



US 20040187885A1

(19) **United States**(12) **Patent Application Publication**
Strong et al.(10) **Pub. No.: US 2004/0187885 A1**(43) **Pub. Date: Sep. 30, 2004**(54) **APPLICATION DEVICES AND BRUSHES
FOR USE THEREWITH****Publication Classification**(76) Inventors: **Teresa Strong**, West Sussex (GB); **Paul
Kearsley**, West Sussex (GB)(51) **Int. Cl.⁷** **A45D 42/02**(52) **U.S. Cl.** **132/301**

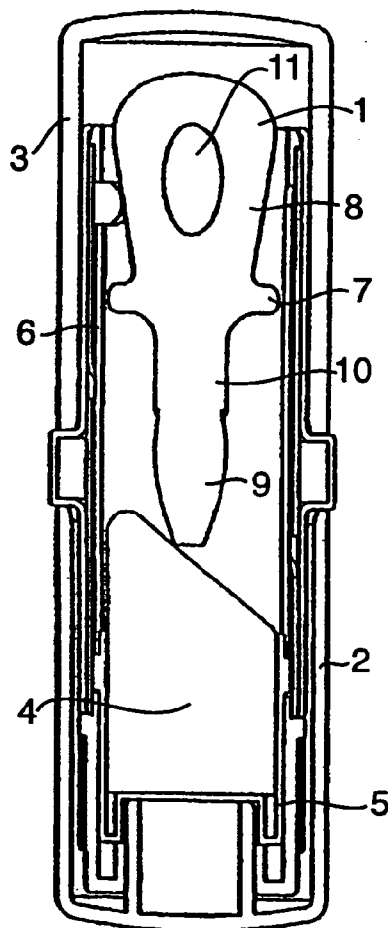
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185 Asylum Street
Hartford, CT 06103-3402 (US)(57) **ABSTRACT**

A cosmetics brush [[1]] for applying lipstick that can be stored within a lipstick tube [[6]] containing a partially used lipstick [[4]], thus allowing the brush [[1]] to be conveniently stored and transported when not required for application of lipstick. The invention additionally provides a mirror arrangement [[30]] for attachment to a lipstick tube so that the lipstick tube and mirror arrangement [[30]] can be conveniently carried together. The mirror arrangement [[30]] preferably comprises a rectangular portion of mirrored glass or plastic [[31]] sized to generally correspond to the length and width of a typical lipstick case, and may be attached to the lipstick case by a resilient band. The cosmetics brush 1 and mirror arrangement [[30]] may be used together and are particularly convenient for applying lipstick in a public place.

(21) Appl. No.: **10/483,349**(22) PCT Filed: **Jul. 10, 2002**(86) PCT No.: **PCT/GB02/03167**(30) **Foreign Application Priority Data**

Jul. 11, 2001 (GB) 0116965.5



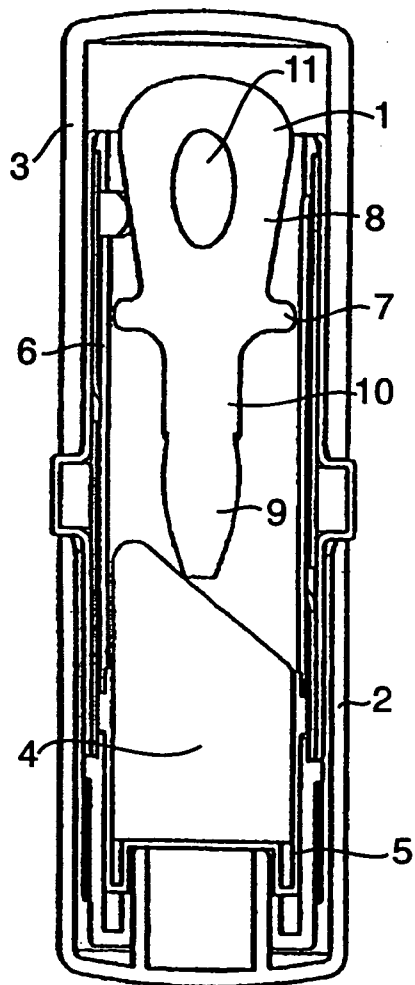


FIG. 1

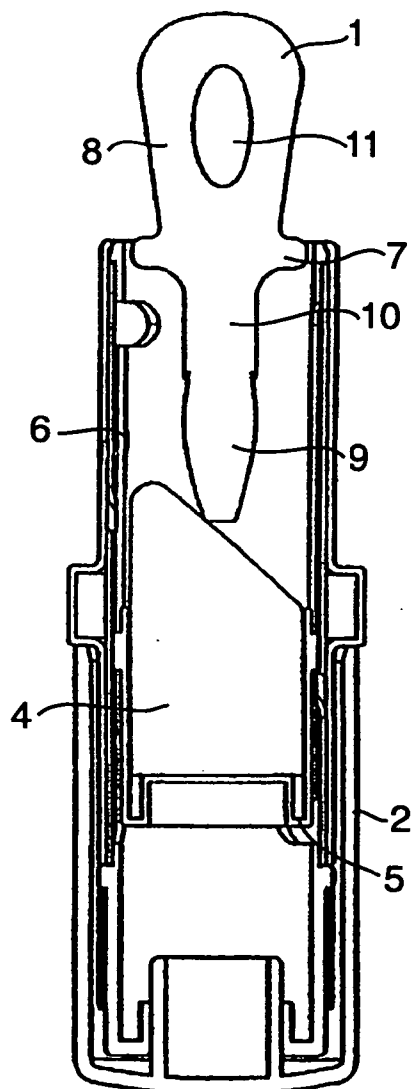
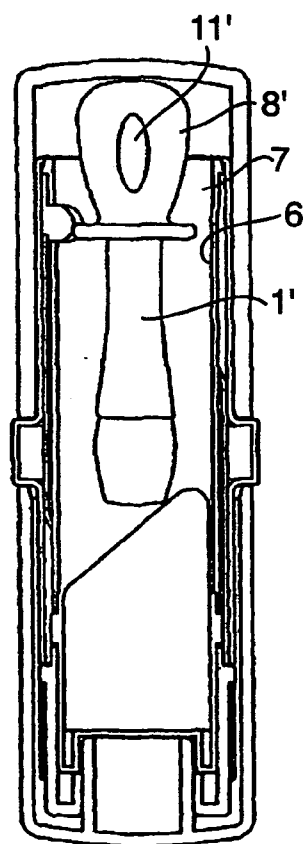
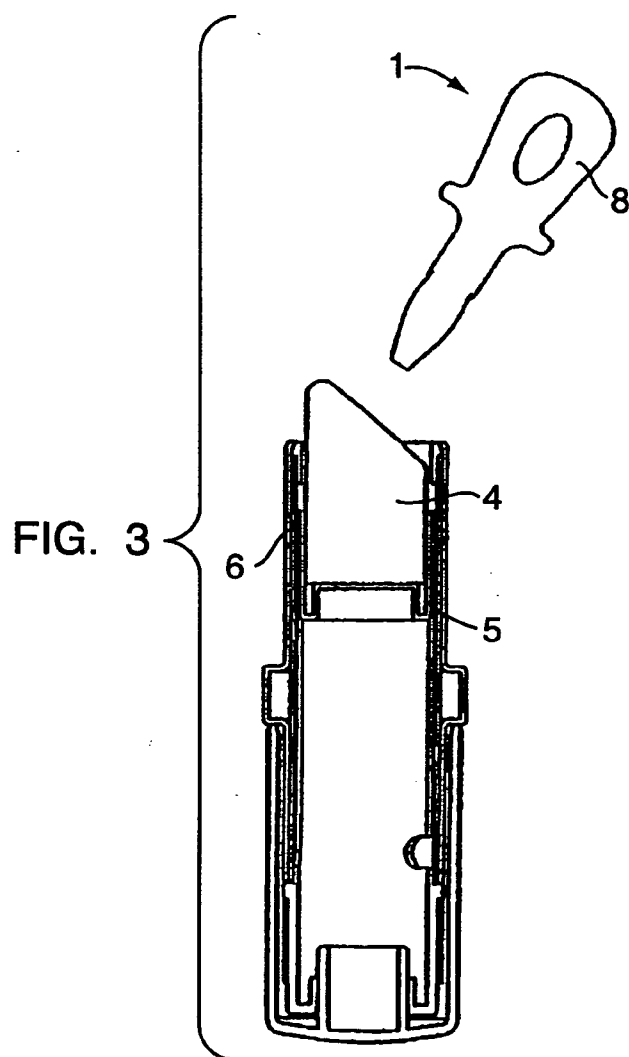
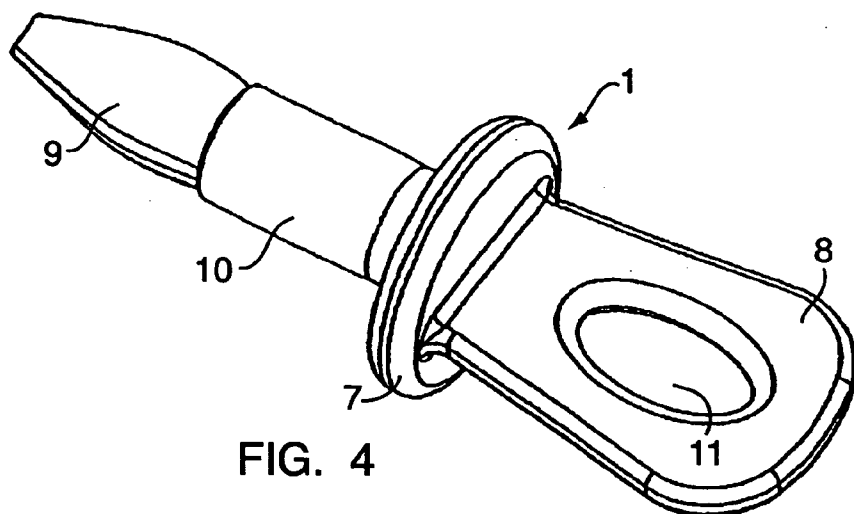
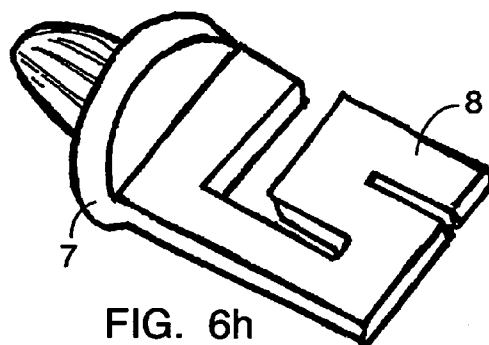
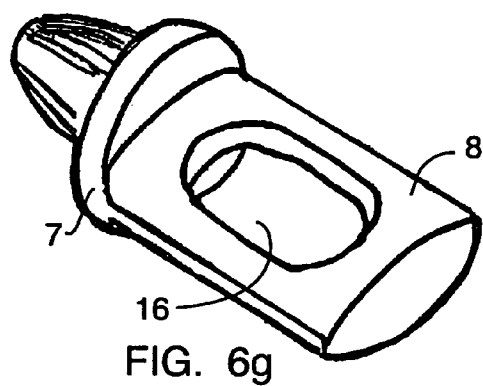
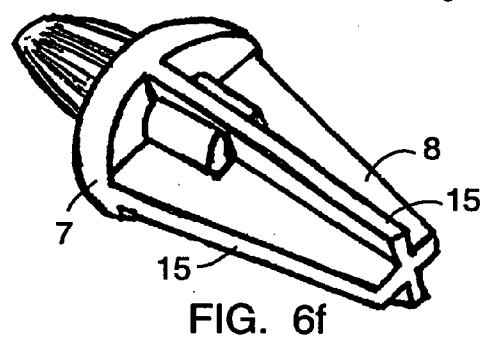
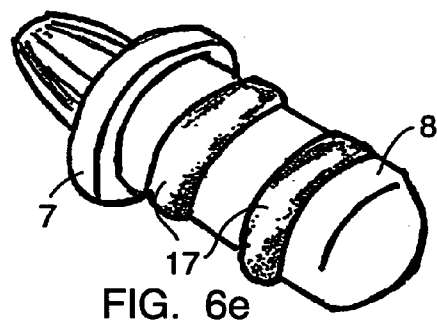
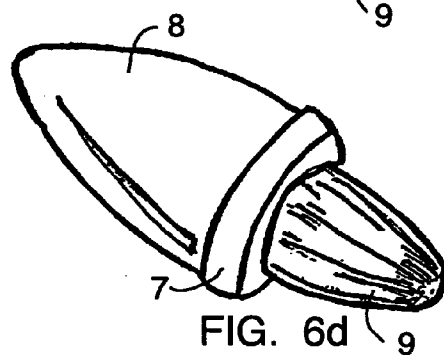
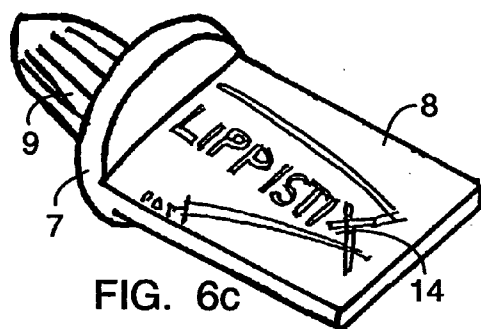
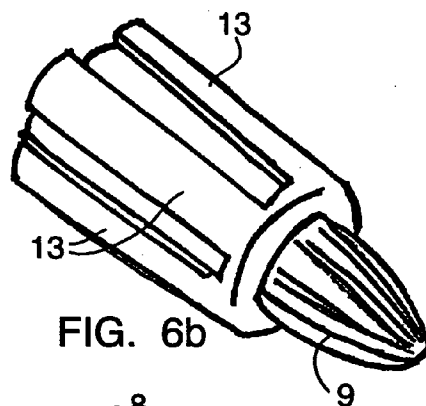
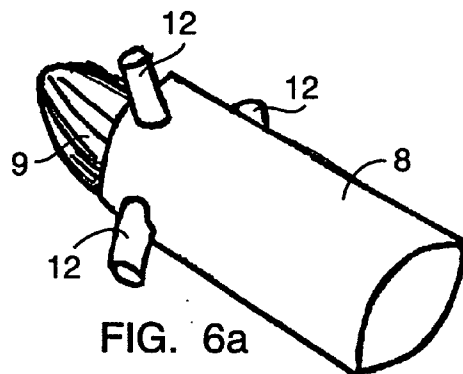
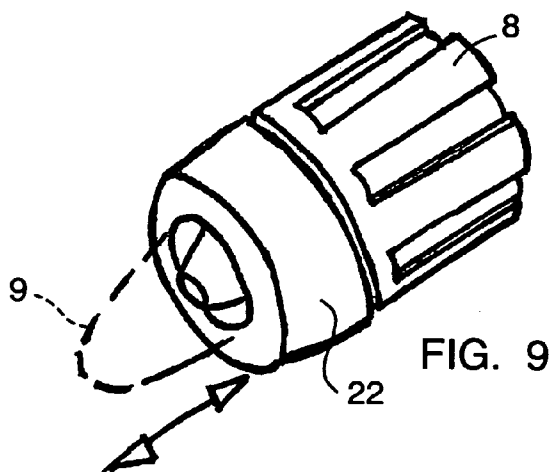
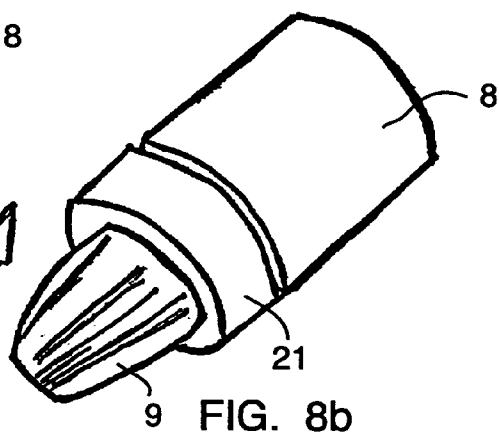
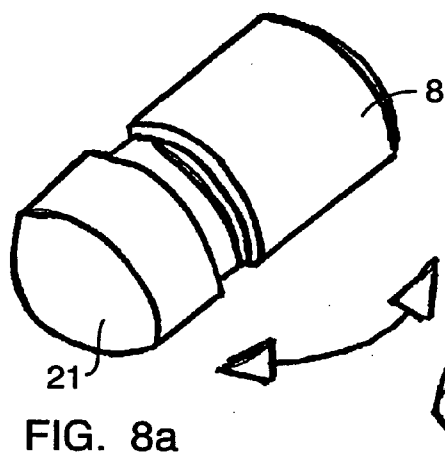
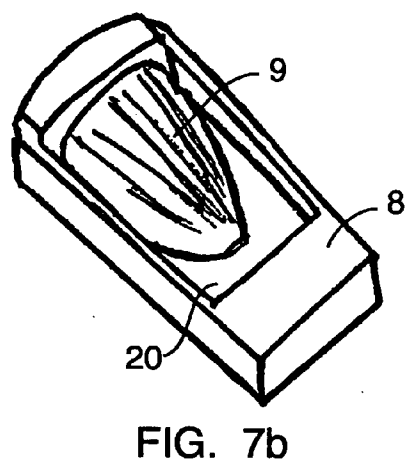
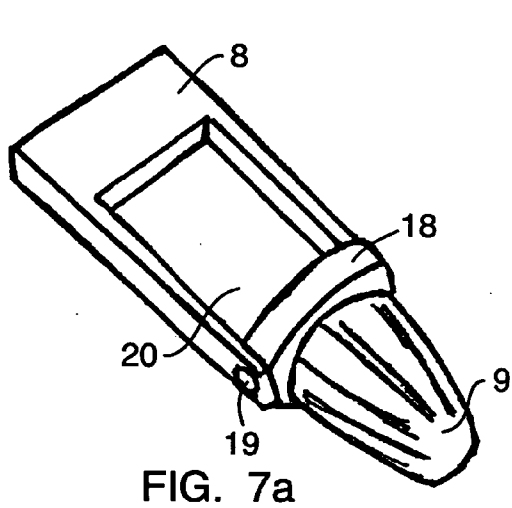


FIG. 2







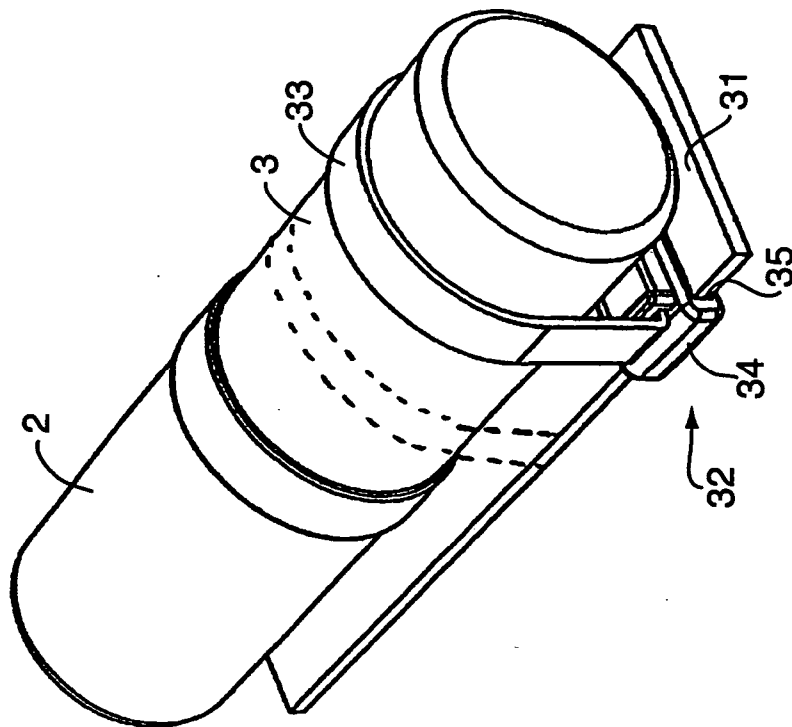


FIG. 11

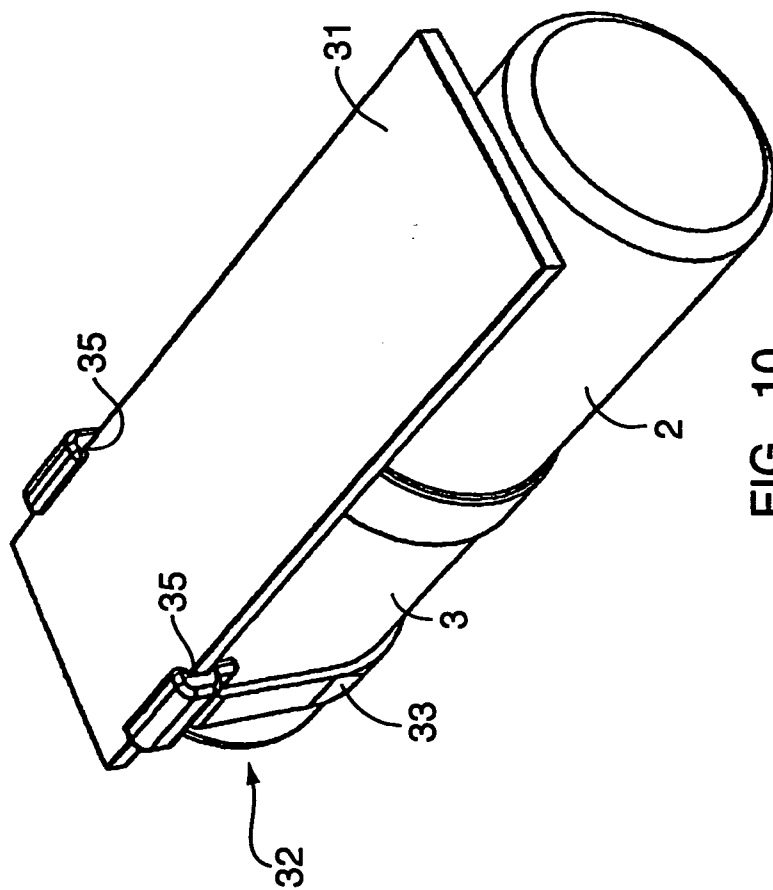
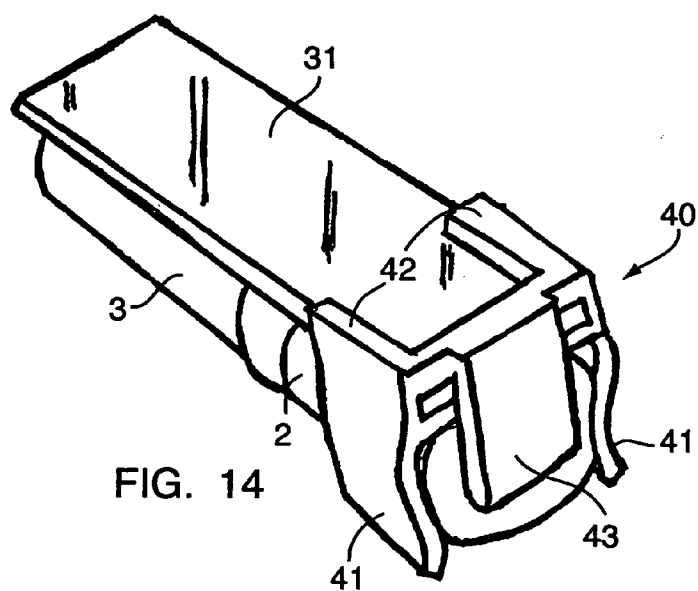
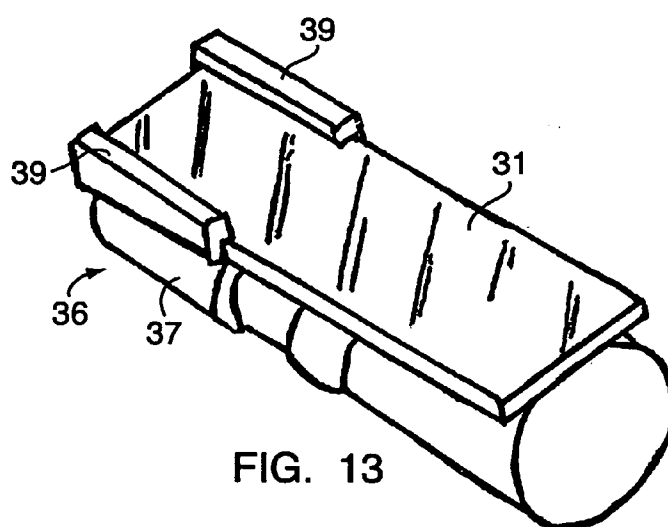
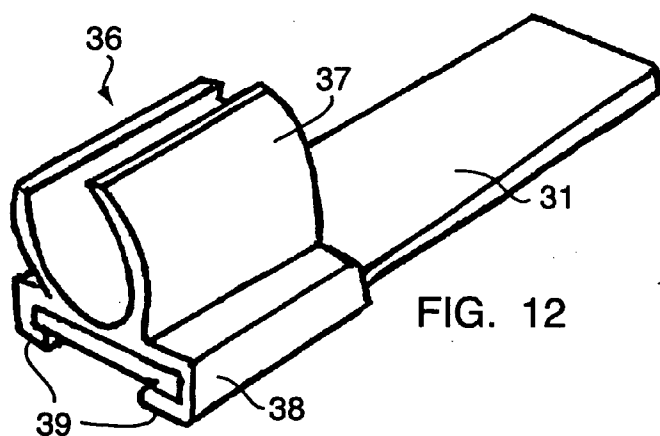


FIG. 10



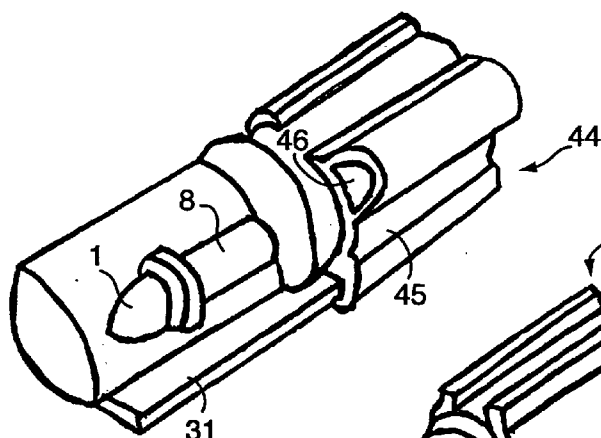


FIG. 15

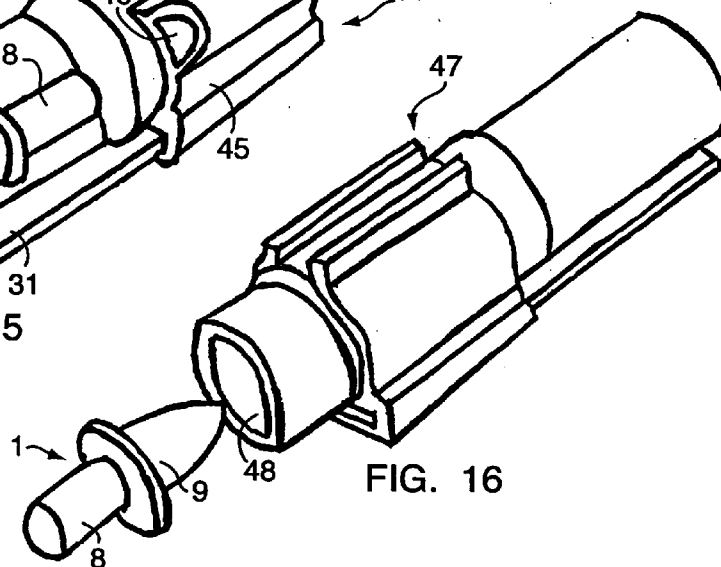


FIG. 16

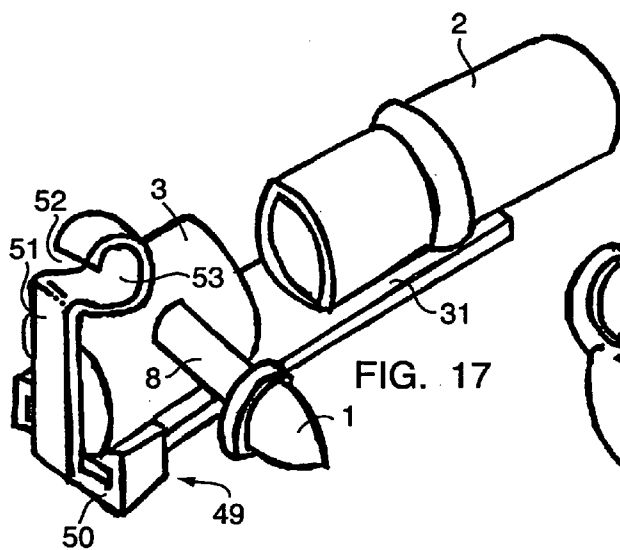


FIG. 17

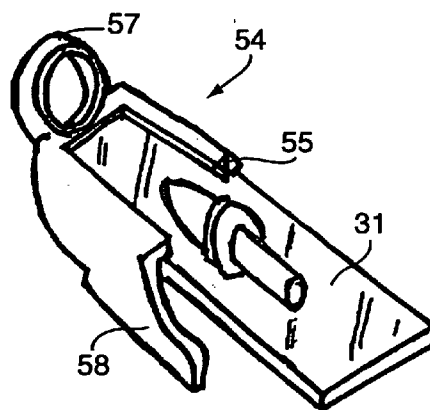


FIG. 18

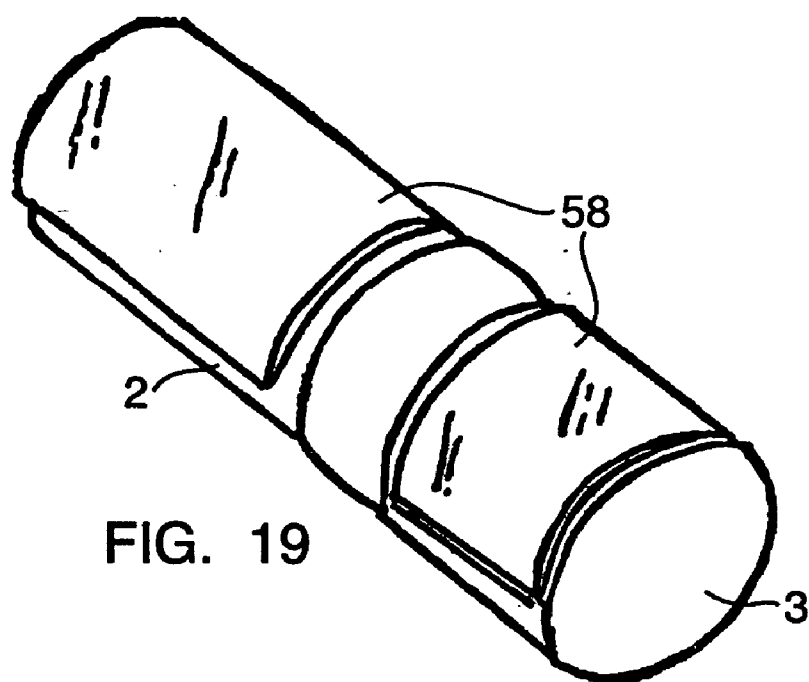


FIG. 19

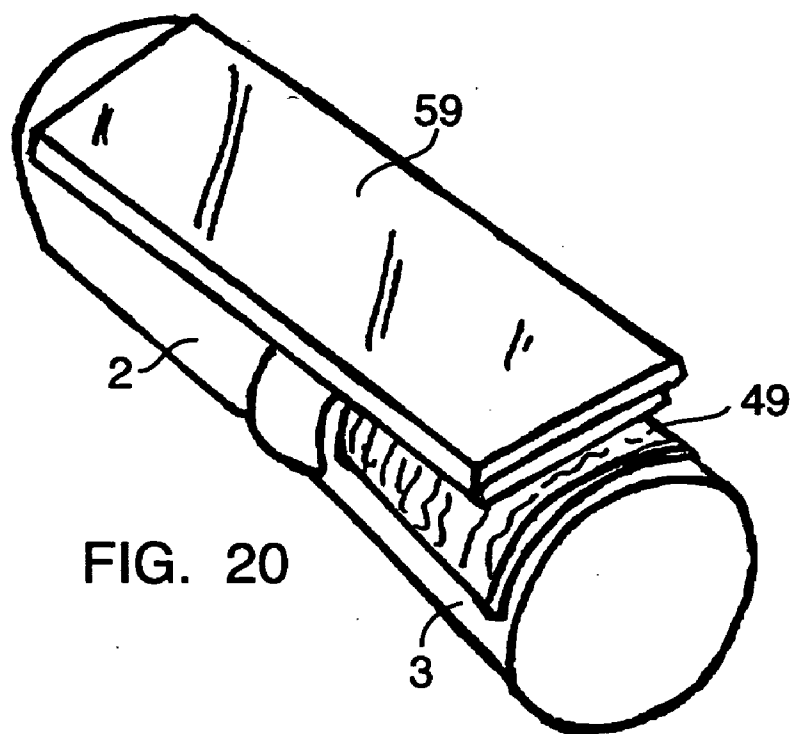


FIG. 20

APPLICATION DEVICES AND BRUSHES FOR USE THEREWITH

[0001] Applicants hereby claim foreign priority benefits under 35 U.S.C. § 119 of PCT Patent Application No. PCT/GB02/03167 filed Jul. 10, 2002 and Great Britain Patent Application No. 0116965.5 filed Jul. 11, 2001, the disclosures of which are herein incorporated by reference.

BACKGROUND OF THE INVENTION

[0002] 1. Technical Field

[0003] The present invention relates to devices for use in the application of products such as cosmetics, and more particularly to devices for use in the application of lipstick of the type provided in stick form and to brushes for use therewith.

[0004] 2. Background Art

[0005] Lipsticks in stick form, as opposed to liquid or palette type lipsticks, are widely used and typically comprise a stick of lipstick contained within a lipstick case. The term "lipstick" as used hereinafter is intended to encompass not only traditional cosmetic products for application of colour to the lips, but also other cosmetic products such as lip plumpers and concealer sticks, and also non-cosmetic products such as balms and so forth which are applied to the lips or other body areas from a tube.

[0006] Typically the lipstick is mounted in a pomade carrying cup which, after the cap of the case is removed, is movable up and down, e.g. through a cam mechanism, so as to expose it for use.

[0007] The problem with such arrangements is that some product is inevitably wasted, as it is retained within the pomade cup. The present invention aims to allow the use of the lipstick that is retained in the pomade carrying cup once the remainder of the stick of lipstick has been used. The present invention also aims to facilitate the convenient application of lipstick in a public place.

SUMMARY OF THE INVENTION

[0008] From a first aspect the invention provides, in combination, a lipstick comprising a tube receiving a stick of lipstick which is movable within the tube and a brush for applying the lipstick from a partially used stick of lipstick within the tube, wherein the brush is sized to be receivable within the lipstick tube such that the brush can be stored within the lipstick tube when not required.

[0009] From a second aspect, the present invention provides a cosmetics brush for applying lipstick from a partially used stick of lipstick contained within a lipstick tube, wherein the cosmetics brush is sized to be receivable within the lipstick tube such that the cosmetics brush can be stored within the lipstick tube when not required.

[0010] By providing a cosmetics brush that can be stored within a lipstick tube containing a partially used lipstick, the present invention allows the cosmetics brush to be conveniently stored and transported when not required for application of lipstick. As the brush is stored within the lipstick, there is no chance of it becoming lost within say a handbag or soiling articles within the handbag. Such a cosmetics brush is therefore particularly convenient for use when a

user wishes to apply lipstick in a public place since the brush can be easily stored when not required and quickly located when the user wishes to apply lipstick.

[0011] Preferably, the brush comprises a support portion which is adapted to limit the degree of movement of the brush laterally within the lipstick tube. The support portion thus may act to reduce the likelihood of the cosmetics brush, especially the handle of the brush, becoming soiled with lipstick that may be present on the interior walls of the lipstick tube. The support portion, by limiting the movement of the cosmetics brush, also allows the brush to have a more precise position within the interior of the lipstick tube, for example allowing the cosmetics brush to remain centred within the lipstick tube, so that a user can quickly and easily grasp the handle of the cosmetics brush to remove the brush from the lipstick tube.

[0012] From a further broad aspect therefore, the present invention provides a cosmetics brush for applying lipstick comprising an array of bristles at one end and a handle portion at the other end, the cosmetics brush including a support portion adapted to support the cosmetics brush when stored within a lipstick tube containing a partially used stick of lipstick.

[0013] Preferably the support portion is spaced from the end of the handle, and in a typical arrangement, the support portion may be located between approximately one third and half way along the length of the brush, that is one third and half way between the tip of the handle and the tip of the bristles.

[0014] The support portion may be sized to fit snugly within the interior of the lipstick tube such that movement of the cosmetics brush within the lipstick tube is substantially eliminated.

[0015] Thus the support portion one or more elements sized to substantially extend to the internal wall of the lipstick case. By providing elements that extend to the internal wall of the lipstick tube, the support portion reliably limits the degree of movement of the cosmetics brush within the lipstick case. Of course, it is not essential that the support element(s) extend to the wall of the case, and they may extend only partially theretowards, as this will still limit the degree of movement of the brush within the lipstick case and reduce the risk of soiling of the brush handle.

[0016] One particularly preferred form of support portion comprises a generally annular element that extends laterally from the longitudinal axis of the cosmetics brush. This not only provides support for the brush around its entire periphery, but also, when displaced from the handle end acts as a stop, preventing a user's fingers accidentally slipping down onto the bristles. Thus preferably the support portion comprises an annular flange extending from the brush handle.

[0017] In one arrangement the support portion of the cosmetics brush may include one or more resilient portions for engagement with the internal walls of the lipstick tube. For example, the support portion may include one or more portions of elastomeric material capable of deforming on insertion of the cosmetics brush into the interior of the lipstick tube. In this way, unwanted movement of the cosmetics brush within the lipstick tube is further reduced.

[0018] In preferred arrangements, the support portion extends a relatively short length along the body of the brush.

Alternatively, however, the support portion may extend a relatively large length along the brush and may in fact extend the entire length of the handle, so that the support member and the handle are formed by one and the same element.

[0019] The handle portion of the brush may take any suitable form but is preferably adapted to be gripped by the fingers of a user.

[0020] In one preferred form, the handle is generally planar thus providing a relatively large surface area that can be grasped by a user. Such a configuration also provides adequate space between the faces of the handle and the interior walls of the lipstick tube so that a user can insert the tips of their fingers sufficiently far into the lipstick tube to allow the handle to be grasped.

[0021] The handle is preferably provided with means to improve the grip that a user will have on the brush when in use. The handle may therefore include textured or grip portions that can be more easily gripped by the fingers of a user. It may also be preferable to form one or more portions of the handle from a high friction material, such as a rubberised material, to again improve the grip that can be achieved in the fingers of a user.

[0022] In a yet further arrangement, one or more apertures may be formed through the handle to improve the grip. Such an arrangement allows the tips of the fingers of a user to obtain a better grip on the handle of the brush and to manoeuvre the brush more easily when used to apply lipstick.

[0023] The length of the cosmetics brush is preferably such that, when located within the partially used lipstick, a portion of the handle protrudes from the open end of the lipstick tube so as to facilitate removal of the brush from the tube.

[0024] It will be appreciated that the invention extends to a method of applying residual lipstick using a brush, and from a further aspect the present invention provides a method of applying residual lipstick from a lipstick tube using an applicator brush which is stored within the lipstick tube when not required.

[0025] The above method requires the use of a cosmetics brush sized to be receivable within the lipstick tube.

[0026] The cosmetics brush may be sold together with a lipstick but is preferably sold as a separate cosmetic product. A single brush may of course be used over time with a number of lipsticks. The above method may therefore extend to the continued use and storage of a cosmetics brush over time.

[0027] The present invention also extends to a lipstick in which a cosmetics brush is stored. Thus, from a further aspect, the present invention provides a lipstick including a lipstick tube containing a partially used stick of lipstick, wherein a cosmetics brush for applying lipstick is stored within the lipstick tube.

[0028] The brush of the invention may also be sold with a mirror which assists a user in applying the lipstick in situations where no other mirror is available.

[0029] From a further aspect, therefore, the invention also extends to a cosmetic kit comprising a brush for applying lipstick from a lipstick tube and a mirror for assistance in applying the lipstick.

[0030] Preferably the mirror comprises means for attachment to the lipstick tube so that the lipstick tube and mirror arrangement can be conveniently carried together.

[0031] From a further aspect therefore, the present invention provides a mirror arrangement comprising a reflective mirror and means for attaching the mirror to a lipstick case.

[0032] The mirror may take any suitable form but preferably comprises a generally rectangular portion of mirrored glass or plastic that is sized to generally correspond to the length and width of a typical lipstick case.

[0033] Preferably the attachment means comprises one or more resilient members adapted to extend around a portion of the body of the lipstick. Preferably, however, the attachment means comprises a resilient band which is capable of stretching so that it can extend around lipsticks of different sizes and shapes. The band may, very simply, be made from an elastic material. It could, for example, be a rubber or fabric coated band of elastic material.

[0034] It could, however, be of a more elaborate construction, for example an expansible toroidal spring construction, for example of the type as used in pen holders and the like.

[0035] Preferably more than one band is provided, at spaced apart locations, and most preferably the band extends such that it is a complete band or that its ends are closely adjacent.

[0036] In alternative embodiments, however, the attachment means may comprise a resilient clip for engaging around the lipstick.

[0037] The attachment means may also comprise means for mounting an applicator brush, so that the brush and mirror can most easily be sold together. For example, the attachment means may comprise a bore, opening or the like for receiving the brush.

[0038] The mirror may be attached to the attachment means in any convenient manner. It could, for example be bonded to the attachment means. Preferably however, the attachment means comprises one or more slots to receive edge regions of the mirror.

BRIEF DESCRIPTION OF THE DRAWINGS

[0039] The present invention will now be described, by way of example only, with reference to the accompanying drawings, in which:

[0040] FIG. 1 shows a cosmetics brush in accordance with the present invention stored within a lipstick case;

[0041] FIG. 2 shows the apparatus of FIG. 1 with the cap removed and with the cosmetics brush ready to be grasped and removed by a user;

[0042] FIG. 3 shows a partially used lipstick ready to be applied with a cosmetics brush in accordance with the present invention;

[0043] FIG. 4 shows a more detailed view of the cosmetics brush of FIGS. 1 to 3 according to the present invention;

[0044] FIG. 5 shows a further embodiment of the invention.

[0045] FIG. 6 shows various alternative configurations of cosmetics brush;

[0046] FIGS. 7 to 9 show further configurations of cosmetics brush;

[0047] FIG. 10 shows a mirror assembly in accordance with the present invention;

[0048] FIG. 11 shows the mirror assembly of FIG. 9 when attached to a lipstick case;

[0049] FIGS. 12 to 14 show alternative forms of mirror arrangement which attach to a lipstick case by means of clips;

[0050] FIGS. 15 to 18 show further alternative mirror arrangements which include means to carry a cosmetics brush for applying lipstick; and

[0051] FIGS. 19 and 20 show further alternative mirror arrangements.

DESCRIPTION OF INVENTION

[0052] FIGS. 1 to 4 illustrate a cosmetics brush and lipstick in accordance with the present invention. In FIG. 1, the cosmetics brush 1 is shown in its stored condition within a lipstick case 2 having a cap 3 and containing a partially used stick of lipstick 4. The lipstick is of a conventional construction, with the stick of lipstick 4 being supported within a pomade carrying cup 5 which is movable up and down within a tube 6 provided within the case 2 in a conventional manner, e.g. by virtue of a helical cam mechanism, as is well known in the art and which therefore requires no further explanation here.

[0053] As shown in FIG. 1, the cosmetics brush 1 is sized and shaped so that it can fit within the lipstick tube 2 in the space left by lipstick that has been used. In this position the lower end of the cosmetics brush 1 is adjacent the partially used stick of lipstick 4 and the upper end of the cosmetics brush 1 is located towards the open upper end of the lipstick tube 2. The cosmetics brush 1 does not interfere with the cap 2 so that with the cap 2 in place as shown in FIG. 1, the cosmetics brush 1 can be stored within the lipstick case 2 until needed by a user to apply lipstick.

[0054] As shown in FIGS. 2 and 3, when it is desired to apply lipstick, the cap 3 is removed so that the cosmetics brush 1 can be accessed. It may be that the cosmetics brush 1 can simply be grasped by the fingers of a user and removed from the case 2. Alternatively, the stick of lipstick 4 can be propelled some distance along the lipstick case 2 to push the cosmetics brush 1 out of the case 2 until it extends a sufficient distance to allow it to be grasped by a user.

[0055] FIG. 4 shows a more detailed view of the cosmetics brush of FIGS. 1 to 3. The cosmetics brush 1 comprises a moulded handle portion 8 at one end and an array of bristles 9 at the other end. In between the handle 8 and the bristles 9, the cosmetics brush 1 includes a support portion 7 and a shank 10 extending between the support portion 7 and the bristles 9 of the brush 1. The bristles 9 typically would be held within a ferrule which is insert moulded into, or otherwise attached to, the body of the brush 1.

[0056] The handle 8 is adapted to be easily grasped by a user when removing the cosmetics brush 1 from the lipstick case 2 and when using the cosmetics brush 1 to apply lipstick. As shown in this Figure, the handle 8 is a generally flat, planar element through which an aperture 11 is formed.

The aperture allows the user's fingers to meet through the aperture which allows the cosmetics brush 1 to be held securely by a user and also gives the user a high degree of control of movement of the cosmetics brush 1.

[0057] The support portion 7 is constructed as a disk-shaped element that extends laterally from between the handle 8 and the shank 10 of the brush 1. The support portion 7 defines the outer lateral extent of the cosmetics brush 1 and is sized to fit closely within the interior walls of the case 23 such that lateral movement of the cosmetics brush 1 within the case 2 is limited by the support portion 7. When the cosmetics brush 1 is used to apply lipstick, the support portion 7 acts as a stop to prevent the finger tips of a user slipping down the shank 10 and possibly coming into contact with the lipstick 4 and also helps the user to improve their grip and control of the cosmetics brush 1.

[0058] The support portion 7 may be integrally moulded with the handle 8 or be at least in part of a different material which could be insert moulded within the handle 8, for example.

[0059] FIG. 3 shows the cosmetics brush 1 in use. As can be seen, the cosmetics brush 1 is removed from the lipstick case 2 and the stick of lipstick 4 is propelled until it projects from the end of the case 2. The cosmetics brush 1 can then be used to apply lipstick from the partially used stick of lipstick 4. It will be apparent that the cosmetics brush 1 of the present invention allows a user to use substantially all of the lipstick contained within the case 2, including the lipstick contained within the pomade carrying cup 5, which was previously unusable.

[0060] Whilst FIGS. 1 to 4 illustrate a preferred form of cosmetics brush, various alternative forms of cosmetics brush in terms of shape and configuration are envisaged by the present invention.

[0061] FIG. 5 shows a second embodiment of the invention.

[0062] The features of this embodiment are generally similar to that of the above described embodiment except that the brush 1' differs in detail.

[0063] In particular it will be noted in this embodiment that the flange 7' of the brush 1' does not extend as far as the inner wall of the lipstick tube 6. This will be sufficient, however, to prevent the handle 8' of the brush 1' contacting the tube 6 and thus avoid soiling.

[0064] Also the aperture 11 of the first embodiment has been replaced by a pair of recesses 11' on respective sides of the handle 8' in this embodiment, and the flange 7' is arranged further up the brush 1', about one third of the way along the brush 1'.

[0065] FIG. 6 shows a number of alternative forms of cosmetics brush that are also suitable for use in accordance with the present invention. Each of the various forms of cosmetics brush shown are sized to be receivable within a lipstick case 2 containing a partially used stick of lipstick 4 and include handle portions 8 and support portions 7.

[0066] The support portions 7 define the outer lateral extent of the brushes and typically comprise disk-shaped elements 7 as in the earlier embodiment, although they could comprise other types of formation such as discrete projec-

tions 12, as shown in FIG. 6(a) or longitudinally extending ribs 13 as shown in FIG. 6(b).

[0067] The handle portions 8 can take many various forms but are preferably adapted to be easily gripped by a user. In this regard, the handles 8 may include textured or grip portions to improve the hold that a user has on the cosmetics brush 1.

[0068] For example, in FIG. 6(b) the ribs 11 act to improve the grip of a user. In FIG. 6(c) a textured logo 14 provides grip, while ribs 15 improve grip in the embodiment of FIG. 6(f). In FIG. 6(g) an aperture 16 allows a user to grip through the handle 8, and the handle 8 is fancifully shaped in FIG. 6(h) to the same effect.

[0069] The brush may also include, for example, rubberised portions 17, as shown in FIG. 6(e) that increase the friction between the handle 8 and the fingers of a user.

[0070] The handle 8 and support portions 7 may be provided by a single element that is generally uniform along its length, i.e. without a noticeable transition between the handle 8 and support portions 7. Such an arrangement is shown in FIG. 6(b).

[0071] FIGS. 7, 8 and 9 show further alternative forms of cosmetics brush in accordance with the present invention.

[0072] The brush 1 of FIG. 7 comprises an array of bristles 9 mounted on a head 18 that is hingedly mounted via a hinge 19, to the handle 8. As shown, the head 18 can be rotated from a position in which the cosmetics brush 1 can be used to apply lipstick to a position in which the bristles 9 are located within an aperture 20 provided in the handle 8 of the cosmetics brush 1.

[0073] FIG. 8 shows a cosmetics brush 1 in which the bristles 9 are mounted on a head portion 21 that can be removed from the handle 8 of the brush 1, reversed, and reattached to the body portion of the brush 1 such that the bristles 9 are received within a bore provided in the handle 8 of the cosmetics brush 1.

[0074] FIG. 9 shows a cosmetics brush 1 in which the handle 8 of the brush can be rotated relative to the head 22 of the brush to extend and retract the bristles 9 of the brush. In each of these three arrangements, the bristles 9 can be moved from a position in which the bristles are protected to allow the cosmetics brush 1 to be stored, to a position in which the bristles are extended and the cosmetics brush 1 can be used to apply lipstick. Also, in each of these arrangements, the outer portions of the handle 8 act as the support portion 7 of the brush.

[0075] The present invention also provides means to facilitate convenient application of lipstick when in a public place, and in particular a mirror that can be attached to a lipstick case such that the lipstick case and mirror can be conveniently carried together. FIGS. 10 and 11 show a mirror arrangement 30 that can be attached to and carried with the cap 2 of a lipstick, and which is particularly suitable for use in conjunction with the cosmetics brush of the present invention.

[0076] The mirror arrangement 30 comprises a reflective mirror 31 and attachment means 32 to attach the mirror 31 to a lipstick cap 3. The mirror 31 may take any suitable form but preferably comprises a generally rectangular portion of

mirrored glass or plastics that is sized to generally correspond to the length and width of a typical lipstick case 2, as shown in FIG. 11.

[0077] The attachment means 32 generally comprises two parts, namely a first part 33 which securely engages the lipstick cap 3 and a second part 34 is attached to the first part 33 and adapted to securely engage the mirror 31. In this embodiment, the first part comprises a resilient band 33 that encircles and engages the lipstick cap 3 and the second part a clip 34 attached to the mirror 31 and carrying the band 33. The band 33 as shown is a simple band of resilient material which is secured to the clip part 34, for example by insert moulding, staking or clipping. Being resilient the band 33 can stretch to adapt to the size and shape of a typical lipstick case 2. The band may be fabric or rubber coated, for example. Of course, the band could also be of a more sophisticated construction for example of an annular coil type spring arrangement used, for example in pen holders and the like.

[0078] The clip 34 includes a pair of C-shaped arms 35 that grip firmly around the edges of the mirror 31. To hold the mirror in place.

[0079] More than one band may be provided. For example, a second band may be provided in a position indicated in dotted lines in FIG. 10. The band 33 may be configured to engage a greater proportion of the periphery of the lipstick case 2. For example, the band may be attached to the clip 34 at a more central position on the clip 34.

[0080] FIGS. 12 to 20 show various alternative mirror arrangements in accordance with the present invention.

[0081] In FIGS. 12 and 13, attachment means 36 comprises a one piece element having a two-armed resilient clip 37 for engagement with the lipstick cap 2 and a base 38 having slotted arms 39 for receiving the mirror 31.

[0082] FIG. 14 shows a further embodiment of the invention in which, similarly to the earlier embodiment, the attachment means 40 comprises a one piece element comprises a pair of resilient arms 41 for engaging the cap 3 of a lipstick, and slotted arms 42 for engaging the mirror 31. In this embodiment, however, a lug 43 is provided on the clip which locates against the end of the cap 2 to locate the mirror in position.

[0083] In the embodiment of FIG. 15, the attachment means 44 is modified to mount a brush 1 so that the brush and mirror can be sold together. In this embodiment one resilient arm 45 of the clip which engages the lipstick cap 3 is provided with a bore 46 for receiving the handle 8 of the brush. When the brush 8 is removed it can be inserted and stored in the lipstick as aforementioned.

[0084] In the arrangement of FIG. 16, the attachment means 47 is modified to include an open ended bore 48 at one end into which the brush 1 may be inserted.

[0085] In the embodiment of FIG. 17, the attachment means 49 includes a slotted portion 50 for receiving the end of the mirror 31 and an upstanding resilient, integrally moulded arm 51 having a free end 52 for gripping the cap 2 of the lipstick. The free end 52 is formed so as to provide a bore 53 which can receive the handle 8 of a lipstick brush 1.

[0086] In FIG. 18, the attachment means 54 comprises a clip part 55 for engaging around one end of the mirror 31, resilient arms 56 for engaging the cap 2 of a lipstick and a ring 57 for receiving the brush 1.

[0087] In the arrangement of FIG. 19, the mirror portions 58 are formed to be adherable onto the case 2 and cap 3 of the lipstick. They be preformed into the appropriate shape or made flexible so as to be capable of assuming the desired shape. Most preferably the mirrors 58 are adhesively secured to the lipstick, for example by using double sided adhesive tape.

[0088] In an alternative arrangement, as shown in FIG. 20, the mirror 59 is attached to the cap 2 of lipstick by a releasable fastener 49, such as a hook and loop fastener, such as Velcro®.

[0089] Although the present invention has been described with reference to preferred embodiments, it will be apparent to those skilled in the art that various changes in form and detail may be made without departing from the scope of the present invention.

[0090] For example, while in the preferred embodiments, the means for attaching the mirror to a lipstick have been shown as moulded one piece elements, they need not be so.

[0091] Also, although the mirror may have means to mount a brush if they are being sold together, this is not essential, and the two items could be packaged together in some other manner.

[0092] In addition, certain features of the mirror clips disclosed in FIGS. 12 to 18, for example the brush holder and the end stop could be incorporated into the band type arrangement shown in FIGS. 10 and 11.

[0093] Further it should be recalled that the term lipstick as used herein is not limited to traditional cosmetic lipsticks, it could also be another cosmetic product such as a lip plumper or concealer or a non-cosmetic product such as a balm, and indeed any product which is dispensed from a tube by movement of a body of the product within the tube.

1. In combination, a lipstick comprising a tube receiving a stick of lipstick which is movable within the tube and a brush for applying the lipstick from a partially used stick of lipstick within the tube, wherein the brush is sized to be receivable within the lipstick tube such that the brush can be stored within the lipstick tube when not required.

2. A brush for applying lipstick from a partially used stick of lipstick contained within a lipstick tube, wherein the cosmetics brush is sized to be receivable within the lipstick tube such that the cosmetics brush can be stored within the lipstick tube when not required.

3. The combination or brush of claim 1 or 2, including a support portion adapted to limit the degree of movement of the brush laterally within the lipstick tube and a handle portion adapted to be gripped by a user.

4. The combination or brush of claim 3, wherein the support portion allows the brush to remain substantially centred centered within the lipstick tube.

5. A brush for applying lipstick comprising an array of bristles at one end and a handle portion at the other end, the cosmetics brush including a support portion adapted to support the cosmetics brush when stored within a lipstick tube containing a partially used stick of lipstick.

6. The combination or brush of any of claims 3 to 5claim 3, wherein the support portion is spaced from an end of the handle portion.

7. The combination or brush of claim 6, wherein the support portion is located between approximately one third and half way along the length of the brush.

8. The combination or brush of any of claims 3 to 7claim 3, wherein the support portion includes one or more elements sized to extend towards the internal wall of the lipstick tube.

9. The combination or brush of claim 8, wherein the support portion of the brush is sized to fit snugly within the interior of the lipstick tube such that movement of the cosmetics brush within the lipstick tube is substantially eliminated.

10. The combination or brush of claims 3 to 7claim 3, wherein the support portion includes one or more elements that extend partially to the wall of the lipstick tube.

11. The combination or brush of any of claims 3 to 10claim 3, wherein the support portion comprises a generally annular element that extends laterally from the longitudinal axis of the brush.

12. The combination or brush of any of claims 3 to 11claim 3, wherein the support portion includes one or more resilient portions for engagement with the internal walls of the lipstick tube.

13. The combination or brush of claim 12, wherein the support portion includes one or more portions of elastomeric material capable of deforming on insertion of the cosmetics brush into the interior of the lipstick tube.

14. The combination or brush of any of claims 3 to 13claim 3, wherein the support portion extends a relatively short length along the body of the brush.

15. The combination or brush of any of claims 3 to 13claim 3, wherein the support portion extends a relatively large length along the brush.

16. The combination or brush of claim 15, wherein the support portion extends the entire length of the handle of the brush, such that the support portion and handle portion are provided by the same element.

17. The combination or brush of any of claims 3 to claim 3, wherein the handle portion of the brush is adapted to be gripped by the fingers of a user.

18. The combination or brush of claim 17, wherein the handle is generally planar.

19. The combination or brush of claims 17 or 18claim 17, wherein the handle is provided with means to improve the grip that a user has on the brush when in use.

20. The combination or brush of claim 19, wherein the handle includes textured or grip portions that can be easily gripped by the fingers of a user.

21. The combination or brush of claims 19 or 20claim 19, wherein one or more portions of the handle are formed from a high friction material, such as a rubberised material.

22. The combination or brush of any of claims 17 to 21claim 17, wherein one or more apertures are formed through the handle.

23. The combination or brush of any of claims 3 to 22claim 3, wherein the length of the cosmetics brush is such that, when located within the partially used lipstick, a portion of the handle protrudes from the open end of the lipstick tube so as to facilitate removal of the brush from the tube.

24. A method of applying residual lipstick from a lipstick tube using a brush which is stored within the lipstick when not required.

25. The method of claims **23** or **24**claim 23, wherein a single brush is used over time with a number of lipsticks.

26. A lipstick including a lipstick tube containing a partially used stick of lipstick, wherein a brush for applying lipstick is stored within the lipstick tube.

27. The lipstick of claim 26, wherein a brush as claimed in any of claims 2 to 23 for applying lipstick is stored within the lipstick tube.

28. A mirror arrangement comprising a reflective mirror and means for attaching the mirror to a lipstick case comprising a resilient band which is capable of stretching so that it can extend around lipsticks of different sizes and shapes.

29. The mirror arrangement of claim 28, wherein the attachment means comprises a band made from an elastic material.

30. The mirror arrangement of claims claim 28, wherein the resilient band has an expansible toroidal spring construction.

31. The mirror arrangement of any of claims 28 to 30claim 28, wherein the attachment means includes means for mounting a brush.

32. The mirror arrangement of claim 31, wherein the means for mounting a brush comprises a bore, opening or the like for receiving the brush.

33. The mirror arrangement of any of claims 28 to 32claim 28, wherein the mirror is bonded to the attachment means.

34. The mirror arrangement of any of claims 28 to 33claim 28, wherein the attachment means includes one or more slots to receive edge regions of the mirror.

35. The mirror arrangement of any of claims **28** to claim 28, wherein the mirror comprises a generally rectangular portion of mirrored glass or plastic that is sized to generally correspond to the length and width of a typical lipstick case.

36. A cosmetics kit comprising a brush for applying lipstick from a lipstick tube and a mirror arrangement to assist in applying the lipstick.

37. The cosmetics kit of claims claim 36, wherein the mirror arrangement includes means for attachment to the lipstick tube so that the lipstick tube and mirror arrangement can be conveniently carried together.

38. The cosmetics kit of claim 37, wherein the attachment means comprises one or more resilient members adapted to extend around a portion of the body of the lipstick.

39. The cosmetics kit of any of claims 36 to 38claim 36, wherein the brush for applying lipstick comprises a cosmetics brush as claimed in any preceding claim.

40. In combination, a product applicator comprising a tube receiving a stick of product which is movable within the tube to expose the tip of the stick for application and a brush for applying the product from a partially used stick of product within the tube, wherein the brush is sized to be receivable within the tube such that the brush can be stored within the tube when not required.

41. The brush of claim 5, wherein the support portion is spaced from an end of the handle portion.

42. The brush of claim 41, wherein the support portion is located between approximately one third and half way along the length of the brush.

43. The brush of claim 5, wherein the support portion includes one or more elements sized to extend towards the internal wall of the lipstick tube.

44. The brush of claim 43, wherein the support portion of the brush is sized to fit snugly within the interior of the lipstick tube such that movement of the cosmetics brush within the lipstick tube is substantially eliminated.

45. The brush of claim 5, wherein the support portion includes one or more elements that extend partially to the wall of the lipstick tube.

46. The brush of claim 5, wherein the support portion comprises a generally annular element that extends laterally from the longitudinal axis of the brush.

47. The brush of claim 5, wherein the support portion includes one or more resilient portions for engagement with the internal walls of the lipstick tube.

48. The brush of claim 47, wherein the support portion includes one or more portions of elastomeric material capable of deforming on insertion of the cosmetics brush into the interior of the lipstick tube.

49. The brush of claim 5, wherein the support portion extends a relatively short length along the body of the brush.

50. The brush of claim 5, wherein the support portion extends a relatively large length along the brush.

51. The brush of claim 50, wherein the support portion extends the entire length of the handle of the brush, such that the support portion and handle portion are provided by the same element.

52. The brush of claim 5, wherein the handle portion of the brush is adapted to be gripped by the fingers of a user.

53. The brush of claim 52, wherein the handle is generally planar.

54. The brush of claim 52, wherein the handle is provided with means to improve the grip that a user has on the brush when in use.

55. The brush of claim 54, wherein the handle includes textured or grip portions that can be easily gripped by the fingers of a user.

56. The brush of claim 54, wherein one or more portions of the handle are formed from a high friction material, such as a rubberised material.

57. The brush of claim 52, wherein one or more apertures are formed through the handle.

58. The brush of claim 5, wherein the length of the cosmetics brush is such that, when located within the partially used lipstick, a portion of the handle protrudes from the open end of the lipstick tube so as to facilitate removal of the brush from the tube.

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