



(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication:
02.01.2008 Bulletin 2008/01

(51) Int Cl.:
A45D 40/00 (2006.01) A45D 40/24 (2006.01)

(21) Application number: **07445026.3**

(22) Date of filing: **27.06.2007**

(84) Designated Contracting States:
AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU LV MC MT NL PL PT RO SE SI SK TR
Designated Extension States:
AL BA HR MK YU

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(30) Priority: **27.06.2006 US 816589 P**

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(54) **Preloaded cosmetic applicators**

(57) A cosmetic sampler (10) used for both the application of a cosmetic product and for the subsequent blending of the applied cosmetic product is disclosed. The cosmetic sampler (10) is comprised of an applicator formed of a shaft with two opposing end sections (11,13). One (11) of the end sections is coated (preferably saturated or impregnated) with at least one desired cosmetic product, for example eye shadow and/or face powder, while the other end (13) section is clean and uncontami-

nated. An applicator that contains a pre-loaded cosmetic product (such as lipstick) on an end of the applicator, and that further comprises a top (58) that is used to cover the sample cosmetic product and to also reverse to go on the other end to extend the handle is also disclosed. A preloaded applicator that contains a cosmetic product (such as powder) already on/in the surface of the applicator and that is also contained in a clear top pouch or bag is further disclosed.

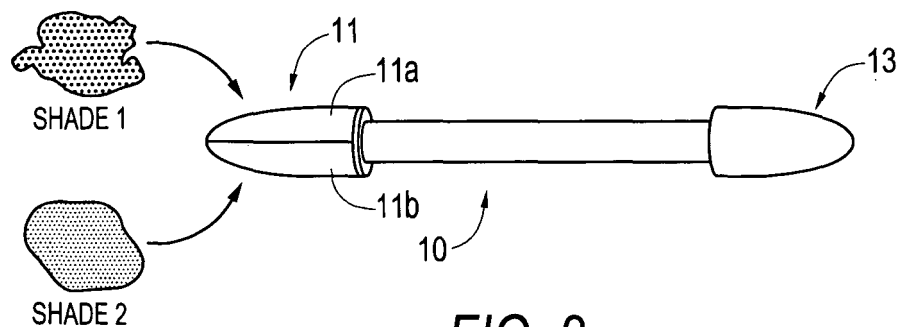


FIG. 2

Description

FIELD OF THE INVENTION

[0001] The present invention relates to cosmetic applicators and, more particularly, to cosmetic samplers which are used for both the application of a cosmetic product and for the subsequent blending of the applied cosmetic product.

BACKGROUND OF THE INVENTION

[0002] Various creams, gels and other cosmetics and/or cosmetic removers have been packaged in jars, tubes and other containers. Typically, the user is required to open the container, dip a cotton swab, tissue or other applicator into the container to absorb some of the cosmetic, and then apply that cosmetic to the eyes or other facial areas. For example, one jar may contain an eye or face make-up remover, while another (completely separate) jar may contain a moisturizing lotion. Similarly, in make-up applications, the user is often required to combine at least two colors or at least two shades of a color, that are located either in different containers or in different areas of the same container.

[0003] Typically, only a portion of the cosmetics or cosmetic removers is used over a given period of time, and the user eventually discards the jars containing the remainder of the cosmetics or cosmetic removers. In addition, it is not convenient to carry several jars in one's purse or while traveling.

[0004] Accordingly, there is a need for readily-available cosmetics and/or cosmetic applicators that are conveniently available in a hygienic individually-wrapped swab or other applicator, and that are preloaded with at least two different materials, such as two different shades or colors, or two different lotions. A cosmetic sampler that is prepackaged in a ready-to-use, disposable, single package is also needed.

SUMMARY OF THE INVENTION

[0005] The present invention provides a cosmetic sampler which is used for both the application of a cosmetic product and for the subsequent blending of the applied cosmetic product. The cosmetic sampler is comprised of an applicator formed of a shaft with two opposing end sections. One of the end sections is coated (preferably saturated or impregnated) with at least one desired cosmetic product, for example eye shadow and/or face powder, while the other end section is clean and uncontaminated.

[0006] The invention also provides an applicator that contains a pre-loaded cosmetic product (such as lipstick) on an end of the applicator, and that further comprises a top that is used to cover the sample cosmetic product and to also reverse to go on the other end to extend the handle.

[0007] The invention further provides a pre-loaded sponge applicator that contains powder already on/in the surface of the sponge. The pre-loaded sponge applicator comprises a sponge with the product already pre-loaded and contained in a clear top bag.

[0008] Other features and advantages of the present invention will become apparent from the following description of exemplary embodiments of the invention with reference to the accompanying drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] FIG. 1 is a top view of a plurality of cosmetic applicators according to a first embodiment of the present invention, the applicators being packaged in a pouch;

[0010] FIG. 1a is a side view of the pouch with cosmetic applicators of FIG. 1;

[0011] FIG. 1b is another side view of the pouch with cosmetic applicators of FIG. 1;

[0012] FIG. 2 is an enlarged side view of one cosmetic applicator of FIG. 1;

[0013] FIG. 3 is top view of a plurality of cosmetic applicators according to the first embodiment of the present invention but packaged in a pouch formed according to another embodiment of the present invention;

[0014] FIG. 3a is a side view of the pouch with cosmetic applicators of FIG. 3;

[0015] FIG. 3b is another side view of the pouch with cosmetic applicators of FIG. 3;

[0016] FIG. 4a is a front view of a cosmetic applicator according to a second embodiment of the present invention and in a closed position;

[0017] FIG. 4b is a front view of the cosmetic applicator of FIG. 4a but in an open position;

[0018] FIG. 4c is a top view of the cosmetic applicator of FIG. 4a;

[0019] FIG. 5 is a front view of a cosmetic applicator according to a third embodiment of the present invention; and

[0020] FIG. 5a is a side view of the cosmetic applicator of FIG. 5.

DETAILED DESCRIPTION OF THE INVENTION

[0021] The present invention provides applicators which are pre-loaded with a product, for example a cosmetic product, and which are portable, convenient to use, and hygienic.

[0022] In one embodiment, the present invention provides a cosmetic sampler which is used for both the application of a cosmetic product and for the subsequent blending of the applied cosmetic product. The cosmetic sampler is comprised of an applicator formed of a shaft with two opposing end sections. One of the end sections is coated (preferably saturated or impregnated) with at least one desired cosmetic product, for example eye shadow and/or face powder, while the other end section is clean and uncontaminated. In an exemplary embodi-

ment, a double-ended cosmetic swab applicator may be provided with one end impregnated with at least one cosmetic powder product and the other end provided without cosmetic for use as a blending swab. In exemplary embodiments, the cosmetic sampler has only one end which is partially coated with a desired cosmetic product and which is used for both the application of the cosmetic product and for the subsequent blending of the applied cosmetic product.

[0023] In another embodiment, the invention provides an applicator, for example a flocked doe foot applicator, that contains lipstick on an end of the applicator. The applicator comprises a clear top that is used to cover the sample lipstick (in a closed position) and it also reverses to go on the other end to extend the handle (in an open position). The lipstick applicator allows the user to have a ready to use, disposable, single or several use lipstick that is new, clean and easily portable. The lipstick applicator may contain a pre-loaded cosmetic product such as lipstick, lip gloss, lip protectant, acne spot treatment, concealer, lip liner, eye liner, solid fragrance or other type of cosmetic product that has a solid or semi solid formulation.

[0024] In yet another embodiment, the invention provides a pre-loaded sponge applicator that contains powder already on/in the surface of the sponge. The pre-loaded sponge applicator comprises a sponge with the product already pre loaded and is contained in a clear top bag. The user has a ready to use, easy to apply, disposable, single or several use applicator that is new, clean and easily portable. The user need not carry the entire compact or product package. The materials for pre-loaded sponge applicator could be, for example, foam, non woven, membrane, flock, felt, paper, sponge, bristles, or combinations of these materials. The cosmetic powder may be blush, face powder or any other decorative or functional powder.

FIGS. 1-3

[0025] Referring now to the drawings, where like elements are designated by like reference numerals, FIGS. 1-3 illustrate a first embodiment of the present invention, wherein a cosmetic sampler 10 is used for both the application of a cosmetic product and for the subsequent blending of the applied cosmetic product. The cosmetic sampler 10 is comprised of an applicator formed of a shaft with two opposing end sections 11, 13. As described below, one of the end sections is coated (preferably saturated or impregnated) with at least one desired cosmetic product, for example eye shadow or face powder, while the other end section is clean and uncontaminated. In other embodiments, only one part of one end section is provided with the desired cosmetic product, whereas the other part of the same end section is left clean and uncontaminated.

[0026] FIG. 1 illustrates a plurality of cosmetic applicators 10 being packaged in a pouch 20. As illustrated

in FIGS. 1a and 1b, pouch 20 is provided with a clear window 16 (for example, a clear thermoform window), a lidding stock 17 (to reveal individual compartments when open) and a graphic imprint side 18 (also shown in FIG. 1). In an exemplary embodiment only, pouch 20 contains six cosmetic applicators 10 (each individual applicator having exemplary dimensions of about 1 x 2.5 inches) with exemplary dimensions of about 6 x 2.5 inches. However, the invention is not limited to these exemplary embodiments and has applicability to pouches having any number of applicators and of any dimensions.

[0027] Preferably, pouch 20 is a protective, sealed bag or pouch, which in certain embodiments and depending on the specific application, may be liquid resistant. Alternatively, and/or additionally, pouch 20 may consist of a wrap that may comprise, for example, cellophane, aluminum foil, metalized film, laminates, clear thermoform, moisture-impermeable paper, moisture-resistant paper, plastic, or combination of such materials, among others.

[0028] FIGS. 3, 3a and 3b illustrate pouch 20a provided with a clear window 16a (for example, a clear thermoform window) having different dimensions and configuration from the window 16 of FIG. 1, a lidding stock 17a (to reveal individual compartments when open) and a graphic imprint side 18a (also shown in FIG. 1). As in the previous embodiment, the pouch 20a may contain any number of compartments or pouches for housing any number of applicators of any dimensions. Preferably, pouch 20a is a protective, sealed bag or pouch, which in certain embodiments and depending on the specific application, may be liquid resistant. Alternatively, and/or additionally, pouch 20a may consist of a wrap that may comprise, for example, cellophane, aluminum foil, metalized film, laminates, clear thermoform, moisture-impermeable paper, moisture-resistant paper, plastic, or combination of such materials, among others.

[0029] Referring back to FIG. 2, an enlarged side view of the cosmetic applicator 10 of FIG. 1 is provided (in an exemplary embodiment) in the form of an applicator swab having a first end 11 and a second end 13. First end 11 of cosmetic applicator 10 may be provided with at least two surface sides that are coated, saturated or impregnated with at least two different cosmetic products. Preferably, the section that is coated, saturated or impregnated with the cosmetic product is provided with at least two surface sides (for example, first and second surface sides 11a, 11b of FIG. 2) that are coated, saturated or impregnated with at least two different cosmetic products. For example, if the applicator is an eye shadow applicator, first surface side 11a may be saturated with a green color eye shadow (shade 1 in FIG. 2), whereas second surface side 11b may be saturated with a color different from the green color used on the first surface side, for example, a brown color (shade 2 in FIG. 2).

[0030] In an exemplary embodiment, end 13 of applicator 10 may be provided clean. In this manner, subsequent to the application of the cosmetic products, the clean end section 13 may be employed to blend the ap-

plied shade colors (blending swab). The cosmetic sampler may be prepackaged in a ready-to-use, disposable, single package. Multiple samples may be housed in a secondary package. Alternatively, and/or additionally, multiple cosmetic samplers may be prepackaged in a pouch or package, such as the protective, sealed pouch 20 described above.

[0031] The user applies the product and uses the other end that does not contain any cosmetic product (end 13) to "blend" and extend the already applied powder. In this manner, the user has a ready to use, disposable, single use application that is always new and therefore clean and uncontaminated. The samples may be placed in protective secondary packaging that protects the product from damage.

[0032] Application of the powder to one end of the applicator may be conducted in various ways, for example, by dipping, screen printing, pad application, spraying, stenciling, die deposit etc. Combination of dry powder and solvent may be formed into slurry that is directly applied to the applicator tips. The method of making the eyeshadow slurry may be similar to, or different from, the currently known eyeshadow technology.

[0033] In one embodiment, an already-made double ended eyeshadow applicator with material in the desired shape, density and thickness may be provided. The materials for one or both ends 11, 13 of the applicator 10 could be, for example, foam, non woven, membrane, flock, felt, paper, sponge, bristles, or combinations of these materials etc. One method that may be employed comprises the step of spraying of the powder slurry onto the substrate. Similar to the known slurry processes in the art, additions can be made to the slurry to alter the characteristics of the deposit. Additional binders, powders, colorants, etc. may be incorporated to give subtleties to the finished product. The cosmetic powder could be eye shadow, blush, face powder or any other decorative powder, among others. The materials, sizes, and methods of manufacture may vary for different types and formulations of cosmetic powder products. Options for the cosmetic applicator include any type of cosmetic that can benefit from a preloaded single use disposable application such as cream to powder formulations: blushes, concealers and other products like, eyeliners, lip liners, lipsticks, etc. The materials and methods for applying may be different than those for powder type products. Portable, convenient application, hygienic, eliminates the need for the entire eye shadow / powder compact.

[0034] In yet another exemplary embodiment, the cosmetic sampler has only one end which is partially coated with a desired cosmetic product, and not two ends, as previously described. The end portion of the cosmetic sampler may be partially coated (preferably saturated or impregnated) with at least one desired cosmetic product, for example eye shadow or face powder, while the remaining section of the end portion is clean and uncontaminated. In this manner, the same end portion of the cosmetic sampler is used for both the application of the

cosmetic product and for the subsequent blending of the applied cosmetic product.

FIGS. 4a-4b

[0035] In another embodiment, the invention provides an applicator that contains a pre-loaded cosmetic product (such as lipstick) on an end of the applicator, and that further comprises a top that is used to cover the sample cosmetic product and to also reverse to go on the other end to extend handle 54. As shown in FIGS. 4a-4c, a flocked doe foot applicator 50 contains lipstick 55 on the end of the applicator (on handle 54) and disposed on flock or other material 53. The user applies the lipstick to the lips as with a regular lipstick. As shown in FIGS. 4a and 4b, a top 58 is used to cover the sample lipstick 55 (FIG. 4a) when in the closed position. Top 58 is designed to also reverse to go on the other end of the applicator, to extend the handle (FIG. 4b) when in the fully open position. The top 58 may be formed of a clear or matte semi transparent material, for example, or of other materials. The handle 54 may comprise a poly moulded or other material.

[0036] The applicator body or handle 54 may have a length which is about similar to, or different from, the length of top 58. For example, and as shown in Figures 4a and 4b, the top 58 may have a length which is about similar to the length of the body 54. However, the invention is not limited to this exemplary embodiment and contemplates additional embodiments, wherein the applicator has any ratio of length of body 54/length of top 58.

[0037] Applicator 50 allows the consumer to have a ready to use, disposable, single or several use lipstick that is new, clean and easily portable. The flocked lipstick applicator 50 may be dipped into molten lipstick bulk or has lipstick sprayed or otherwise applied to the flocked tip. Several cycles of product processing may be necessary to obtain the correct lipstick amount. The warm lipstick may be allowed to set up by using a cooling cycle, for example, and the cap is placed on the top to protect the lipstick during shipment and usage.

[0038] The cosmetic product could be lipstick, lip gloss, lip protectant, acne spot treatment, concealer, lip liner, eye liner, solid fragrance or other type of cosmetic product that has a solid or semi solid formulation. The portable, convenient application, hygienic, cosmetic applicator of the present invention eliminates the need for the entire tube or package of product.

FIGS. 5 and 5a

[0039] FIGS. 5 and 5a illustrate another embodiment of the invention, according to which pre-loaded applicator 90 contains a cosmetic product (such as powder or cream) already on/in the surface of an applicator material 91. In an exemplary embodiment, applicator 90 is a pre-loaded sponge applicator 90. However, the applicator may comprise any other base material *in lieu* of the

sponge, wherein a cosmetic product may be applied on, or impregnated therewith. For example, the applicator may be formed of foam, non woven, membrane, flock, felt, paper, sponge, bristles, or combinations of these materials.

[0040] The cosmetic product may be provided on the surface of the applicator, and/or within at least a portion of the body of the applicator, or only within at least a portion of the body of the applicator, as desired. Preferably, one surface of the applicator is provided attached to the package (for example, a bag with a clear top) wherein the opposing surface is pre-loaded with a cosmetic product, for example, powder such as blush, face powder, baby powder or any other decorative or functional powder, cream, cleansing products, or combination of these products

[0041] The user applies the product as with a traditional compact. The sponge with the product 92 already pre-loaded is contained in a clear top bag 93 provided with an optional seal (for example, seal 94) for the bag. As shown in FIG. 5, the clear top bag 93 may be provided with an upper surface that is about completely clear (i.e., the whole top surface is clear). Alternatively, the clear top bag 93 may be provided with an open window having dimensions similar to those of the applicator 90 (i.e., only applicator 90 is seen through the clear window). In such case, the non-clear portion may contain graphic imprints or identification information, as desired.

[0042] The applicator may have dimensions similar to those of the clear top bag, or smaller than those of the clear top bag (as shown in FIG. 5). In addition, the clear top bag may comprise a plurality of applicators, for example, a plurality of sponge applicators, at least one of the applicators being a pre-loaded sponge applicator such as pre-loaded sponge applicator 90 of FIG. 5. Further, each of the plurality of applicators may be pre-loaded with the same or different compounds or cosmetic products. Each applicator may be also partially preloaded or totally pre-loaded, as desired. Pre-loaded applicators may be provided next to un-loaded applicators (i.e., uncontaminated applicators), in which case an additional seal between the applicators may be desired.

[0043] In yet additional embodiments, the pre-loaded applicator 90 may be provided adjacent another applicator such as the cosmetic sampler 10 (described above with reference to FIG. 2) or applicator 50 (described above with reference to FIG. 4a) or a combination of these and other applicators, as desired. In such cases, all applicators may be contained in the same clear top bag, for example, but with an additional seal between the applicators, to prevent cross-contamination of products. For example, a dual-pack pre-loaded sponge applicator 90 and a swab applicator 10 may be together packed in a same package and, if necessary, with a seal between them that would protect against contamination.

[0044] Applicator 90 of FIG. 5 may be provided with product 92 which is pre-loaded by printing (for example, screen printing) a particular design or pattern. For exam-

ple, FIG. 5 illustrates an exemplary embodiment according to which product 92 is pre-loaded (screen printed) on the surface of the applicator 92 in the form of word "BLUSH," but other patterns and designs may be used depending on the particular application and/or kind of cosmetic product used.

[0045] The product allows the user to have a ready to use, easy to apply, disposable, single or several use applicator that is new, clean and easily portable. The user need not carry the entire compact or product package.

[0046] Various options for applying the product (for example, powder) to the applicator include dipping, screen printing, pad application, spraying, stenciling and die deposit, among others. A combination of dry powder and solvent formed into slurry that is directly applied to the applicator tips is preferred. The method of making the eyeshadow slurry may be similar to, or different from, that of the current eyeshadow technology. Another method may include spraying of the powder slurry on to the substrate. The materials for the applicator may include foam, non woven, membrane, flock, felt, paper, sponge, bristles, or combinations of these materials, for example. Similar to current slurry processes, additions may be made to the slurry to alter the characteristics of the deposit. Additional binders, powders and/or colorants, for example, may be incorporated to give subtleties to the finished product.

[0047] The cosmetic product 92 may be cosmetic powder such as blush, face powder, baby powder or any other decorative or functional powder. Alternatively, cosmetic product 92 may comprise at least one cream, or a combination of cream and powder, for example. The materials, sizes and/or methods of manufacture may vary for different types and formulations of cosmetic/personal care powder products.

[0048] In exemplary embodiments, the cosmetic product 92 may be applied on at least a portion of a surface (for example, the top surface) of the sponge 91. For example, the cosmetic product 92 may cover/impregnate about half the surface of the sponge 91 visible through the clear top bag 93. In alternative embodiments, the cosmetic product 92 may cover/impregnate at least a portion of a first surface of the sponge 91 and at least another portion of a second surface of the sponge 91, leaving the clean portions for subsequent blending of the cosmetic product (for use as a blending sponge) or for other uses.

[0049] The pre-loaded cosmetic applicators of the present invention are applicable to a wide range of cosmetic/personal care type products. Additional options include any type of product that can benefit from a pre-loaded single use disposable application such as cream to powder formulations: blushes, concealer, foot powder and other products. The materials and methods for applying may be similar to, or different from, those for powder type products. The portable, convenient application, hygienic, cosmetic applicator of the present invention eliminates the need for the entire cosmetic/personal care compact or package.

[0050] Although the present invention has been described in relation to particular embodiments thereof, many other variations and modifications and other uses will become apparent to those skilled in the art. Accordingly, it is not intended that the present invention be limited to the illustrated embodiments, but only by the appended claims.

Claims

1. A cosmetic sampler, comprising:

a shaft; and
a first end and an opposing second end, the first and second ends being attached to the shaft, wherein one of the first and second ends comprises at least two surfaces provided with at least two different cosmetic products.

2. The cosmetic sampler of claim 1, wherein the other of the first and second ends is uncontaminated to allow blending of the at least two different cosmetic products.

3. The cosmetic sampler of claim 1, wherein the at least two different cosmetic products are selected from the group consisting of eye shadow, powder, cream, lipstick, fragrance, lotion and pharmaceutical.

4. The cosmetic sampler of claim 1, wherein the at least two different cosmetic products comprise a solid or semi-solid formulation.

5. The cosmetic sampler of claim 1, wherein the at least two surfaces comprise two surfaces, each of the two surfaces being impregnated with a different shade of an eye shadow.

6. The cosmetic sampler of claim 1, wherein the sampler is packaged in a pouch.

7. The cosmetic sampler of claim 1, wherein the sampler is packaged in a wrap selected from the group consisting of cellophane, metallized film, aluminum foil, clear thermoform, moisture-impermeable paper, moisture-resistant paper, laminates and plastic.

8. The cosmetic sampler of claim 1, wherein the first and second opposing ends are independently formed of a material selected from the group consisting of foam, non woven, membrane, flock, felt, paper, sponge and bristles.

9. A cosmetic applicator assembly, comprising:

at least one disposable pre-loaded applicator having a cosmetic product provided thereon or

at least partially contained within; and
a tear open package for encapsulating the at least one pre-loaded applicator to prevent contamination of the cosmetic product.

10. The cosmetic applicator assembly of claim 9, wherein the tear open package is a clear top bag and the cosmetic product is face powder, baby powder, blush or cream.

11. The cosmetic applicator assembly of claim 9, wherein the applicator is a sponge applicator.

12. The cosmetic applicator assembly of claim 9, wherein the applicator comprises a material selected from the group consisting of sponge, foam, non woven, membrane, flock, felt, paper and bristles.

13. The cosmetic applicator assembly of claim 9, wherein the preloaded applicator is provided in the tear open package adjacent a cosmetic sampler.

14. The cosmetic applicator assembly of claim 13, wherein the cosmetic sampler comprises a shaft, a first end, and an opposing second end, the first and second ends being attached to the shaft, wherein one of the first and second ends comprises at least two surfaces provided with at least two different cosmetic products.

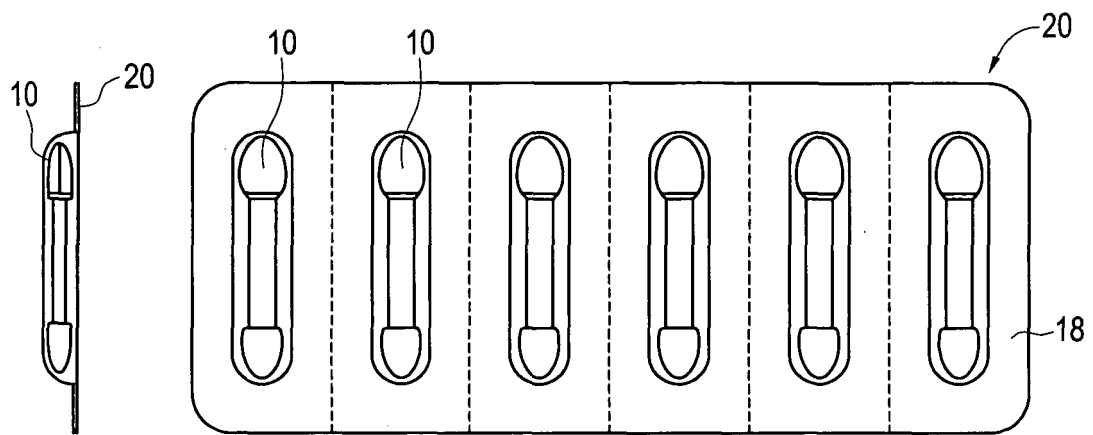


FIG. 1b

FIG. 1

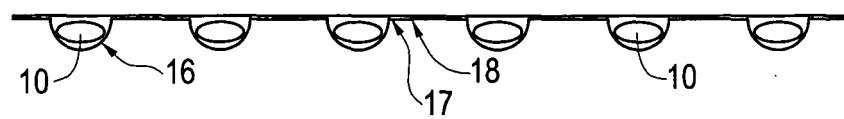


FIG. 1a

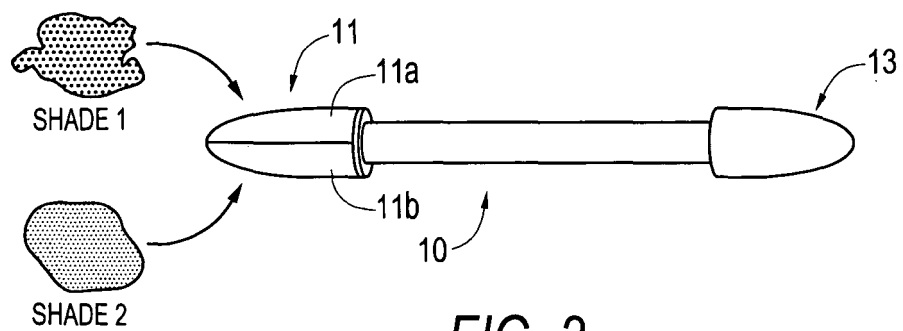
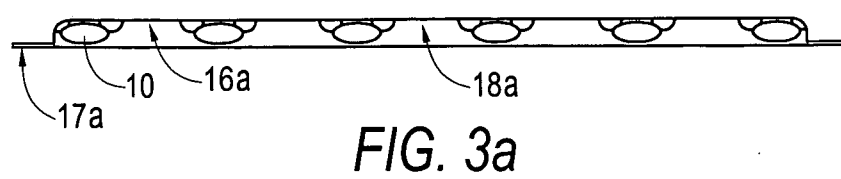
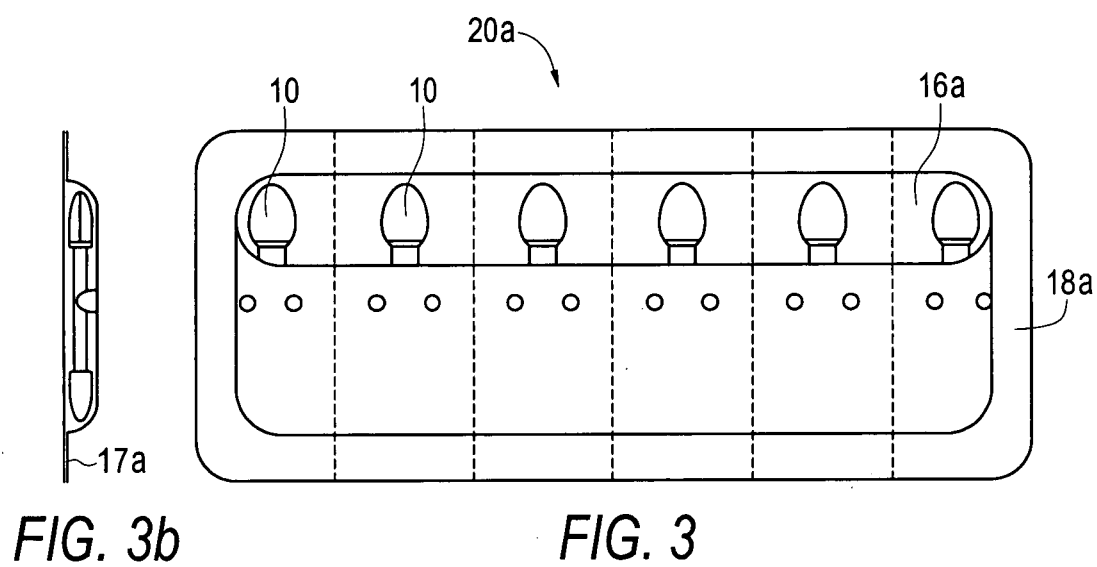


FIG. 2



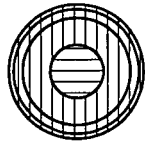


FIG. 4c

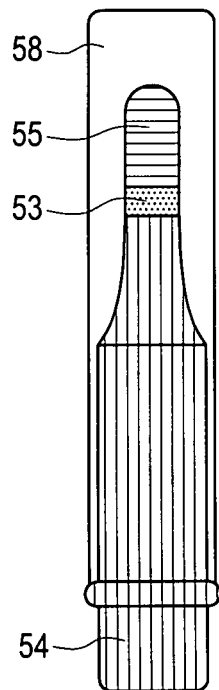
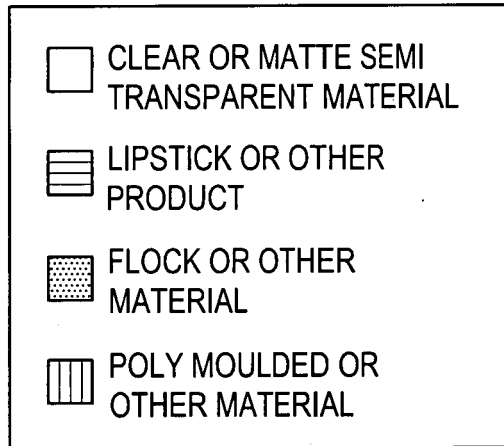


FIG. 4a

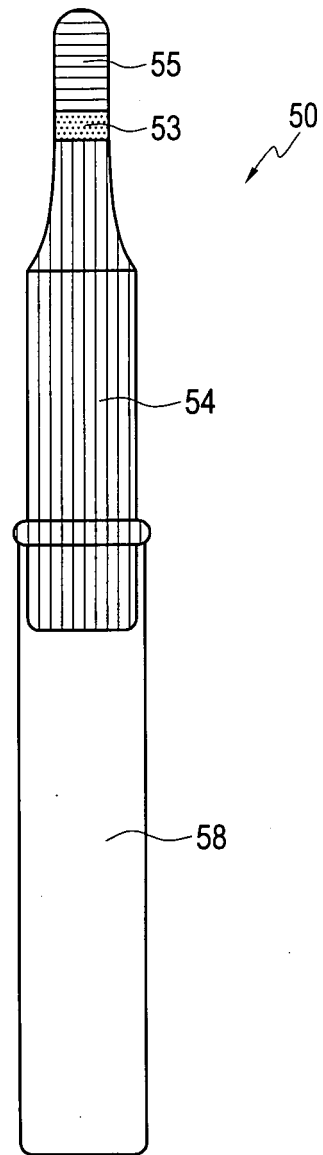


FIG. 4b

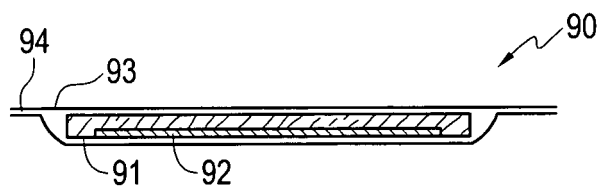


FIG. 5a

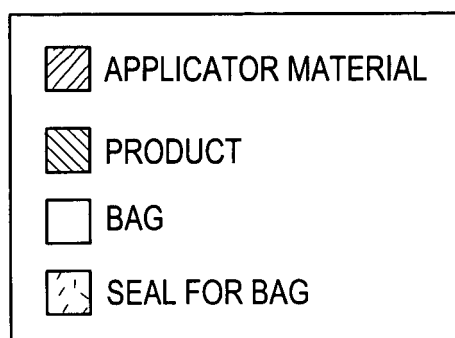
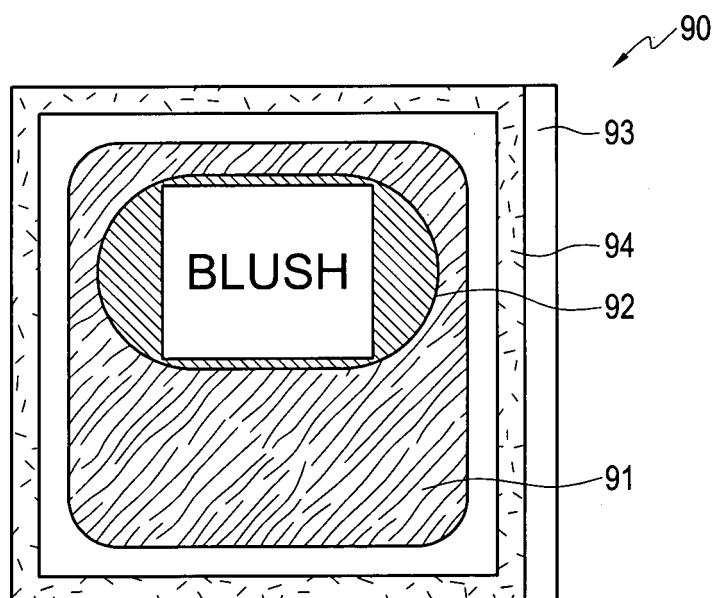


FIG. 5