough that it will not break off or bend out of shape.

Other applicators are known to the prior art. They have, however, generally proven unsatisfactory in several respects. Such prior art devices have in some instances, assumed the form of a dauber, that is; they consist of a device for scooping up a quantity of lipstick from a separate source and then applying to the lips. This method invariably results in an irregular lump of lipstick on the applicator and a resultant uneven and unsatisfactory application. Also, such applicators require a separate source of lipstick which is inconvenient.

A further object of our invention is to provide an applicator which has its own supply of lipstick thereon preformed in a uniform shape which is most efficient for applying to and contouring the lips.

One of the principal features of our invention is an applicator having a head which is concave on one face and convex on the obverse face, said faces joining at their outer end to form a feathered or finely tapered tip. Such a head construction makes possible the application of lipstick in a smooth, accurate outline and permits a smooth application in the corners of the lips.

Some of the prior art applicators are provided with an individual supply of lipstick in the form of a drop or a ball of lipstick adhering to the end thereof. It is difficult and awkward to control the contour of or to spread the lipstick evenly with such a device. Such

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devices are no more efficient for precision application than the standard tube of lipstick.

A further object of our invention is to provide a lipstick applicator having a head formed in such a manner that when coated, the lipstick forms a mass which conforms to the transverse contour of the lips, and remains so contoured even after use.

It is also an object of our invention to provide a lipstick applicator and spreader which has a head secured to a handle by a relatively flexible neck which makes it feel smooth and soft to the lips and which assists in an even application of the lipstick.

Another object of our invention is to provide a lipstick applicator having a handle disposed at an angle to the applicator head which causes the handle to be disposed away from the face and in a position below the lips so the hand of the user does not interfere with a clear vision of the lips.

It is also a further object of our invention to provide a lipstick applicator made of relatively inexpensive material so that it is readily disposable after use of all the lipstick carried thereon.

Yet another object of our invention is to provide an inexpensive means for packaging a plurality of individual lipstick applicators which is rugged enough to protect the individual applicators and which permits ready removal for use.

It is also among the objects of our invention to provide a packaging means including holding means for a plurality of individual applicators which includes a part useful in the process of manufacturing and becomes a part of the package after completion of the manufacturing process.

The applicator embodying our invention may be coated with sufficient lipstick for only one application and then disposed of or may carry a sufficient coating to be used several times. In the event it carries a multiple use coating, means should be provided for holding the applicator with its head freely suspended after removal for use from the original holding means.

Another object of our invention is to provide a package having means therein for holding individual applicators with the head securely and freely suspended after the applicator has been removed for its first use and returned to the package for further applications.

It is also among the objects of our invention to provide means for holding a plurality of individual applicators which forms a part of the process of manufacture and also forms a holder which is a disposable refill means for more expensive cosmetic cases.

These and other objects and advantages of our invention will become apparent from the following description of a preferred form thereof and the accompanying drawings in which:

Fig. 1 is a side elevation of an applicator stick embodying our invention;

Fig. 2 is a front elevation of the applicator shown in Fig. 1;

Fig. 3 is an enlarged side elevation of the applicator including in section a supply of lipstick;

Fig. 4 is an enlarged front elevation of an applicator showing in broken outline a supply of lipstick;

Fig. 5 is an enlarged perspective view of the applicator shown in Fig. 1;

Fig. 6 is a partial perspective view illustrating the application to the upper lip;

Fig. 7 is a partial perspective view showing the application to the lower lip;

Fig. 8 is a perspective view of one form of packaging means;

Fig. 9 is a perspective view of a modified form of packaging means; and

Figure 10 is an enlarged detail perspective view of the underside of one of the plates shown in Figure 8.

Referring now to Figs. 1 to 5 inclusive, our applicator comprises in general a head 10, a handle 11 and a neck 12 joining the head and handle.

The head 10 is formed in the most efficient manner to accurately shape the lips, which form includes an upper surface 15 preferably flat for application to the upper lip and a lower surface 16 transversely flat and longitudinally concave for application to the lower lip. The surfaces 15 and 16 are coterminous and join in a fine tapered or feathered outer edge 17 which in its front view is rounded as seen in Figs. 2 and 4. The head is bonded by tapered side edges 18 and 19 which are also slightly curved and merge into the edge 17 without any abrupt corners.

The tapered edge 17 and the tapered edges 18 and 19 cooperate to permit a smooth and accurate application of lipstick to all surfaces of the lips including the corners. Figs. 6 and 7 demonstrate this versatility.

The handle 11 is relatively straight and is formed preferably square in cross section to assist in manipulation during use and to stabilize the grip to prevent turning in the hand during use.

The neck 12 joining the head 10 and the handle 11 is preferably curved and is reduced in thickness in both planes from the handle to render it relatively resilient. The radius of curvature of the neck is substantial with respect to the size of the applicator to prevent any sharp or abrupt corners which would cause a greater stiffness in the neck and would be more awkward to manipulate. The degree of curvature of the neck is such that the upper surface 15 of the head 10 is disposed at an oblique angle to the axis of the handle 11 thereby lifting the handle away from the face of the user whether being applied to the upper or lower lip. The angle found most satisfactory for efficient application is approximately 30°.

The applicator thus far described may be formed of any suitable inexpensive material such as wood, cardboard, fibre or plastic. After forming, the head 10 is dipped in molten lipstick one or more times, as will be more fully described later, to form the desired coating such as seen in Figs. 3 and 4 and generally designated by the numeral 22.

As will be noted, the lipstick material conforms substantially to the contour of the head 10 except that it assumes a slightly convex shape in the transverse axis on the upper surface 15 and it will be apparent that it will remain in such contour until all of it has been used. The thickness of the coating will depend upon the viscosity of the molten lipstick, the time of immersion, and the number of immersions. In the event the applicator is formed of wood or other porous or fibrous material, it may be desirable to seal the pores by predipping the applicator in a suitable sealer or binding agent.

In Fig. 8 we illustrate a means for holding a plurality of individual applicators during the process of manufacture which means becomes a part of the packaging means after completion of the manufacturing process. This particular embodiment is preferred in the event the applicators are formed of plastic.

The holding means illustrated in Fig. 8 comprises a plate designated generally by the numeral 25 which is formed with a plurality of scoring grooves 26 thereby defining a plurality of readily separable plates 27. A plurality of spaced applicators such as 28 are secured to the under surface of such separable plates 27, preferable integral therewith during the process of molding or casting. They may however be joined thereto by other suitable means. The applicator 28 is secured at the end of its handle portion to the undersurface of the plate 27 by a reduced neck portion defined by the undercut or score 30. (See Fig. 10.)

The plate 25 is disposed above a pan 31 containing

molten lipstick 32 with the heads of the applicators 28 pointed downwardly. The heads are then dipped into the lipstick, removed and allowed to cool, thereby leaving the desired coating on the heads. The separable plates 27 are then easily broken from the plate 25 and are ready for packaging by securing them in a suitable container.

When it is desired to use the applicator, individual applicators may be easily and quickly removed from the plate 27.

The surface to which the applicators are attached is provided with means for holding individual applicators after first use and before disposal. The holding means comprises a flange 35 having a notch 36 formed with a circular inner end 37. The diameter of the circular end 37 is preferably slightly less than the major diameter of the handle of the individual applicators to thereby securely grip the handle during storage therein.

In Fig. 9 we illustrate a further form of holding means which is preferred for applicators formed of such materials as wood or cardboard. This form includes a box frame having a back 40, sides 41 and 42, top 43 and bottom 44, and being open at the front.

The top and bottom are formed with a plurality of spaced axially aligned notches having a generally V-shaped entry 47 and a circular end 48. The notches are adapted and positioned to receive the handle portion of a plurality of applicators such as 50 and to hold them securely in frictional engagement during the dipping process and while carried in a package of which the box forms a part.

The individual applicators 50 may be quickly and easily removed for use and returned to the holding notches for storage until further use or disposal is desired.

While we have herein illustrated and described a preferred form of our invention, it is to be understood that we do not mean to be limited thereto and that our invention is to be accorded the full scope of the appended claims.

We claim:

1. A cosmetic device which includes: a solid applicator head formed with opposite surfaces, one being longitudinally relatively flat and the obverse surface being longitudinally concave; and handle means on said applicator head connected through a resilient section for manipulating said head.

2. A cosmetic device which includes: a solid applicator head formed with opposite surfaces, one being longitudinally relatively flat and the obverse surface being longitudinally concave, said surfaces merging into a feathered edge; handle means integrally connected with said applicator head through a resilient neck portion for manipulating same; and said head being disposed with the first described surface disposed obliquely to the axis of said handle.

3. A cosmetic device which includes: a solid applicator head formed with opposite surfaces, one surface being relatively flat in one meridian, and the second surface being longitudinally concave, said surfaces merging into at least one feathered edge; and handle means connected to a resilient section, said resilient section connected to said applicator head for manipulating said applicator head, said head being with the first described surface disposed obliquely to the axis of said handle and both surfaces being coated with a substantially uniform layer of lipstick.

4. A cosmetic device comprising: a solid applicator head formed with opposite surfaces, one surface being longitudinally flat, the second surface being transversely flat and longitudinally concave; handle means for manipulating said applicator head formed thereon with a relatively square transverse section; and a resilient curved neck portion of reduced cross-section joining said head to said handle, said first described surface of said head

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being disposed at approximately 30° to the axis of said handle and both first and second surfaces being coated with a substantially uniform layer of lipstick.

5. A cosmetic device comprising: a solid applicator head having opposite surfaces, one surface being longitudinally concave and transversely flat, the second surface being longitudinally flat, said surfaces having coterminous curved edges joined in a fine tapered edge; handle means for manipulation of said head; and a resilient neck portion joining said head and said handle means in a manner such that said opposite surfaces of said head are unobstructed by said neck portion, said neck portion being relatively thinner than said handle portion and being also curved whereby said head is disposed at a substantial angle with respect to said handle means.

6. A cosmetic device comprising: a solid applicator head having opposite surfaces, one surface being longitudinally concave and transversely flat, the second surface being longitudinally flat, said surfaces having coterminous curved edges joined in a flat tapered edge, said head being coated with a uniform layer of lipstick; handle means for manipulating said head and having a relatively square transverse section; and a resilient neck portion of substantially reduced cross-section joining said head and said handle means and being also curved whereby said head is disposed at an angle of approximately 30° with respect to said handle means.

7. A cosmetic device comprising: a solid applicator head adapted to hold a quantity of lipstick, said head being formed with opposite faces, one face being longitudinally concave, said other face being longitudinally flat, said faces being joined at their periphery in a curved flat tapered edge; handle means for manipulating said head; a resilient neck portion joining said head to said handle in a manner such that said opposite surfaces of said head are unobstructed by said neck portion, said neck portion being relatively thin and flexible and disposing said longitudinally flat face at approximately 30° to the axis of said handle, said neck merging into said head faces; and a layer of lipstick conforming substantially to the contour of said head and carried thereby.

8. A cosmetic device comprising: a plate; a plurality of spaced parallel lipstick applicators having handle means secured by one end to said plate and formed with a breakable reduced section for removal of individual applicators, said plate being formed with an upwardly extending flange having a notch adapted to removably hold individual applicators after removal of the applicator from said plate, each said applicator being formed with an applicator head having a coating of lipstick thereon.

9. A cosmetic device comprising: a plate; a plurality of spaced parallel lipstick applicators having handle means secured by one end to the underside of said plate and formed with a breakable reduced section for removal of individual applicators; applicator holder means formed integral with said underside having a notch adapted to removably hold individual applicators after removal of the applicator from said plate, each said applicator being formed with an applicator head having two surfaces, one surface being longitudinally flat, the other surface being longitudinally concave, said surfaces being coterminous and being joined at a feathered edge; and a layer of lipstick substantially uniformly coating said applicator head.

10. A cosmetic device comprising: a box and a plurality of cosmetic applicators having handle means removably affixed to said box, said box having upper and lower sides formed with a plurality of spaced notches, each notch having a substantially V-shaped entry and a circular end frictionally holding said individual applicators in spaced substantially parallel array, each said applicator being formed with an applicator head having opposite operative surfaces, one surface being formed to conform to the upper lip and one surface being formed to conform to the lower lip, said surfaces being

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coterminous in a tapered edge, said applicator having curved relatively flexible neck means joining said handle means and said head.

11. A cosmetic device comprising: a box and a plurality of cosmetic applicators having handle means removably affixed to said box, said box having upper and lower sides formed with a plurality of spaced notches in alignment frictionally holding said individual applicators in spaced substantially parallel array each said applicator being formed with an applicator head having opposite surfaces, one surface being longitudinally concave and transversely flat, the other surface being longitudinally flat and being disposed at approximately 30° to the axis of its associated handle and both surfaces being coated with a substantially uniform layer of lipstick, said surfaces being coterminous in a tapered edge, said applicator having curved relatively flexible neck means joining said handle means and said head.

12. A cosmetic device which includes: a solid applicator head formed with opposite surfaces, one being longitudinally relatively flat and the obverse surface being longitudinally concave, said surfaces merging at their outer ends to a fine tapered edge having a curved contour, and merging at their inner ends into a resilient curved neck portion, said neck portion joining said applicator head to a handle of polygonal cross-section.

13. A cosmetic device comprising: plate means; a plurality of spaced parallel lipstick applicators removably secured by handle supporting means to said plate means, each said applicator being formed with an applicator head having two surfaces, one surface being longitudinally flat, the other surface being longitudinally concave, said surfaces being coterminous and being joined in a finely tapered edge; a resilient neck portion joining each of said handle supporting means to each of said applicator heads; and a layer of lipstick substantially uniformly coating said applicator head.

14. A cosmetic device comprising: a plate; a plurality of spaced parallel lipstick applicators having handle means secured to the underside of said plate and formed with a breakable reduced section for removal of individual applicators, each said applicator being formed with an applicator head having a coating of lipstick thereon; and applicator holder means on said plate adapted to removably hold individual applicators after removal of the applicator from said plate.

15. A cosmetic device comprising: a plate; a plurality of spaced parallel lipstick applicators having handle means secured to the underside of said plate and formed with a breakable reduced section for removal of individual applicators, each said applicator being formed with two operative surfaces, said surfaces being coterminous and being joined at a finely tapered edge, each of said applicators having a curved relatively flexible neck means joining said handle means to each of said applicator heads, and a layer of lipstick substantially uniformly coating each of said applicator heads; and applicator holder means formed integral with the underside of said plate adapted to removably hold individual applicators after removal of an applicator from said plate.

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