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Tarro

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[45] **Dec. 3, 1974**

[54] **METHOD AND MEANS FOR SELECTING COSMETICS**

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[52] **U.S. Cl.** **132/83**

[51] **Int. Cl.**..... **A45d 40/00**

[58] **Field of Search**..... 132/79, 83 R, 83 A, 83 H, 132/82 A, 82 H, 82 R; 220/82 R

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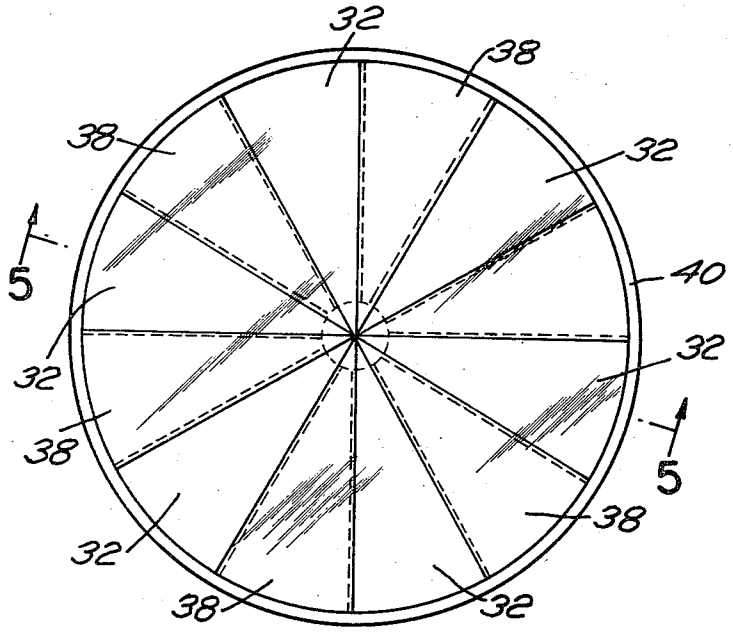
Primary Examiner—G. E. McNeill

Attorney, Agent, or Firm—Max Schwartz

[57] **ABSTRACT**

The method of allowing the selection of a particular cosmetic by packaging the cosmetic in a container having a transparent area permitting an immediate evaluation of the cosmetic relative to the purchaser's skin. Various means may be used to accomplish this. The container may be provided with a mirror forming one wall, top or bottom. The mirror has a portion without the mirror backing to form a transparent area through which the cosmetic is visible. The face can then be viewed in the mirror adjacent the cosmetic. The same effect may be used at the sales counter. A disc is provided with a plurality of pockets sealed with a transparent plastic. The pockets contain different types, shades, colors, or forms of cosmetic. A disc mirror is mounted in front of the pockets having one or more unmirrored, transparent openings for viewing one or more pockets. The pocketed disc is rotatable behind the mirror to allow a view of the person's image in relation to any one of the pocketed cosmetics. Finally, a sample of cosmetic may be sealed in a small packet of transparent plastic material. The packet has an opening, the cosmetic surrounding the opening. The packet can be positioned on the hand or face (before a mirror) to allow a comparison with the skin. The packet may also be made without the opening and provided with an adhesive for pasting to a mirror surface. The purchaser can compare the face image with the cosmetic in the packet.

14 Claims, 10 Drawing Figures



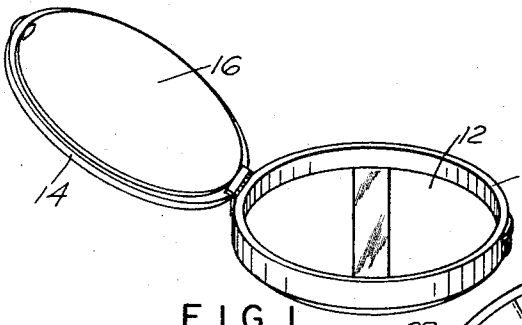


FIG. 1

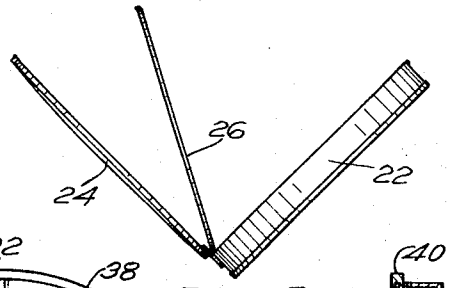


FIG. 3

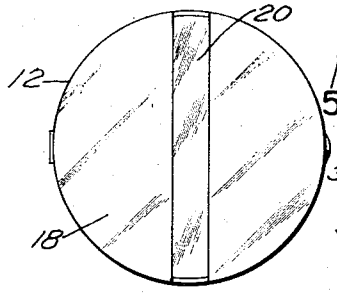


FIG. 2

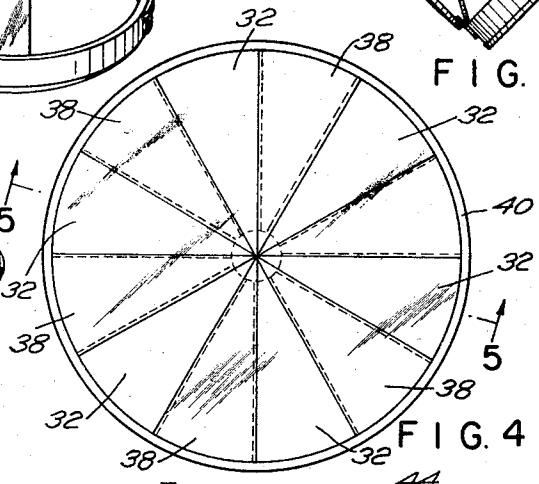


FIG. 4

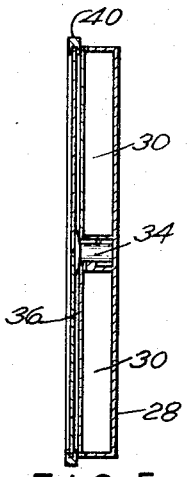


FIG. 5

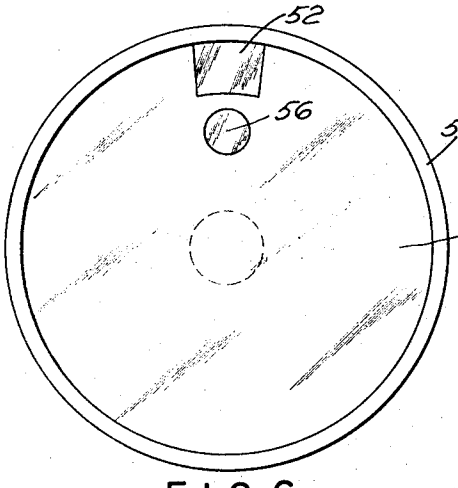


FIG. 6

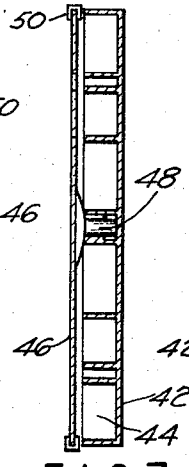


FIG. 7

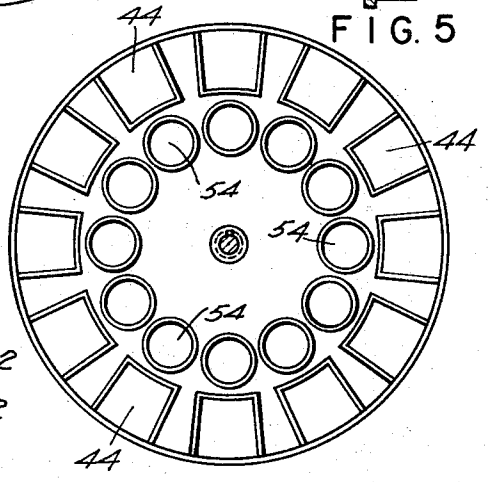


FIG. 8

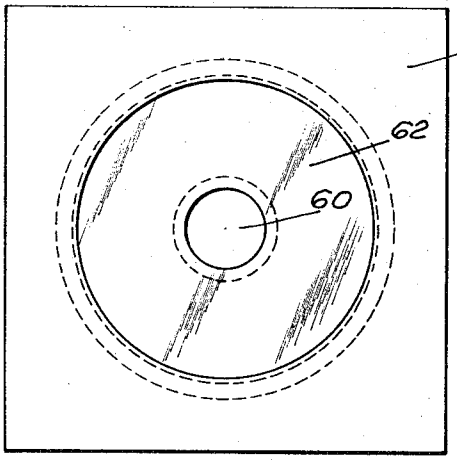


FIG. 9

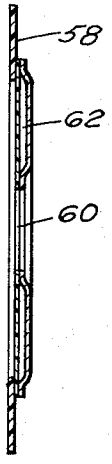


FIG. 10

METHOD AND MEANS FOR SELECTING COSMETICS

BACKGROUND OF THE INVENTION

The cosmetic industry has grown extremely large and competitive so that the women are confronted with a multiplicity of choices in every conceivable type of item. Powder, rouge, lipstick, or eye shadow, to mention the basics only, come in a multitude of shades, tones, and colors. The woman must be careful to make the proper selection to match her skin to obtain the desired effects. Attempts have been made to assist the woman in her choice by providing color charts of all types. However, it has been found difficult to match the printing ink with the exact color of the cosmetic. Furthermore, after a while the colors on the chart tend to fade and change color. Sometimes actual samples of cosmetic are placed on the counter and the woman can try each one, rubbing off the previous ones. This is inconvenient, wasteful and unsanitary. If the cosmetic is displayed so that it is visible, no provision is made for evaluating it against the skin of the purchaser.

SUMMARY OF THE INVENTION

The present invention provides a method and means for allowing the purchaser to make a direct evaluation of the cosmetic against the skin. This is done in several ways. The container for the cosmetic may be provided with one wall, top or bottom, in the form of a mirror. The mirror has a portion without the mirror backing forming a transparent area through which the cosmetic is visible. The woman can look at her face in the mirror and simultaneously see the cosmetic next to it. This allows an immediate evaluation of the cosmetic. The same principle can be used at the sales counter. A disc is provided with a plurality of pockets arranged in one or more rows around the disc. A different sample of the cosmetic is positioned in each pocket and hermetically sealed with a transparent material such as a plastic. A mirror in the form of a disc is rotatably mounted in front of the pocketed disc to permit the pockets to be rotated behind the mirror. The mirror is provided with one or more openings or unmirrored transparent portions permitting one or more pockets of the cosmetic to be viewed simultaneously with the face and skin. This allows a direct comparison of the cosmetic against the skin. Finally, a small sample of the cosmetic may be sealed into a packet of transparent material. The packet may have an opening with the cosmetic surrounding the opening. The woman can place the packet on the back of the hand viewing her skin through the opening with relation to the cosmetic. Or the packet may be held against the face in front of a mirror for the same comparison. The packet can also be formed without the opening. The packet may be provided with an adhesive surface on one side permitting it to be placed on a mirror. The purchaser can then make a direct comparison with her image.

DESCRIPTION OF THE DRAWINGS

In the drawings;

FIG. 1 is a perspective view of a cosmetic container having a bottom constructed in accordance with the present invention;

FIG. 2 is a bottom plan view of the container shown in FIG. 1;

FIG. 3 is a side elevation of a cosmetic container having a mirror in accordance with the present invention mounted at the top of the container;

FIG. 4 is an enlarged front elevation of a modified form of my invention;

FIG. 5 is a section taken on line 5—5 on FIG. 4;

FIG. 6 is an enlarged front elevation of another form of my invention;

FIG. 7 is a vertical section of the form shown in FIG. 6;

FIG. 8 is a plan view of the rear portion of the form shown in FIG. 6;

FIG. 9 is a plan view of another form of my invention; and

FIG. 10 is a vertical section thereof.

DESCRIPTION OF THE INVENTION

Referring more in detail to the drawings, FIGS. 1 and 2 illustrate the basic form of the invention. A cosmetic container or compact 10 is provided with a bottom 12 and a hinged top 14. The top 14 may have the conventional mirror 16 under it. In accordance with the invention, the bottom 12 comprises a mirror 18, see FIG. 2, having a strip 20 extending across the diameter without the mirror backing, forming a transparent portion through which the cosmetic in the compact is visible. This permits the woman to examine the cosmetic with relation to her skin by looking in the mirror 18. She can thus make a proper selection before purchasing the cosmetic. In this form, the cosmetic can be sealed in or otherwise packaged in the usual manner, the bottom of the container forming the visual selecting device.

In the form shown in FIG. 3, the container 22 is provided with the conventional top 24 hinged to it. In accordance with the invention, a mirror 26 is hinged below the top 24. The mirror 26 is constructed like the mirror 18 in FIG. 2 with a transparent portion. In closed position it can be used in the identical manner. In open position, the mirror 26 may have an inner mirror surface for convenience. It should be noted that the transparent portions of the mirror may be in the form of a circle, square, or any other shape, not necessarily the diagonal strip illustrated. The main consideration is the visibility of the cosmetic adjacent the mirror image of the face or skin.

The form shown in FIGS. 4 and 5 permits the purchaser to make a selection at the counter using a separate device. In this form the cosmetic can be packaged in the usual manner. The device comprises a rear section 28 having a plurality of compartments 30. The annular section 28 is divided into pie shaped portions, the compartments 30 being alternately positioned and separated by mirror segments 32. Rotatably mounted at 34 in front of the section 28 is another circular member 36 comprising a segmented mirror 38, the segments between the mirrors being transparent. The mirror segments 38 are slightly narrower than the segments 32 so that the segments 32 extend under the edges of the segments 38 as shown in dotted lines. By turning the mirror segments under the transparent portions of the front member a continuous multisection mirror is formed. The front section 36 may be provided with a rubber or plastic edge ring 40 permitting safe finger engagement for rotating the front portion. Each compartment 30 can contain a different type, color, or shade of a cosmetic. By turning the front mirror, the woman can

examine her face in relation to a plurality of cosmetic types or shades before making a selection.

The form shown in FIGS. **6, 7** and **8** is a modification of the form shown in FIGS. **4** and **5** and is used in the same manner. A rear section **42**, FIG. **8**, is provided with a plurality of small compartments **44** in which the different types, colors or shades of cosmetics may be placed. It is essential, to prevent fading or deterioration, that the cosmetics compartments be hermetically sealed by a transparent material. This applies to FIG. **4** also. A mirror **46** is rotatably mounted at **48** in front of the section **42** and is provided with a rubberized rim **50** for finger engagement. Adjacent the edge, the mirror is provided with a small portion **52** having no mirror backing and forming a transparent window through which one of the compartments **44** may be visible. This permits an examination of each of the compartments of cosmetics in relation to the persons image by turning the portion **42** relative to the mirror **46.** In this form, the portion **42** may be provided with a second series of compartments **54** with a different type of cosmetic. These can be viewed through a window portion **56** of the mirror similar to the window **52.** This will allow powder and eye shadow or powder and lipstick or powder and rouge to be matched and viewed simultaneously.

FIGS. **9** and **10** illustrate the use of a visual cosmetic comparison with the skin using small sample packets of cosmetics placed on the counter. Each packet is preferably made of a transparent plastic material **58** having an opening **60.** The cosmetic is sealed in the portion **62** surrounding the opening **60.** The woman simply places the packet on her hand and views her hand through the opening **60** in relation to the surrounding cosmetic at **62.** If desired, the packet can be held to the face and the woman can view the effect through a conventional mirror. Also, the opening may be omitted and the packet may be provided with an adhesive for attachment directly to the mirror. The woman can thus view her face and the cosmetic simultaneously.

I have thus provided a method and means for allowing a purchaser to make a proper selection of a cosmetic at the point of purchase. To prevent any chance of error, in each case the comparison is made between the skin and the actual cosmetic. The cosmetic, either in its regular container or in a counter sample, is always sealed against fading or deterioration. The sealing also ensures a sanitary product regardless of the multiple handling at the counter. The various forms of the invention are all simple in construction and easy and economical to manufacture and assemble.

Other advantages of the present invention will be readily apparent to a person skilled in the art.

I claim:

1. A cosmetic selecting device comprising a container for a cosmetic, means for sealing the cosmetic in the container, said means having a transparent portion allowing a view of the cosmetic, and means allowing a view of the selector's skin adjacent the visible cosmetic.

2. A device as in claim **1,** wherein said sealing means comprises a mirror, said mirror having a portion without the mirror backing, said portion being transparent, whereby the cosmetic is visible through said mirror portion.

3. A device as in claim **2,** wherein said mirror forms the bottom of said container.

4. A device as in claim **2,** wherein said mirror is mounted below the cover of said container.

5. A device as in claim **1,** wherein said container is divided into a plurality of sections, each section holding a different cosmetic type or color.

6. A device as in claim **5,** wherein said cosmetic sections are divided by mirror sections, and a segmented mirror having transparent portions between the mirror segments is rotatably mounted in front of said sections, whereby rotation of said mirror will alternately expose said cosmetics and said mirror sections.

7. A device as in claim **5,** wherein a mirror is mounted in front of said container for relative rotation therewith, said mirror having an unbacked transparent portion, said cosmetic sections being selectively visible through said transparent portion when said mirror is rotated.

8. A device as in claim **7,** wherein said container is provided with a plurality of rows of cosmetic sections and said mirror is provided with a transparent portion for each row of sections.

9. A device as in claim **1,** wherein said container comprises a transparent plastic packet of the cosmetic.

10. A device as in claim **9,** wherein said packet is provided with an opening for viewing the skin through said opening, said cosmetic surrounding said opening.

11. A device as in claim **9,** wherein said packet is provided with an adhesive for mounting said packet on a mirror, whereby said cosmetic can be viewed with the mirror image.

12. The method of assisting in the selection of cosmetics by comparison with the skin comprising the steps of sealing a cosmetic in a container having a transparent portion for viewing the cosmetic, and viewing the skin adjacent the cosmetic visible through said transparent portion.

13. The method of claim **12,** wherein the skin is viewed through a mirror adjacent said transparent portion.

14. The method of claim **12,** wherein the cosmetic is viewed through a mirror.

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