COSMETIC PRODUCTS APPLICATION

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Related U.S. Application Data

Continuation-in-part of application No. 12/806,916, filed on Aug. 24, 2010, now abandoned, which is a continuation-in-part of application No. 11/899,720, filed on Sep. 7, 2007, now abandoned.

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ABSTRACT

A cosmetic applicator construction that includes a distributable sampling packet that is affixable to a carrier substrate, such as a mailing card or printed publication, to permit distribution of the sampling packet to an end location for use thereat by an individual user. The cosmetic applicator construction is suitable for use in the mailing of cosmetic samples in separate mailers or the provision thereof on or within a printed publication and includes a sampling packet, which is preferably a two-ply card, and an underlying release liner. The upper ply of the sampling packet includes an embossed field formed on the underside of the upper ply, disposed between the upper ply and the lower ply, and configured to hold a cosmetic sample. The sampling packet is attachable to the mailer or printed publication for distribution to the end location and the upper ply of the sampling packet with its embossed field is thereafter removable from the lower ply at the end location to permit individualized and personal use thereof by the user as an applicator portion for the application of a sample of a cosmetic product.
COSMETIC PRODUCTS APPLICATION

CROSS REFERENCE TO RELATED APPLICATION

[0001] This continuation-in-part patent application claims priority to the continuation patent application having Ser. No. 12/806,916, filed on Aug. 24, 2010, which claims priority to the continuation-in-part patent application having Ser. No. 11/899,720, which was filed on Sep. 7, 2007, which claims priority to the non-provisional patent application having Ser. No. 11/190,752, which was filed on Jul. 27, 2005, which claims priority to the provisional patent application having Ser. No. 60/598,013, which was filed on Aug. 2, 2004.

FIELD OF THE INVENTION

[0002] This application relates to cosmetic products and to applicators for cosmetic products, and more particularly to sampling devices for cosmetic products. This application is specifically directed to a cosmetic applicator construction for use in the sampling of cosmetic products, especially individualized personal use by a given user.

[0003] The present cosmetic applicator construction more specifically comprises a distributable sampling packet that is affixable to a carrier substrate, such as a mailing card or printed publication, to permit distribution of the sampling packet to an end location for use thereat by a given user. The cosmetic applicator construction is suitable for use in the mailing of cosmetic samples in separate mailers or the provision thereof on or within a printed publication and includes a sampling packet, which is preferably a two-ply card, and an underlying release liner. The sampling packet is attachable to the mailer or printed publication for distribution to the end location and the upper ply of the sampling packet is thereafter removable from the lower ply at the end location to permit individualized personal use by the user of the upper ply as an applicator portion for the application of a sample of a cosmetic product.

[0004] A unique aspect of such applicator portion is the provision of an embossed field upon the bottom side of the upper ply of the sampling packet, which embossed field is disposed within a sealed area between the upper and lower plies. Such upper and lower plies are preferably heat sealed to one another so as to maintain the integrity of the sampling packet while the sampling packet is affixed to the carrier substrate during the distribution thereof, with such embossed field configured to be able to collect and hold a sample of a cosmetic and to apply the held sample to the body of the user when the upper ply is removed from the lower ply at the end location.

BACKGROUND OF THE INVENTION

[0005] People have adorned themselves with perfumes, colognes, powders, mascaras, and other cosmetics for centuries. Samples of a cosmetic encourage more sales to discriminating customers. The counter, where the customer may purchase, remains the most effective place to promote cosmetics. Often, retailers and suppliers of cosmetics provide free samples to entice women. However, women approach some cosmetic products skeptically, like lipstick. Women only buy lipstick after sampling it to judge its desirability. Women also know of the health risks in sampling a lipstick from a common sampler. Multiple uses of a cosmetic sampler invite customer complaints. Sampling a lipstick from a common tube by more than one person has become socially and medically frowned upon. Many women insist upon sampling from an unopened tube of lipstick or sample on their hand to avoid medical problems.

[0006] To overcome the health risks in cosmetic sampling, the cosmetic industry has made miniature versions of tubes and other cosmetic dispensers. The miniature versions remain subject to contamination at the retail counter. Further, cosmetic suppliers still incur the cost of producing and distributing the miniature samples for each of the color or product line variations. In addition, cosmetic suppliers and retailers have tried cotton swabs that dab from a common cosmetic source, sample sticks, and test strips. These alternatives when used commercially caused messes, inconvenienced customers, and proved ineffective.

[0007] Beyond test strips, tubes, and pencils, the cosmetic industry seeks an inexpensive applicator for applying a cosmetic sample to skin in a single stroke. Presently, cosmetics such as lipstick have individual applicators that indirectly place lipstick upon the lips of a woman. When applied, the lipstick sample should have the same texture, feel, and characteristics regardless of the applicator. Because of the goal for similarity between a sample and the lipstick for sale, applicators usually are miniature tubes or brushes despite other possibilities.

[0008] Traditionally fragrance samplers were dry presented blotter cards that had to be individually wrapped to contain the fragrance for direct mail or magazine advertising. Beginning in the late 1970's, the micro-encapsulated Scentslip® style magazine and direct mail insert was introduced. The Scentstrip insert is described in U.S. Pat. No. 5,093,182 to Ross. This product was produced on wide web offset printing equipment and therefore offered significant cost efficiencies for mass marketing. However, this was still a dry sample since the moisture in the deposited fragrance slurry would quickly wick into the paper substrate and leave the product sample dry. In fact, the entire technology depended on this moisture wicking since the wet microcapsules would not bond to the paper and would not break upon opening of the sampler. The microcapsules only break and release the fragrance oil when they are dry and are bonded to the paper. The drawback with this product was that it did not replicate the actual wet perfume product very well. To sample the fragrances in wet form, the moisture wicking of the wet fragrance slurry deposited in the wide web offset printing process required prevention. Preventing moisture wicking occurred most easily by using existing narrow web flexographic label printing technology to create a pressure sensitive product that incorporated a wet fragrance or cosmetic sample material between impervious barrier materials such as plastic films and foil structures.

[0009] Three main fragrance sampler patents guide wet fragrance or cosmetic sampling in magazines and direct mail. One is U.S. Pat. No. 5,391,420 to Bootman, which describes a pressure sensitive label comprising two plies of a film or plastic material: one bottom pressure sensitive ply, a deposit of fragrance material and an overlay of a second ply which traps said fragrance deposit. The sealing is by heat seal. The drawback of this product is that the fragrance material is often forced into and through the seal areas under pressure from the stacking forces of many magazines or inserts in distribution.

[0010] U.S. Pat. No. 5,161,688 to Muchin introduces a center ply material which has a die-cut window. This window ply is introduced onto the bottom pressure sensitive ply and
thus creates a well for the fragrance material. The top, third, ply is then added and the result is that stacking forces are distributed on to the widow ply and the fragrance material is exposed to less forces that may lead to seal failures and leakage.

**[0011]** A modification of this second patent concept is described in U.S. Pat. No. 5,622,263 to Greenland. Greenland uses a liquid polyethylene or other hot liquid plastic material that creates the above-mentioned well and also assists in the heat sealing process. The Greenland concept also adds additional material cost and slows the process as the liquid plastic material needs to be deposited and bonded to the top and bottom ply. Further, the hot liquid plastic material introduces foreign odor and can contaminate the cosmetic or fragrance sampling material.

**[0012]** There are various other patents that deal with cosmetic sampling. Gunderman U.S. Pat. No. 5,690,130 discloses a sampling device with a unit dose of cosmetic that is screen printed onto a base paper with a perimeter adhesive and clear film overlay. Here, a well area is embossed to receive an integral applicator. The well is not designed as a receptacle for the cosmetic product nor is the embossing incorporated into the seal so as to afford strength and allow the seal to withstand pressure better. Also, this sampler uses screen printing and is not capable of delivering a wet liquid dose of cosmetic material.

**[0013]** Lastly, a pressure sensitive base material is not disclosed which would allow automatic affixing as a label onto magazine or direct mail materials.

**[0014]** Gunderman U.S. Pat. No. 5,566,693 describes a screen printed sampler that delivers a cosmetic dose under a clear film overlay with pressure sensitive base material allowing affixing as a label. Again, this sampler is not designed to deliver a wet fragrance. The formulation requires fragrance to be mixed in a powdered-based vehicle so that it can be screen printed. Further no embossing or projection is envisioned to hold a cosmetic dose or to create seal wall integrity.

**[0015]** Gunderman U.S. Pat. No. 5,562,112 envisions a lipstick sampler, again with neither a well or an embossed seal wall feature.

**[0016]** Ashcraft U.S. Pat. No. 5,249,676 describes a multilayer film with a flavor carrier layer between barrier layers. This does not create a wet fragrance sampler and does not bear the weight of the cosmetic sample.

**[0017]** Moir U.S. Pat. No. 5,192,386 describes a screen printed, two-ply sampler with perimeter adhesive and clear film overlay. The cosmetic is a cosmetic powder, a heated oily, non-liquid waxy material, or a fragrance in a dry powder formulation. The product is not wet and there is no provision for creating heat sealed, embossed or interlocking walls to define a well and create internal seal strength sufficient to withstand stacking forces.

**[0018]** Szycher et al. U.S. Pat. No. 4,880,690 shows a perfume patch.

**[0019]** Moir U.S. Pat. No. 4,848,378 discloses a cosmetic screen printed, two-ply sampler that allows a pattern deposit of the cosmetic ingredient in the form of a non-smearly powder. This product is not pressure sensitive has no embossed wells or seal walls and does not deliver a wet sample.

**[0020]** Dreger U.S. Pat. No. 4,769,264 discloses a label product comprising at least two sheets, bonded by adhesive, with microencapsulated fragrance. The liquid fragrance inside the microspheres is so small that it does not create a wet rendering of the product and is dry to the touch as in current day dry “scentstrips”. There is no mention of any embossing to create an improved seal and resist stacking pressure.

**[0021]** Moir U.S. Pat. No. 4,751,934 discloses another version of a screen printed cosmetic powder formulation that may include fragrance in a two-ply pressure sensitive label construction. The seals of the two plies are by adhesive seal and the product rendering is dry or waxy, as in the lipstick dose version, but not wet as contemplated in the current invention. No embossing or debossing is used to create well areas or build wall seals.

**[0022]** Fraser U.S. Pat. No. 4,720,423 describes using in a multi-layer strip having an adhesive with fragile microcapsules as a package overlap. This product does not render a wet sample and create wells or seal walls either.

**[0023]** Charbonneau U.S. Pat. No. 4,606,956 discloses a pressure sensitive two ply label construction with conventional microencapsulated slurry applied wet and then allowed to dry. The product sample is rendered in a dry state, no wells or embossed wells are used to create a more impervious seal that resists stacking forces.


**[0025]** The U.S. patent to Wallschlaeger, U.S. Pat. No. 5,396,913, describes a lipstick applicator of a base support, which does not absorb dry solids and liquids placed thereupon, and has a coating of lipstick of 5 inils or less. The base support is not a tube or brush as is commonly associated with lipstick but rather a planar sheet. The lipstick coating is applied to the base support using screen printing methods.

**[0026]** The base support may have a cover thereupon to protect the coating from handling.

**[0027]** The U.S. patent to Wallschlaeger, U.S. Pat. No. 4,995,408, then describes a two ply cosmetic sampler. Wallschlaeger’s sampler has projections extending upwardly from the base ply and gravity retains the sample within the projections and upon the base ply. Wallschlaeger presents the sampler as a separate stand alone device with a cover upon the projections of the bottom ply. In use, Wallschlaeger’s sampler has the top ply detach, similar to a cover, and separate from the bottom ply so the consumer can use the top ply as an applicator of cosmetic retained in the bottom ply and when finished, the top ply is disposed. In contrast, the present invention has projections upon the top ply and retains the
sample within the top ply, occasionally against gravity. Additionally, the present invention is designed for application as a label onto a card or page of printed material. The base ply remains upon the carrier while the top ply, including the sample, is removed for usage by the consumer.

The difficulty in providing a removable sampler is shown by the operation of a typical product sample at a cosmetics counter, or department store. The prior art communicates the shade and texture of a particular lipstick. However, most cosmetic suppliers produce about 150 shades of lipsticks, making individual counter display and sampling impractical and expensive. Cosmetic suppliers have invested heavily in sampling lipstick tubes and two-ply applicators in use at counters around the world. In addition, lipsticks have a variety of formulæ differing in shelf life and compatibility. Lipstick formulæ require testing for sample stability during shipping and handling to a retail store. During testing, some samples may render a formula incompatible and deter marketing of a formula. The logistics and expense of testing pose obstacles to cosmetic vendors, raising the cost and time involved in a sampling program. The two ply construction of the prior art, the compatibility and stability testing, shelf space requirements, and packaging make existing applicators more expensive to use in a sampling program.

Embossing in prior art patents, serving as slitting, protects a cosmetic material, or lipstick, between the base ply and the top cover ply. An embodiment of the present invention serves as an aid to shear lipstick from a tube. The present invention allows the use of one common card by a woman for all the shades she seeks to sample. The present invention reduces the need for numerous pre-printed shade cards. As the woman samples the lipstick immediately after applying it to the present invention, stability and compatibility concerns of the lipstick do not arise. The two ply embodiment of the present invention has cosmetic sample deposited within the embossing of the top ply.

The present invention overcomes the limitations of the prior art. That is, in the art of the present invention, a single use applicator for cosmetic products, receives lipstick from a common bulk container but allows each woman to sample the lipstick individually. The two ply embodiment of the invention retains cosmetic samples within embossing or projections upon the top ply that is then heat sealed to a base ply attached to a release liner.

SUMMARY OF THE INVENTION

The preferred embodiment of the present cosmetic products applicator construction invention includes a multiply sampling packet upon a release liner that affixes the sampling packet to a card, a magazine, a mail piece, or other means of conveyance. Such construction has an upper, or top, ply, a lower, or base or bottom, ply, and a release liner, each with its own function. The top ply of the sampling packet has a pattern embossed downwardly so that the bosses, or projections, abut the base ply located below the top ply. The top ply is heat sealed upon the perimeter of the base ply of the sampling packet as both the top ply and the base ply have the same shape. The base ply of the sampling packet then has an adhesive layer opposite the top ply for placing the sampling packet upon the release liner of the cosmetic applicator construction.

Following distribution of the sampling packet as affixed to the card, magazine, mail piece, or other means of conveyance, upon removal of the top ply from the bottom ply of the sampling packet at the end location, the top ply and the embossed field thereof define an applicator portion for personalized use by the user in applying a sample of the cosmetic.

In one alternate embodiment, the applicator portion is a single ply card with an embossed pattern that retains a sample of lipstick. The pattern forms a friction field that shears lipstick when applied directly from a tube onto the applicator. Also, the pattern assists in visually targeting the deposit of a cosmetic upon the applicator.

At a counter, a woman surveys the samples of lipsticks and selects a few of her choosing. The woman takes an applicator portion according to the present invention, with the embossed field down, and moves the embossed field across the lipstick source. The embossed field contacts the lipstick and lipstick collects between the embossing of such field. After selecting and collecting the desired sample, the woman folds the applicator away from her, moves the applicator to her mouth, and transfers the sample of lipstick to her lips. Following use, the woman folds the applicator towards her and encloses the embossed field.

BRIEF DESCRIPTION OF THE DRAWINGS

In referring to the drawings:

FIG. 1 shows a plan view of an alternate embodiment of the cosmetic products applicator constructed in accordance with the principles of the present invention;

FIG. 2 shows an isometric view of the partially folded applicator of the alternate embodiment;

FIG. 3 describes an end view of an alternate embodiment of the present invention while in flat form;

FIG. 4 shows an exploded view of the dual plies of the sampling packet of the present invention;

FIG. 5 shows a top view of the present invention, with the projections shown in phantom in the view;

FIG. 6 illustrates a sectional view of the sample packet and release liner ready for mailing;

FIG. 7 describes an enlarged sectional view of the top ply including the placement of a cosmetic sample within the bosses; and

FIG. 8 portrays an alternate embodiment having visible printing or advertisements upon the plies.

The same reference numerals refer to the same parts throughout the various figures.

DESCRIPTION OF THE PREFERRED EMBODIMENT

The present invention overcomes the prior art limitations by providing an applicator construction for cosmetic products that allows multiple consecutive samples to be placed upon a single applicator portion for personalized use by an individual. Turning to FIG. 1, an alternate embodiment of the applicator portion 1 for cosmetic products has a single ply 2 of material generally rectangular in shape. The ply 2 has scoring with a center fold line 4 and a mechanically embossed lip contour pattern 3. Upon the longitudinal axis, the applicator portion 1 has a centered fold 4 that generally divides the applicator portion of the present invention into halves. As a means to secure the applicator portion 1 when closed, the card 2 has one or more notches 6 upon one or more edges. A die cuts the notches 6 to interlock when one half folds upon the other.
Generally centered, an embossed pattern 3 rises from the ply 2. The pattern 3 has the appearance of a pair of lips in a smooth field. In the alternate embodiment, the pattern 3 has a plurality of raised bosses, or dots, in a grid shaped to mimic lips. The dots occupy approximately 25% of the surface area of the ply 2. In an alternate embodiment, the pattern 3 has a series of parallel lines at a diagonal to the longitudinal axis. The pattern 3 rises from the ply 2 somewhat less than three thicknesses of the ply 2, approximately 3 mils in height.

Many methods can form the raised area 3, such as mechanical embossing or printing. A mechanical embosser uses a roller or flat tool with a positive image of the pattern 3. The card 2 passes under a roller or flat embossing tool which impresses the pattern 3 upon the material of the card 2. Printing forms a raised area 3 by its own methods, special inks, and deposition. In general, printing places a pattern 3 of greater height than the card 2 upon the surface of the card 2. Printing includes the methods of silkscreen, offset, rotogravure, flexography, and deposition. In particular, flexography uses conventional inks, offset inks, flexographic inks, ultraviolet cured inks, and thermographic heat set inks. The inks adhere to the surface of the card 2 and the lipstick collects between portions of the ink. Deposition places material upon the card 2 in a pattern 3. Deposition involves the methods of thermo-forming, vacuum forming, casting, heat treatment, electrostatic treatment, spraying, extruding, adhesives, and cohesive.

As shown in FIG. 2, a woman utilizes the applicator portion 1 to transfer a sample of cosmetics, or lipstick, to her lips for viewing and shopping. A woman folds the ply 2 along the fold line 4 with the halves folding away from the woman. Upon the halves, the embossed pattern 3 is ready to transfer a cosmetic once in contact with lips.

A user, such as a salesperson or the woman desiring to sample the cosmetic, places cosmetic, or lipstick, upon the embossed pattern 3. The user may either drag the ply 2 across a lipstick tube or drag a lipstick tube across the ply 2. The pattern 3 retains lipstick between the dots generally at no more depth than the height of a boss or a dot, approximately three mils. With the lipstick upon the ply 2, the woman applies the sample to her lips for possible purchase. After use, the woman folds the card 2 toward her which eases the raised area 3. The woman then interlocks the notches 6 to secure the applicator portion 1 can then be carried by the woman with less risk of the sample leaking from the applicator portion 1.

Turning to FIG. 3, an alternate embodiment of the applicator portion of the present invention has two or more sub-plies 5. The first sub-ply 5a forms the base of the applicator portion 1. The first sub-ply 5a extends for the complete width and length of the card 2. The first sub-ply 5a folds longitudinally along the line 4. Upon both sides of the fold line 4, the applicator portion 1 has a second sub-ply, formed from two sub-ply halves 5b. The second sub-ply halves 5b have less width than half of the card 2 and less length than the card 2. The second sub-ply halves 5b provide the field 3 as manufactured by the methods previously described in FIG. 1. The second sub-ply halves 5b are generally symmetrically arranged about the fold line 4.

Another version of this applicator portion may be made of material that does not feature a raised or embossed area, as previously described, but may be made of material, or exhibits a coating on a material, that renders the applicator portion or area receptive to the cosmetic sample, and which, at the same time, is relatively impervious to the cosmetic sample so that it does not absorb into or through the applicator before usage. The applicator portion will still fold over on a pre-creased, printed, or perforated line, so that it may function as the original applicator portion as described herein. Another version may include either a raised or embossed area, or a non-raised applicator area, with an overlay cover material that is removed prior to usage, to maintain a hygienic deposit area for the cosmetic sample, when applied.

FIG. 4 now shows one preferred embodiment of the present invention of the cosmetic products applicator construction as it is assembled. The applicator construction 7 has an upper, or top, ply 8 above a lower, or bottom or base, ply 9, forming a sampling packet, which affixes to a release liner 10. The top ply is generally planar in extent and has a generally oval shape, a top surface 8a exposed to the user of the sampling packet of the applicator construction, and an opposite bottom surface 8b with a pattern of integral bosses, or projections 11. The projections extend away from the top ply and towards the base ply. The individual projections can have varying patterns and shapes as is known in the art. The projections can be formed by embossing, de-bossing, thermo-forming, cohesive, other adhesives, printing, laminated secondary plies, and like methods.

Beneath the top ply, the base ply 9 is generally a planar oval shape similar to that of the top ply. The base ply 9 has a top surface 9a and an opposite bottom surface 9b. The top surface 9a of the base ply receives the projections depending from the top ply. The top ply is joined to the bottom ply upon their mutual perimeter generally by heat sealing and like methods. The bottom surface 9b then has a layer of adhesive 13, as later shown in FIG. 6, preferably pressure sensitive, applied thereon for affixing the assembled plies of the applicator to the release liner 10. Though shown here as rectangular, the release liner can be of any useful shape for placing the applicator as a label upon a mail piece, magazine page, or like material. The release liner then permanently adheres to a carrier, card, magazine page, and like material. Alternatively, the release liner 10 can be removed from the bottom of the sampling packet and the sampling packet can then be directly adhered to the mail piece, magazine page, and like material by the pressure sensitive adhesive remaining on the bottom surface 9b of the bottom ply 9. In use, the top ply 8 is ultimately removed from the fixed bottom ply 9 and the top ply carries the sample of cosmetic for the consumer to use as desired.

When the top ply 8 is placed upon the bottom ply 9 to form a sampling packet and both are then affixed to the release liner 10, the applicator construction 7 appears from the top as shown in FIG. 5. The top ply and the base ply have a similar shape, with the negative image of the pattern of projections 11 being apparent in the top ply. The release liner holds the compact form of the two plies including a cosmetic sample therein.

The assembled sampling packet with attached release liner then appears in layers as shown in the sectional view of FIG. 6. The top ply 8 has a pattern where the integral projections 11 extend downwardly from the bottom surface 8b. The projections are spaced apart on two axes and retain a sample 12 of cosmetic placed or collected therein. The shaping of the projections, surface texture of the sample, and static charge retain the sample proximate to the bottom surface 8b of the top ply until used. In the preferred embodiment, the projections are bosses or round knob like hubs. The height of the boss from the top surface 8a is enough to retain...
the cosmetic sample between adjacent bosses and shallow enough to avoid perception by a woman during usage. The projections then abut the top surface 9a of the bottom ply 9. The projections generally rest upon the top surface without penetrating or deflecting into it. Upon the bottom surface 9b, a layer of adhesive 13 is applied that affixes the base ply along with the top ply to the release liner.

[0056] Looking more closely at the sample 12 within the top ply 8. FIG. 7 shows cosmetic sample retained between adjacent projections 11 here shown as bosses. The sample is retained side to side by adjacent projections and retained upon the top ply against gravity by surface tension and friction with the material of the top ply. The bosses each appear as a round swelling, similar to a smooth mound or knob. The bosses contact the skin of a woman on a minimum of surface area thus avoiding an adverse perception of bosses scraping across her skin. The knob or hub like shape retains the cosmetic sample during manufacturing and transport yet readily releases the sample upon the woman's skin when the woman grips the top ply 8 and moves the bottom surface 9b with the bosses upon her skin. The cosmetic sample is generally less than 5 mils thick. The present invention retains the sample in the top ply during packaging and handling of the applicator by printers and eventually by end users.

[0057] FIG. 8 illustrates an alternate embodiment of the present invention. The top ply 8 has its top surface 8a with a pattern of projections 11 thereon. The projections extend downwardly as before. The projections leave a limited appearance of a negative image upon the top surface that permits printing 14, advertising, or other indicia to be placed thereupon. The top surface can display a message or printing visible to the user before removing the top ply for application of the cosmetic sample contained therein. With the top ply removed during usage, the top surface 9a of the bottom ply 9 is exposed upon the release liner affixed to a carrier. In this alternate embodiment, the top surface of the bottom ply can be seen by the user and thus printing 14, advertising, or other indicia can be placed thereon as well. This alternate embodiment provides at least two surfaces capable of receiving and then displaying printing for viewing by the end user.

[0058] From the aforementioned description, a cosmetic products applicator has been described. The applicator portion is uniquely capable of individual sampling of lipstick from bulk containers and for retaining a cosmetic in the removable top ply. The projections or bosses of the top ply do not create an adverse perception upon the skin of the woman users. The applicator may be manufactured from many materials, including but not limited to, paper, polymer, polyethylene, polypropylene, polyvinyl chloride, nylon,TESLIN, Saran, ferrous and non-ferrous metal foils and their alloys, and composites.

We claim:

1. A cosmetic applicator construction for distributing to an end location upon a carrier substrate a cosmetic sampling packet having a removable applicator portion for individualized and personalized use by a user in the application of an uncontaminated sampling of a cosmetic at the end location, comprising:

   a multi-ply sampling packet including an upper ply and a lower ply of generally similar overall shape, said upper and lower plies each having top and bottom surfaces;

   a release liner adhered to the bottom surface of said lower ply;

   said lower ply of said sampling packet having an adhesive disposed on the bottom surface thereof effective to secure said release liner to said bottom surface of said lower ply at least prior to the distribution of said sampling packet;

   said sampling packet being positionable upon a carrier substrate at a desired position and affixable to the carrier substrate to thereafter generally maintain said sampling packet affixed to the carrier substrate for distribution of the carrier substrate to the end location;

   said upper ply of said thus affixed sampling packet including a plurality of rounded integral projections depending from said bottom surface of said upper ply towards said top surface of said lower ply and serving to distance said upper and lower plies of said sampling packet from one another in the area of said projections to define a cosmetic sample reservoir area between said bottom surface of said upper ply and said top surface of said lower ply, said projections extending generally downwardly from said upper ply as an embossed pattern and flexographic print, said projections being so laterally spaced from one another and positioned relative to one another to be capable of retaining between said projections, upon the introduction of a sample of a cosmetic therebetweent, against the downward effect of gravity, a sample of a cosmetic, said projections defining a cosmetic applicator area;

   said upper and lower plies of said thus affixed sampling packet being secured to one another so as to form a separable seal therebetweent generally effective to maintain the assembled integrity of said sampling packet during distribution of said sampling packet upon the carrier substrate but breachable by a user at the end location to allow the physical separation and removal of said upper ply from said lower ply of said sampling packet, with such removal then exposing said cosmetic applicator area for independent use by the user free of the remainder of said sampling packet remaining affixed to the carrier substrate, whereby said upper ply with said cosmetic applicator area forms a removable individualized cosmetic applicator portion thereafter available for independent individualized and personalized use and manipulation by the user free of the carrier substrate and the remainder of said sampling packet still associated with and affixed to the carrier substrate;

   whereby said sampling packet is mountable upon a carrier substrate for distribution of said sampling packet to the end location, with said applicator portion of said sampling packet being thereafter detachably removable from the remainder of said sampling packet for personalized and individualized use by the user, with the remainder of said sampling packet remaining affixed to the carrier substrate; and

   said removed upper ply being pliable and said cosmetic applicator area thereof being compressible against a body area of a user upon exposure of said cosmetic applicator area for use and application of said cosmetic applicator area to such body area by manipulation and movement by the user of said applicator portion, said projections being so configured to release at least a portion of the sample of cosmetic retained therebetweent as the cosmetic applicator area is being compressed and moved across such body area, such compression and movement of said cosmetic applicator area thus effect-
ing personalized distribution to such body area of the sample of cosmetic retained at said cosmetic applicator area.

2. The cosmetic applicator construction of claim 1 wherein a sample of a cosmetic is introduced into said cosmetic applicator area prior to affixation of said sampling packet to a carrier substrate.

3. The cosmetic applicator construction of claim 1 wherein said cosmetic applicator area is devoid of cosmetic as the sampling packet is provided for use upon a carrier substrate and said cosmetic applicator area, upon removal of said top ply from said bottom ply, is movable into an uncontaminated cosmetic source to effect retention thereof of a sample of such cosmetic, which sample can thereafter be applied to such body area of the user; and whereby contamination of such cosmetic source can be obviated and an uncontaminated sample can be applied to the user.

4. The cosmetic applicator construction of claim 1 wherein a sample of a cosmetic is introduced into said cosmetic sample reservoir area prior to affixation of said sampling packet to a carrier substrate.

5. The cosmetic applicator construction of claim 4 wherein said projections are vertically compressible against said top surface of said lower ply to effect contact of said projections with the sample of the cosmetic in said cosmetic sample reservoir and distribution of at least a portion thereof between said projections to form the sample retained between said projections.

6. The cosmetic applicator construction of claim 1 wherein:

- said release liner is adhered to said lower ply by a pressure sensitive adhesive;
- said top surfaces of said upper and lower plies have indicia displayed thereon, said indicia on said top surface of said upper ply being visible on the top of said sampling packet during distribution thereof upon the carrier substrate, said indicia on said top surface of lower ply becoming visible upon removal of said upper ply from said lower ply;
- said upper and lower plies are heat sealed to one another about their mutual perimeters in the assembly of said sampling packet prior to distribution; and said projections dimple downwardly from said bottom surface of said upper play and are so spaced from one another and configured to avoid scraping the skin of the user, said projections formed by mechanical embossing or printing, wherein said printing includes one of silk screen, offset, rotogravure, flexography, or deposition, with said flexography including the usage of one of conventional inks, offset inks, flexographic inks, ultraviolet cured inks, and thermographic heat set inks, and wherein said deposition includes one of thermal forming, vacuum forming, casting, heat treatment, electrostatic treatment, spraying, extruding, adhesives, and cohesives.

7. The cosmetic applicator construction of claim 1, wherein said upper ply, following removal from said lower ply at the end location, is foldable along a fold line and has notches provided along its side edges on opposite sides of said fold line disposed to interlock with one another to hold the upper ply in a folded condition with the bottom surface of said upper ply and the cosmetic applicator area thereof disposed inside the fold.

8. The cosmetic applicator construction of claim 1 wherein said sampling packet is positionable upon a carrier substrate with said release liner disposed upon the carrier substrate at a desired position and with said release liner being thereafter affixable to the carrier substrate to bind said release liner with said sampling packet adhered thereto to the carrier substrate for subsequent distribution of the carrier substrate with the affixed release liner and attached sampling packet to the end location.

9. The cosmetic applicator construction of claim 1 wherein said lower ply of said sampling packet has a pressure sensitive adhesive disposed on the bottom surface thereof to effect releasable adherence of said release liner to said bottom surface of said lower ply, said pressure sensitive adhesive configured to remain secured to the bottom surface of said lower ply upon removal of said release liner from said lower ply and to maintain its pressure sensitive adhesive properties to be able to thereafter affix said sampling packet to the carrier substrate upon the application of force by a user to effect affixation of said sampling packet to the carrier substrate for distribution of the sampling packet upon the carrier substrate.

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