

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
28 June 2007 (28.06.2007)

PCT

(10) International Publication Number
WO 2007/072040 A1

(51) International Patent Classification:

A45D 26/00 (2006.01) **B65D 83/14** (2006.01)
A45D 27/44 (2006.01) **A45D 40/00** (2006.01)
A45D 40/26 (2006.01)

(21) International Application Number:

PCT/GB2006/004895

(22) International Filing Date:

22 December 2006 (22.12.2006)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

0526360.3 23 December 2005 (23.12.2005) GB

(71) Applicant (for all designated States except US):

RECKITT BENCKISER (UK) LIMITED [GB/GB];
103-105 Bath Road, Slough, Berkshire SL1 3UH (GB).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **ALDEN, Mike**
[GB/GB]; Reckitt Benckiser (UK) Limited, Dansom Lane,
Hull HU8 7DS (GB). **ARTHUR, Carol** [GB/GB]; Reckitt
Benckiser (UK) Limited, Dansom Lane, Hull HU8 7DS
(GB). **HAMMOND, Geoffrey, Robert** [GB/GB]; 574

James Reckitt Avenue, Hull HU8 0LG (GB). **NORTON, Paul** [GB/GB]; Reckitt Benckiser (UK) Limited, Dansom Lane, Hull HU8 7DS (GB). **PRATT, Mary** [GB/GB]; Reckitt Benckiser (UK) Limited, Dansom Lane, Hull HU8 7DS (GB). **RICHARDSON, Craig** [GB/GB]; Reckitt Benckiser (UK) Limited, Dansom Lane, Hull HU8 7DS (GB). **WALKER, David** [GB/GB]; Reckitt Benckiser (UK) Limited, Dansom Lane, Hull HU8 7DS (GB).

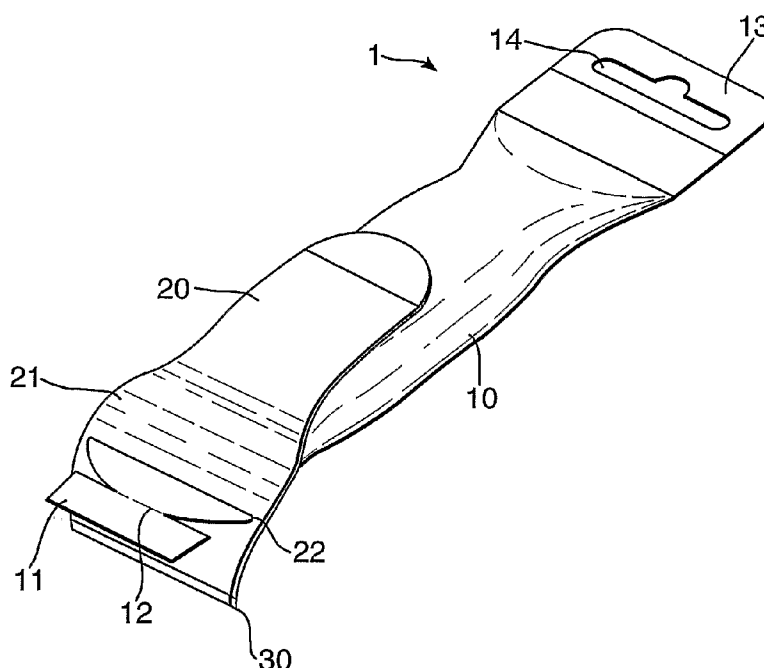
(74) Agents: **BOWERS, Craig, M.** et al.; Legal Department - Patents Group, Reckitt Benckiser plc, Dansom Lane, Hull HU8 7DS (GB).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH,

[Continued on next page]

(54) Title: DEPILATORY CREAM DISPENSER



(57) Abstract: A disposable package (1) for dispensing a depilatory cream product onto the skin of a user the package containing depilatory cream and having a dispensing opening (12), a product application surface (21) onto which the opening is arranged to dispense the cream, and a product removal edge (30) for scraping the cream from the skin of the user.

WO 2007/072040 A1



GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

- 1 -

Depilatory Cream Dispenser

The present invention relates to a package for a depilatory cream.

5

It is common for depilatory cream to be supplied in a tube containing enough cream for a number of applications.

Alternatively, the cream may be provided in a single use sachet. In some cases, in order to facilitate the

10 application and removal of the cream, a separate spatula is provided.

An example of such a depilatory cream product is the VEET^{RTM} RaseaTM BladelessTM Kit. The kit comprises a canister of

15 depilatory cream and a bladeless tool for scraping the cream from the skin. The user applies the cream to their hair with their fingers and removes the cream with the bladeless tool after a set period of time. The bladeless tool comprises a handle and a head, the head having a number of
20 flexible rubber strips that conform to the shape of the users body to facilitate removal of the cream.

The present invention is directed at providing a more convenient dispensing package.

25

According to the present invention there is provided a disposable package for dispensing a depilatory cream product onto the skin of a user, the package containing depilatory cream and having a dispensing opening, a product application
30 surface onto which the opening is arranged to dispense the cream, and a product removal edge for scraping the cream from the skin of the user.

CONFIRMATION COPY

- 2 -

The package of the present invention provides a convenient, self contained way to store, dispense and remove depilatory cream. The package may easily be carried in a handbag or item of luggage for use away from home without the need to
5 carry a larger tube of cream and a separate spatula. The package is ideally suited for sale from a vending machine.

In a preferred example the product application surface is a convex curved surface. The provision of a convex curved
10 application surface makes application of the cream easier. Preferably, the product removal edge is located at the end of the curved surface in order to provide a simple structure.

15 In one example the product removal edge is provided with an insert which comprises a material of greater flexibility than the product application surface allowing the product removal edge to conform more easily to the contours of the user's body.

20

Preferably, the cream is stored on a first side of the product application surface and the dispensing opening is arranged to dispense the cream onto a second side of the product application surface. This configuration provides
25 the benefit that a larger area of the product application surface is available for the application of the cream as the container does not overlie a portion of the application surface.

30 Examples of a package for dispensing and removing depilatory cream will now be described with reference to the accompanying drawings, in which:

- 3 -

Figure 1 is perspective view of a package according to the present invention;

Figure 2 is a side view of the package of Figure 1;

5

Figure 3 is a perspective view of the package in use applying cream to the skin;

Figure 4 is a perspective view of the package in use

10 removing the cream from the skin;

Figure 5 is an exploded perspective view of an alternative package according to the present invention; and

15 Figure 6 is a sectional side view of the package of Figure 5.

Figure 1 shows a disposable package 1 comprising a sachet 10 and a spatula 20. The package 1 is approximately 5cm in
20 width and approximately 15cm in length. These dimensions facilitate a comfortable grip of the package 1 for the user. The package 1 will generally contain sufficient depilatory cream to remove the hair, for example, from the lower halves of two legs.

25

The sachet 10 will generally be fabricated from a laminate material. However, the sachet 10 may be substituted with any deformable container such as a plastic bottle, or a thermoformed blister pack. The spatula 20 will generally be
30 fabricated from a plastic material such as polypropylene. The sachet 10 and spatula 20 are glued together and arranged so that, when opened, the sachet 10 dispenses the cream onto

- 4 -

the outer surface of the spatula 20 (as will be described below). Alternatively, the sachet 10 and spatula 20 may be formed of a single continuous moulding.

- 5 The sachet 10 has a tab 11 that is attached to the sachet 10 at an opening 12. The opening 12 may be notched for easy tear or may have a line of weakness for easy tear. The spatula 20 is of a curved shape with a product removal edge 30 located at one end thereof. The product removal edge 30 is fabricated from a flexible rubber material such as thermoplastic elastomer. However, the product removal edge 30 may be integral with the spatula 20 or fabricated from any other appropriate material.
- 10
- 15 The sachet 10 also has an end tab 13 with a hole 14 to allow the package 1 to be hung, for example, from a rail in a shop or in a vending machine.

The outer surface of the spatula 20 forms a product application surface 21. The spatula 20 further comprises a slot 22 through which the tab 11 of the sachet passes. Prior to use, the tab 11 is removed to provide an opening 12 through which the depilatory cream may be squeezed onto the product application surface 21.

- 25
- Figure 3 shows the package 1 in use during application of the depilatory cream onto a user's lower leg 100. As shown, the user applies the cream by squeezing the cream from the sachet 10 onto the product application surface 21 and then using the product application surface 21 to spread the cream evenly onto the leg.
- 30

- 5 -

After a set period of time the cream is removed along with the unwanted hair. Figure 4 shows the package 1 in use during removal of the cream. The user turns the package 1 over so that the product removal edge 30 is positioned to
5 scrape off the cream. As shown, the portion of the spatula 20 attached to the sachet 10 provides a support surface for the user's fingers allowing pressure to be applied to the product removal edge 30. The flexible rubber material of the product removal edge 30 facilitates removal of the cream
10 as it is able to conform to the shape of the user's leg.

Figure 5 shows an exploded view of an alternative package 200 for storing and dispensing depilatory cream. The package 200 comprises a spatula tool 300, a sachet cartridge
15 400 and a pressure pad 500.

The spatula tool 300 comprises a handle portion 350 and a product application surface 321. The handle portion 350 has a plurality of ridges 355 to improve grip and a recess 360
20 for receiving the sachet cartridge 400 (as described below). The spatula tool 300 further comprises a pin 340 located in recess 360 for holding the sachet cartridge 400 in place. The product application surface 321 comprises a slot 322 and a product removal edge 330.

25 The pressure pad 500 comprises a plurality of ridges 520 on its outer surface 510 and flange 540 on its inner surface 530. The pressure pad 500 is arranged to fit within and slide along recess 360.

30 Sachet cartridge 400 comprises a central container portion 415, an end tab 413 having a hole 414 and an opening tab

- 6 -

411. The opening tab 411 is attached to the container portion 415 at line of weakness 412.

As shown in Figure 6, the sachet cartridge 400 and pressure pad 500 are located within recess 360 of spatula tool 300. Opening tab 411 passes through opening 322 in product removal surface 321 and pin 340 passes through hole 414 to hold the sachet cartridge 400 in place.

10 Pressure pad 500 is initially located adjacent to pin 340 and flange 540 is located adjacent to end tab 413 of sachet cartridge 400. Pressure pad 500 is able to slide within recess 360 towards the product application surface 321 when pressure is applied to the pressure pad 500 by the user.

15

In use, the user removes opening tab 411 along the line of weakness 412 to provide an opening in the sachet cartridge 400. The user then dispenses the depilatory cream onto the product application surface 321 by sliding pressure pad 500 along recess 360. The user may then spread the depilatory cream onto their leg (or other area) with the product application surface 321. After a set period of time the user removes the depilatory cream with product removal edge 330. After use part, or all, of the package 200 may be disposed of.

25

In an alternative example, package 200 may be provided without pressure pad 500. In this case the user dispenses the depilatory cream onto the product application surface 321 by squeezing the cream from the sachet cartridge 400 with their thumb.

30

- 7 -

Claims:

1. A disposable package for dispensing a depilatory cream product onto the skin of a user the package containing
5 depilatory cream and having a dispensing opening, a product application surface onto which the opening is arranged to dispense the cream, and a product removal edge for scraping the cream from the skin of the user.
- 10 2. The package of any preceding claim wherein the product application surface is a convex curved surface.
3. The package of claim 2 wherein the product removal edge is located at the end of the curved surface.
- 15 4. The package of any preceding claim wherein the product removal edge is provided with an insert which comprises a material of greater flexibility than the product application surface.
- 20 5. The package of any preceding claim wherein the cream is stored on a first side of the product application surface and the dispensing opening is arranged to dispense the cream onto a second side of the product application surface.

25

30

1/4

Fig.1.

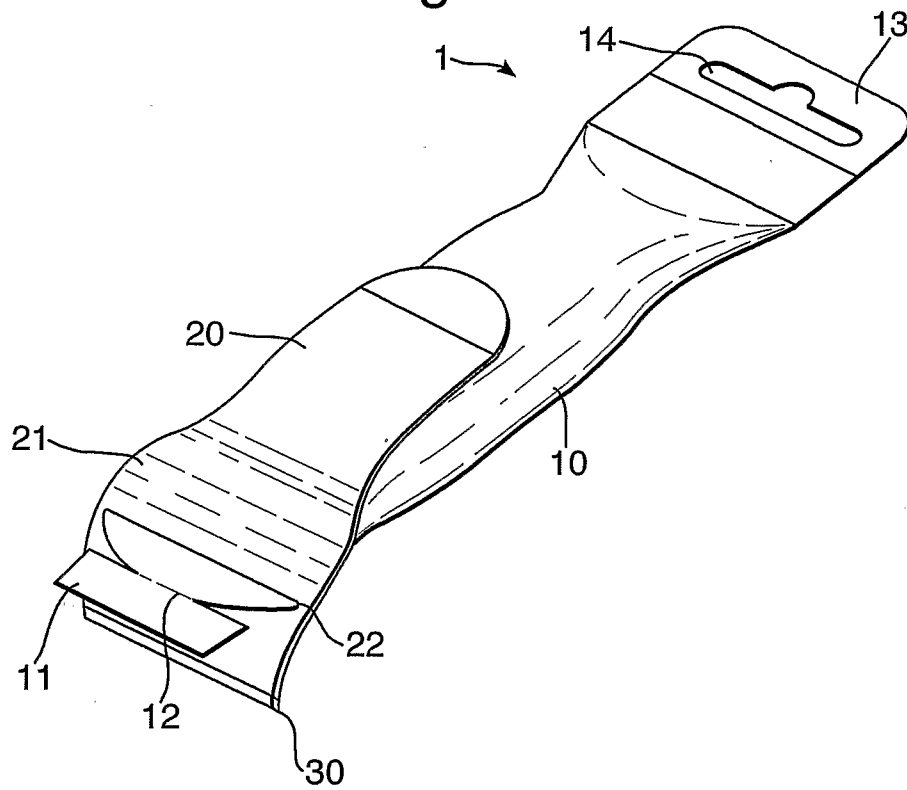
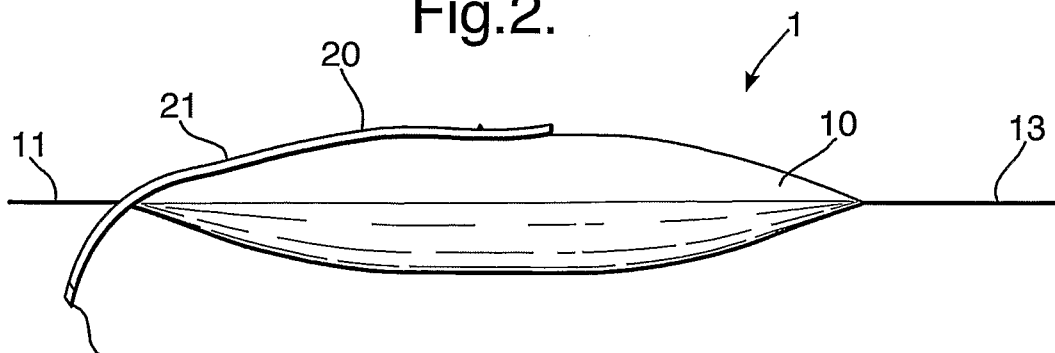


Fig.2.



2/4

Fig.3.

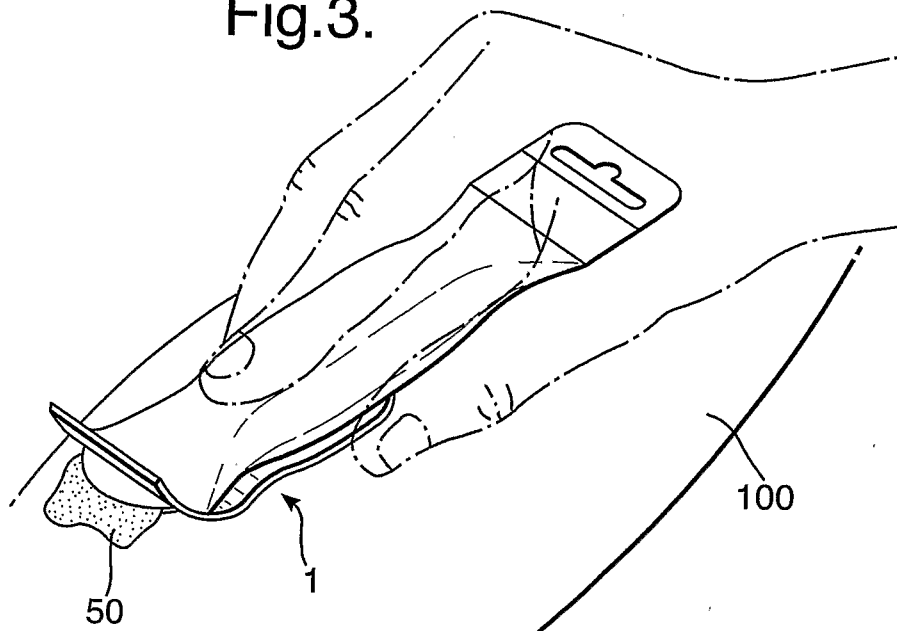
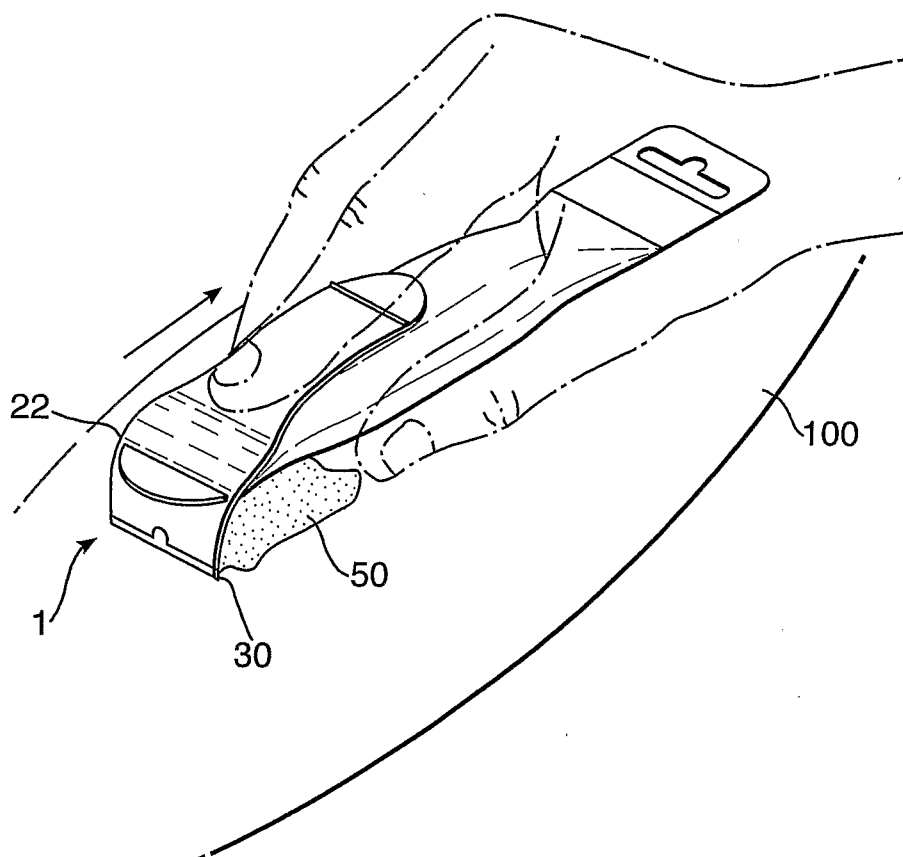


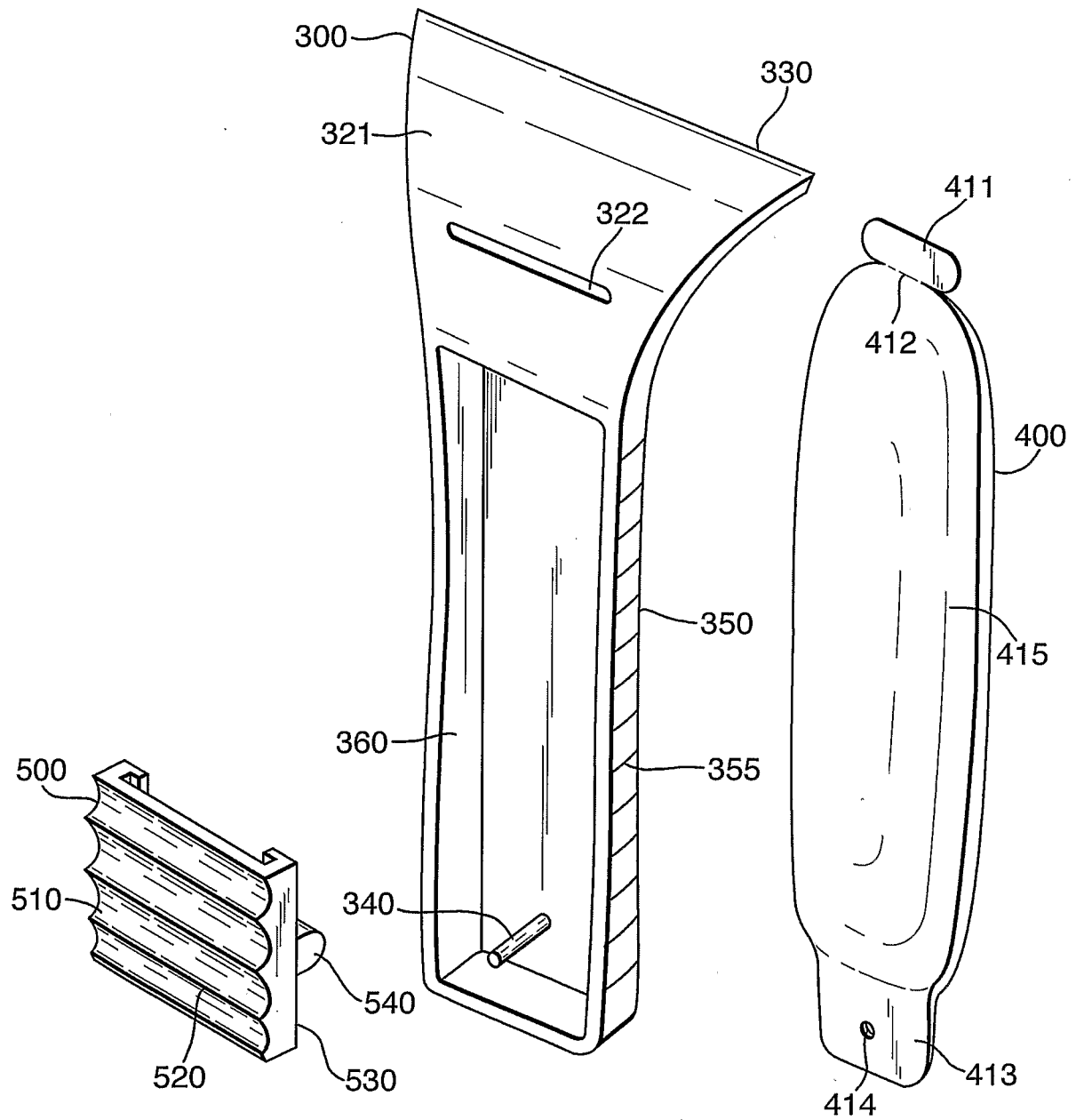
Fig.4.



3/4

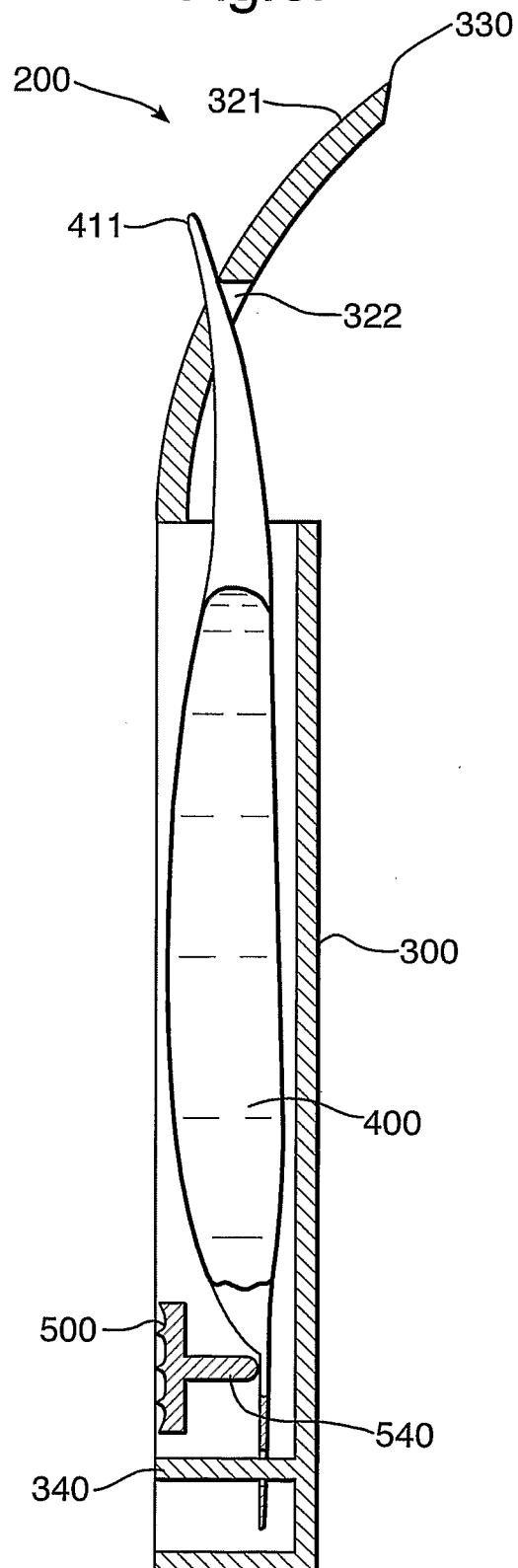
200

Fig.5.



4/4

Fig.6.



INTERNATIONAL SEARCH REPORT

International application No
PCT/GB2006/004895

A. CLASSIFICATION OF SUBJECT MATTER INV. A45D26/00 A45D27/44 A45D40/26 B65D83/14 ADD. A45D40/00		
According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) A45D B65D		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
Electronic data base consulted during the international search (name of data base and, where practical, search terms used) EPO-Internal		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	GB 1 390 153 A (GUIDOTTI C SPA LAB) 9 April 1975 (1975-04-09) the whole document	1-3
X	DE 203 14 632 U1 (LINDAL VENTIL GMBH [DE]) 27 January 2005 (2005-01-27) paragraphs [0038] - [0042]; figures 10-13	1, 3, 5
A	DE 101 14 370 A1 (WILLMEN HANS RAINER [DE]) 10 October 2002 (2002-10-10) the whole document	5
A	WO 2004/107909 A (RECKITT BENCKISER UK LTD [GB]; BOSSARD ISABELLE [GB]; DIBNAH CARL [GB]) 16 December 2004 (2004-12-16) the whole document	4
☐ Further documents are listed in the continuation of Box C. ☒ See patent family annex.		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier document but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art. "&" document member of the same patent family		
Date of the actual completion of the international search 7 May 2007		Date of mailing of the international search report 14/05/2007
Name and mailing address of the ISA/ European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016		Authorized officer Dinescu, Daniela

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/GB2006/004895

Patent document cited in search report		Publication date	Patent family member(s)	Publication date
GB 1390153	A	09-04-1975	AT 337072 B	10-06-1977
			AT 549473 A	15-09-1976
			BE 801454 A1	15-10-1973
			CH 566913 A5	30-09-1975
			DE 2331695 A1	17-01-1974
			DE 7323186 U	13-05-1976
			DK 130732 B	07-04-1975
			FR 2190689 A1	01-02-1974
			IT 960445 B	20-11-1973
			LU 67890 A1	31-08-1973
			NL 7308820 A	02-01-1974
			NO 136570 B	20-06-1977
			SE 383090 B	01-03-1976
DE 20314632	U1	27-01-2005	EP 1516828 A2	23-03-2005
DE 10114370	A1	10-10-2002	NONE	
WO 2004107909	A	16-12-2004	AT 330503 T	15-07-2006
			AU 2004244791 A1	16-12-2004
			BR PI0410900 A	29-08-2006
			CA 2527237 A1	16-12-2004
			EP 1534098 A1	01-06-2005
			ES 2263142 T3	01-12-2006
			GB 2402332 A	08-12-2004
			JP 2006527015 T	30-11-2006
			MX PA05013103 A	17-03-2006