Jan. 7, 1936. R. LAWRY 2,027,236

COSMETIC APPLICATOR

Filed July 17, 1934

FIG. 1

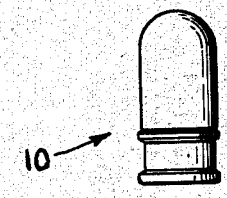
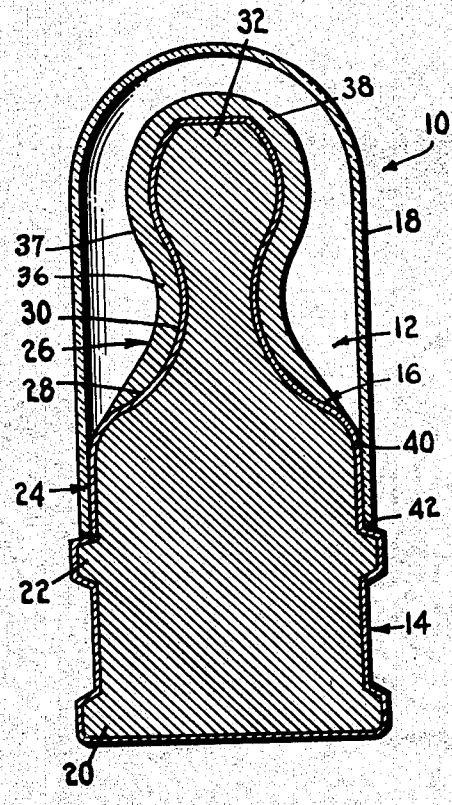


FIG. 2



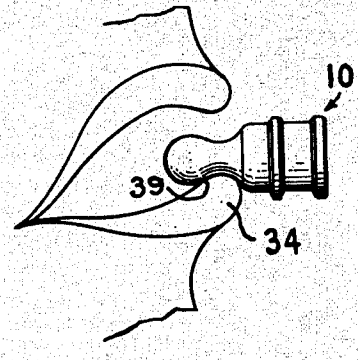


FIG. 3

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COSMETIC APPLICATOR

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2 Claims. (Cl. 132—79)

This invention relates to cosmetic applicators.

That cosmetic so generally sold under the name of "lip-stick" is generally distributed in the form of a stick of a wax-like or heavy grease-like substance. The stick in general use must be of considerable cross-section since, as a result from the plasticity of the substance, the stick, in use, will tend to bend. Especially is this true in warm weather. Furthermore, the end section of the stick necessarily becomes waste as it is by this portion that the stick is manipulated when an application of this lip rouge is made.

On the other hand, many times it is desirable to provide such lip-rouge in individual unit charges of small quantity, and yet to maintain the ability to make application of the rouge without soiling one's hands, as in the case of using one's finger to transfer the rouge from a container to the lips. The problem has been presented especially in the case of providing samples for prospective users in order that such prospects may be able to use the particular brand of lip-rouge without any considerable expense to the dealer. Also, the provision of such samples makes it possible for a user to determine, for herself, by a direct application from such a sample, which particular shade of lip-rouge suits her fancy.

It is an object of the invention to provide an applicator for cosmetics of this type, and especially for use in coloring the lips, which applicator provides a rigid foundation for the plastic mass of rouge, no matter how small the charge.

It is an object of the invention, in an applicator of the type indicated, to provide a contouring which, in conjunction with the plastic mass, facilitates the application of the cosmetic.

Applicators in accordance with this invention make it possible to carry such cosmetics in small quantities, each unit being thus capable of being packed away, without difficulty, in a hand-bag. The amount of the charge may be sufficient to provide, for instance, for a day's use.

In the case of one type of applicator in accordance with the invention, a spindle-like formation, in cross-section similar to the shaping of the lips, received the cosmetic which remained adhered and retained thereon. The shaping of the spindle, to conform closely to the contouring of the lips of the user, made it possible quickly and uniformly to make an application of the cosmetic so retained on the applicator, in spite of the small quantity of cosmetic so retained. The charge thus was used up uniformly with relation to the thickness of the layer upon the applicator.

The cosmetic used, as above indicated, is specifically of the normally plastic type, and does not require moistening in any manner as a preliminary to its use. It is an object of the invention so to construct the applicator that a guard may simply and easily be associated therewith, permitting the guard rapidly to be removed when use of the applicator is desired, and yet assuring firm retention of such guard after such use has been completed, all without affecting the contouring of the applicator.

In the use of the customary lip-rouge, and of such types of applicators as have been provided, to color the inner curves of the lip, either is a practical impossibility, or requires such a degree of dexterity and even acrobatics, that the general rule is to omit application of the lip-rouge to such portions of the lip surface. It is an object of the invention to provide an applicator the construction of which makes a matter of simplicity and ease, and within the skill of any ordinary user of such cosmetic, the coloring of such inner curve of the lip.

Other objects of this invention will hereinafter be set forth, or will be apparent from the description and the drawings, in which is illustrated an exemplification of the invention.

The invention, however, is not intended to be restricted to any particular construction or arrangement of parts, or to any particular application of such construction, or to any specific manner of use, or to any of various details thereof, herein shown and described, as the same may be modified in various particulars, or be applied in many varied relations, without departing from the spirit and scope of the claimed invention, the exemplification herein illustrated and described being merely one form of many by which the invention may be practised.

On the drawing, in which the same reference characters refer to the same parts throughout, and in which is disclosed such exemplification:

Fig. 1 is an elevational view, in full size, of an applicator embodying certain of the features of the invention;

Fig. 2 is a vertical cross-sectional view, many times enlarged, of the same applicator; and

Fig. 3 is a view illustrating the manner of use of the applicator shown in Figs. 1 and 2.

In the type of construction shown on the drawing, an applicator 10 may comprise a substantially unitary element 12, including a body portion 14 and a charge-retaining section 16, together with which is associated a guard or shield 18. Element 12 may, as shown, be formed as a single unitary member in which body portion 14 and section 16 are integral, and formed out of the same piece. Body portion 14 may be given any desired shaping which permits one readily to grip it for manipulation of the applicator. However, it has been found, as here shown, that a preferred form for this purpose is secured when the body portion is substantially cylindrical, and has a pair of flanges 20 and 22 there-

from extending. Flange 20 serves an additional purpose in providing a base upon which the entire applicator may stably be supported when rested upon a surface.

Beyond body portion 14 and flange 22 is section 16. Section 16 may include a portion 24 which may be cylindrical in form. From portion 24 may be defined applicator surface 26.

The entire applicator may be formed from wood; in such case, these different portions may easily be turned. The applicator, at surface 26, is formed somewhat as the frustrum of a cone, defining a face 28 leading into and assisting in defining the annular depression 30. A knob 32 at the end of the applicator is the other boundary of depression 30. The conjunction of face 28, depression 30, and knob 32 results in imparting to surface 26 a characteristic, circumferentially of section 16, by which the applicator is enabled closely to conform to the cross-sectional curve of a user's lip 34. Thus, section 16 may be seated transversely across a lip in the operations further to be detailed, and an application efficiently made.

In manufacture, a charge 36 of a cosmetic is adhered to the applicator at section 16 by any desired method. In one case, a large number of such applicators, each suspended by body portion 14 with its section 16 depending from a carrier belt, were moved through a bath containing the cosmetic, slightly warmed, and in a fluid condition. Applicators 10 were retained so positioned that substantially only that much of section 16, shown coated on the drawing, was contacted by the cosmetic. As the applicators moved beyond the tank into a cooler area, the cosmetic congealed, and remained adhered to section 16, as shown in Fig. 2.

The cosmetic, adhering to section 16, after the applicator has been coated in this or some similar manner, will be found to have substantially the same contouring as section 16. Thus, the positioning of the applicator as shown in Fig. 3 will position a body of cosmetic in a form substantially that of the shaping of the lips. Even though the application involves the use of a quantity of cosmetic so small that, normally, it would not be possible to manipulate, the rigidity acquired from the applicator body makes of no moment the size of the plastic charge. Also, the uniformity of layer of charge 36, even though it be in the form of an arc, makes possible the uniform application of the cosmetic to the lips as the applicator moves along in engagement, transversely of the lips. The curve of the applicator brings that portion of the charge at 37 into immediate contact with the surface 39 at the inner face of lip 34, even though the applicator be retained in the normal position indicated by Fig. 3. That portion 38 of the charge which is adhered to knob 32 may be used independently of the portion at surface 26. Also, portion 38 may be used for applying the cosmetic to the cheeks, or for similar purposes.

In order to protect the charge against drying out, or against too great an absorption of its oils by the material of applicator 10, a coating 40 of a non-reactive substance, which also may be such as not to be penetrated by the substances of charge 36, is applied to the applicator before the charge is adhered. Such coating may be of shellac or similar substance.

So that the applicator may easily and freely be carried with one, and also to facilitate packaging, protection is provided by guard 18, here in the form of a bell. The lower edge 42 of the bell is received around portion 24. The faces of flange 22 may be bevelled, as shown, and also a slight taper may be given to portion 24. Thus the bell will positively be retained on portion 24 when moved home over section 16. It will be noted that the shield is so constructed, with relation to portion 24 and section 16, that its walls may not contact, in any way, the charge retained upon section 16, nor may the shield become displaced and come in contact with that charge.

Such a construction as here described makes possible that cosmetic manufacturers may supply prospective customers with samples of small quantities of such cosmetics. Also, it makes such small quantities easily available for use, cheaply and without any danger of soiling on the part of the user. Portion 14 provides a sure grip for manipulation of the applicator, whereas the flanges, even in warmest weather, prevent movement of the charge onto portion 14 during such use. Also, when such applicators are packed together, the extension of the flanges prevents any immediate contact of shields 18 with each other. These shields may be transparent, and may be of gelatinous substances of common use. Some of these substances, as is well-known, have a tendency to adhere to each other, and might so do in such packed condition, but for the spacing effected by the flanges.

Many other changes could be effected in the particular article of manufacture designed, and in the methods of use and manufacture set forth, and in specific details thereof, without substantially departing from the invention intended to be defined in the claims, the specific description herein being merely to exemplify the spirit of the invention.

What is claimed as new and useful is:—

1. A lip-stick of plastic lip-rouge, the lip-stick comprising a small, substantially rigid body member consisting of a substantially cylindrical handle portion, and an extension from the handle portion, the extension being rounded; a substantial layer of paste cosmetic such as lip-rouge on the rounded extension, the layer being of substantially uniform thickness throughout, the cylindrical handle portion being in cross-section larger than the extension and its adhering charge of paste cosmetic; and a cover for the extension and the charge of paste cosmetic, the cover being in engagement with the section so that its walls are in spaced relation to the charge of paste cosmetic.

2. A lip-stick of plastic lip-rouge, the lip-stick comprising a small, substantially rigid body member consisting of a substantially cylindrical handle portion, and an extension from the handle portion, the extension being rounded to provide a bulbous tip and an annular recess between the extension and the handle portion; a substantial layer of paste cosmetic such as lip-rouge on the bulbous tip and the annular recess, the layer being of substantially uniform thickness throughout, the cylindrical handle portion being in cross-section larger than the extension and its adhering charge of paste cosmetic; and a cover for the extension and the charge of paste cosmetic, the cover being in engagement with the section so that its walls are in spaced relation to the charge of paste cosmetic.

ROLLA LAWRY.