

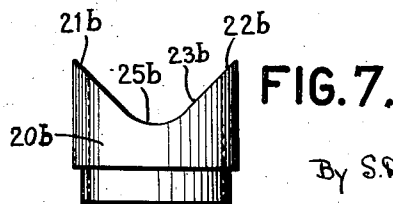
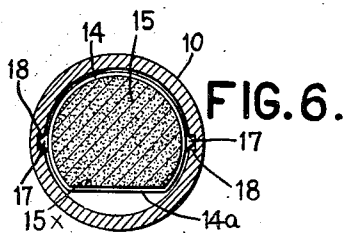
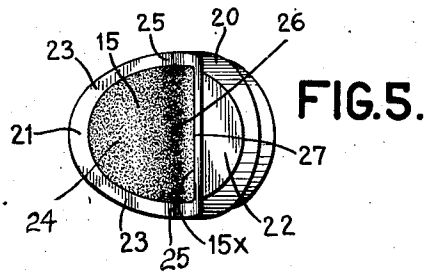
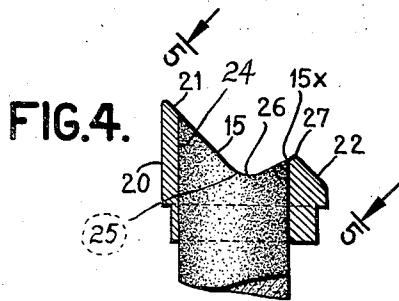
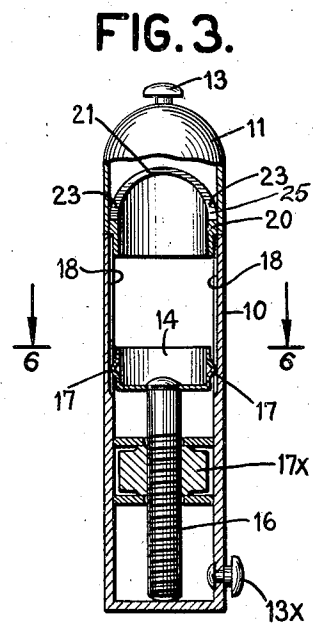
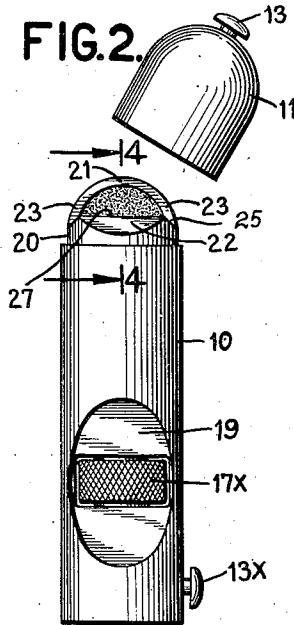
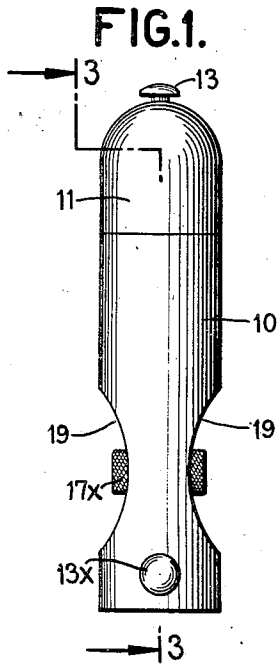
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LIPSTICK

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## UNITED STATES PATENT OFFICE

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## LIPSTICK

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7 Claims. (Cl. 132—88.7)

This invention relates to lipsticks of the cartridge type in which a stick of cosmetic material for application to the lips is mounted in a case or holder adapted to be drawn across the lips, and in which there is provision for moving the cosmetic stick relatively to the case so as to maintain the end of the stick in a desired position relatively to the end of the case.

It is an object of the present invention to provide an improved lipstick of this type in which application of the cosmetic to the lips is facilitated.

A further object of the invention is to provide a sleeve or hollow portion of the case through which the cosmetic stick is adapted to extend and which is adapted to facilitate application of the cosmetic to the lips.

A further object of the invention is to provide a sleeve or hollow portion of the case which is shaped to maintain one or more pointed portions at the end of the cosmetic stick.

A further object of the invention is to provide a sleeve or hollow portion of the case which is shaped to conform to the lips.

In order to illustrate the invention more fully several embodiments thereof will now be described by way of example with reference to the accompanying drawing in which:

Fig. 1 is a side elevation of a lipstick according to the invention;

Fig. 2 is a front elevation of the lipstick of Fig. 1 with the cover or cap thereof removed;

Fig. 3 is a central vertical section on the line 3—3 of Fig. 1 with certain parts shown in elevation, the cosmetic stick not being shown in this figure;

Fig. 4 is a section through the sleeve or hollow shaping portion of the invention taken on the line 4—4 of Fig. 2;

Fig. 5 is a plan view of the shaper or sleeve of Fig. 4 looking from the direction of the arrows 5—5 in Fig. 4;

Fig. 6 is a section on the line 6—6 of Fig. 3;

Fig. 7 is an elevation of a modification.

Referring to Figs. 1–3, the lipstick comprises a holder or case 10 of generally cylindrical form having a cover or cap 11 at one end thereof. The cap may be connected to the case by a chain or other securing means extending between pins 13, 13X on the cap and case respectively. The case and cap may be made of any desired material, for example metal or a plastic.

Within the case 10 a cup 14 (Figs. 3 and 6) is mounted for axial movement, said cup being adapted to receive a stick 15 of cosmetic mate-

rial. The cosmetic stick 15 may be permanently secured in the cup or it may be removably mounted therein so that it can be replaced by a new stick after use as well known in lipsticks.

In the embodiment shown, the cup 14 is mounted on a screw 16 and is held from rotation by ears 17 engaging grooves 18 in the inner wall of the case 10. Consequently, when nut 17X engaging the screw 16 is rotated, the cup 14 (and the stick of cosmetic material 15 carried thereby) will be raised or lowered relatively to the case, depending on the direction of rotation of the nut. As will appear from Figs. 1 and 2, the nut 17X projects through slots in depressed portions 19 of the case 10 so as to be accessible for actuation and has a knurled outer surface.

Attention is directed to the fact that, as shown in Figs. 5 and 6, the cosmetic stick 15 in this embodiment is non-circular in cross-section, having a straight side 15X. The cup 14 is consequently formed with a similar straight side 14a as shown in Fig. 6.

At the top of the case 10, the cosmetic stick 15 extends through a sleeve or hollow portion 20 which is an important element of the invention. This sleeve or hollow portion 20 may be constituted by the upper part of the body of the case 10 itself or may be a separate element as shown fitted in the case 20 so as to prevent relative movement between the sleeve and case. The interior diameter of the sleeve or hollow portion 20 is only slightly greater than the external diameter of the cosmetic stick 15 so that the latter will have a close fit therein as shown.

Referring to Figs. 2, 3, and 4, it will be seen that the back portion 21 of the sleeve 20 is higher than the front portion 22 thereof and is connected with said front portion by sloping side portions 23. Consequently the sleeve or hollow portion 20 of the case will act as a shaper for the cosmetic stick 15 and the wearing down of the cosmetic stick in use will be controlled and limited by the form of the sleeve, a pointed portion 24 (acute-angled in cross-section) being maintained in the cosmetic stick adjacent the high back portion 21 of the sleeve. The back portion 21 of the sleeve may be bevelled at the top as shown by Fig. 4 or may be flat.

Due to the fact that the top surface of the sleeve or hollow portion 20 is generally a conic section of a cylinder (i. e. an ellipse) the portion 24 of the cosmetic stick is not only pointed when viewed in vertical cross section as shown in Fig. 4 but is also pointed when viewed in plan as shown in Fig. 5. The last mentioned view is

not taken directly from above but in the direction of the arrows 5—5 in Fig. 4 so as to show the generally elliptical form of the end of the cosmetic stick as maintained by the shaping action of the sleeve or hollow portion 20.

As shown in Figs. 2-5, the sloping sides 23 of the sleeve 20 in this embodiment are formed with recesses 25 and consequently the cosmetic stick in use will wear down in corresponding form, providing a recessed portion 26 (Figs. 4 and 5) across the top of the stick.

The low front portion 22 of the sleeve 20 in the embodiment of Figs. 1-5 is provided with a straight inner edge 27 corresponding to the aforementioned straight side 15X of the cosmetic stick 15 for a purpose to be explained. It will be understood that, due to the rotation-preventing means 17-18 between the cup 14 and case 10, the cosmetic stick 15 is always maintained in the same orientation with respect to the case 10 and sleeve 20.

In use, the cosmetic stick 15 is propelled by nut 17X until it is substantially flush with the top surface of the sleeve 20. The mechanism for axially moving the cosmetic stick is preferably such that the stick may be moved in either direction (propelled or repelled) so that the desired adjustment relative to the top of the sleeve 20 may be secured. Any desired means may be used for moving the stick: for example, the stick may merely slide axially within the case. However, with the specially formed sleeve or hollow shaper portion of the present invention, it is preferred to have screw means such as shown which will provide relatively delicate and accurate adjustment and also serve to retain the cosmetic stick in adjusted position.

In any event, means must be provided to prevent rotary movement of the cosmetic stick, and the type of propelling means used in some lipsticks to-day, involving spiral or helical movement of the cosmetic stick, is not suitable for the present invention where, because of the special shape of the sleeve 20, it is essential that the same orientation of the cosmetic stick with respect to the sleeve be maintained at all times.

After the position of the cosmetic stick has been adjusted as aforesaid, the lipstick is drawn across each lip in the usual way except that more pressure than usual may be exerted upon the lipstick due to the support afforded by the sleeve 20 surrounding the end of the cosmetic stick. In other words, the sleeve 20 acts as a support for the cosmetic stick during use of the lipstick and this effect is enhanced by the aforesaid close fit between the cosmetic stick and the sleeve.

In applying the cosmetic to the upper lip, the high back portion 21 of the sleeve 20, which is adjacent the pointed portion 24 of the cosmetic stick 15, may be used as a guiding "finger" and may be made to follow the natural curved line of the upper lip or any desired curved line different from such natural line. The recesses 25 of the sleeve and the corresponding recessed portion 26 of the cosmetic stick conform to the lip and act as a guiding channel as the lipstick is drawn across the lip.

In applying the cosmetic to the lower lip, the low front portion 22 of the sleeve 20 acts as a guide in drawing the lipstick along the relatively straight line of the lower lip. This effect is aided by the straight-line edge 27 of the sleeve. Alternatively, if desired, the position of the lipstick may be reversed and the "finger" formed by the high back portion 21 of the sleeve used to follow

the line of the lower lip. However this special guide is not so necessary for the lower lip since, as mentioned above, the lower lip is relatively straight.

In either case, the recesses 25 of the sleeve 20 act as a guiding channel and the sleeve 20 functions as a whole to support the cosmetic stick and take up part of the pressure used in applying the lipstick. Moreover, as the cosmetic stick wears down in use and is moved by actuation of the nut 17X to the desired position flush with the top surface of the sleeve 20, it will always be maintained in the shape defined by the sleeve. This is in contrast to the usual form of lipstick where the pointed end which is present when the lipstick is originally purchased quickly wears down to a flat end surface, making accurate application of the cosmetic difficult if not impossible.

Another advantage of the present invention is that, as a result of the increased pressure that can be used without breaking or deforming the cosmetic stick due to the protective action of the sleeve 20, the cosmetic can be spread and rubbed in as well as applied in a single operation and without the subsequent use of the fingers. Moreover the outlining of the lip (with the aid of the guiding "finger") and the filling in of the outline can be done at the same time.

Fig. 7 shows a further modified form of sleeve 20b in which sloping side portions 23b having recesses 25b are provided as in the case of Figs. 1-5. However, in the sleeve of Fig. 7, both the back portion 21b and the front portion 22b are of substantially the same height so that two guiding "fingers" are provided and two pointed portions are maintained on the cosmetic stick. In use, the lipstick of Fig. 7 may be held with the front and back portions of the sleeve facing in either direction as desired.

Although several forms of the lipstick of the invention have been shown and described, it will be appreciated that still other forms may be used without departing from the spirit of the invention and the scope of the appended claims. In particular, the means for moving the cosmetic stick may be of any type desired as long as rotation of the stick is prevented, and rotation may be prevented in any desired way, not only by special rotation-preventing means as shown but, for example, by making the entire case of non-circular form in cross-section to correspond to the form of the cosmetic stick. Moreover it will be understood that the specially shaped sleeve or hollow shaper portion through which the cosmetic stick extends can be part of the case or container itself so that a single element will serve as both a container and shaper for the cosmetic stick.

What is claimed is:

1. In a cartridge-type lipstick, a hollow portion through which a stick of cosmetic material is adapted to extend, the sides of said portion being formed with aligned recesses generally conforming to the cross-sectional shape of a lip and adapted to act as guides when the lipstick is drawn across a lip, and means for preventing rotation of the cosmetic stick relatively to the hollow portion.

2. In a cartridge-type lipstick, a hollow portion of generally cylindrical form through which a stick of cosmetic material is adapted to extend, said hollow portion having a straight side at the outer end thereof corresponding to a flat side of the cosmetic stick, said hollow portion also

being formed with aligned recesses in the sides thereof at right angles to said straight side, said recesses generally conforming to the cross-sectional shape of a lip and adapted to act as a guide when the lipstick is drawn across a lip.

3. In a cartridge-type lipstick, a hollow portion through which a stick of cosmetic material is adapted to extend, the back of said portion being higher than the front thereof and being connected to the front by sloping sides which have aligned recesses therein generally conforming to the cross-sectional shape of a lip and adapted to act as guides when the lipstick is drawn across a lip, and means for preventing rotation of the cosmetic stick relatively to said hollow portion.

4. A cartridge-type lipstick comprising a case, means for receiving a stick of cosmetic material within said case, a hollow portion at one end of the case, means for moving the cosmetic stick in both directions axially with respect to the case and hollow portion while preventing rotation of the cosmetic relatively to the case and hollow portion, the outer end of said hollow portion being formed with aligned recesses generally conforming to the cross-sectional shape of a lip and adapted to act as a guide when the lipstick is drawn across a lip.

5. A lipstick according to claim 4, in which the means for axially moving the cosmetic stick is adapted to maintain said stick in the position to which it has been moved.

6. A lipstick according to claim 4, in which the means for axially moving the cosmetic stick is adapted to impart relatively slow axial movement thereto so that said stick can be accurately adjusted with its end substantially flush with the upper surface of the hollow portion.

7. A cartridge-type lipstick comprising a generally cylindrical case, a generally cylindrical cosmetic stick in said case, said stick having a straight side, a hollow portion at the end of the case having a high back, a low front with a straight edge corresponding to the straight side of the cosmetic stick, and sloping sides connecting said front and back, said sides having recesses generally conforming to the cross-sectional shape of a lip and adapted to act as a guide when the lipstick is drawn across a lip, means for moving the cosmetic stick axially relatively to the case and through said hollow portion into a position where the end of the cosmetic stick is substantially flush with the end of the said portion without causing rotation of the cosmetic stick relatively to the case and hollow portion, the cosmetic stick being initially shaped at the end thereof with a transverse recess to conform generally to the shape of the end of the recessed hollow portion and said portion thereafter serving to maintain the shape of the end of the cosmetic stick as said stick wears down in use.

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