

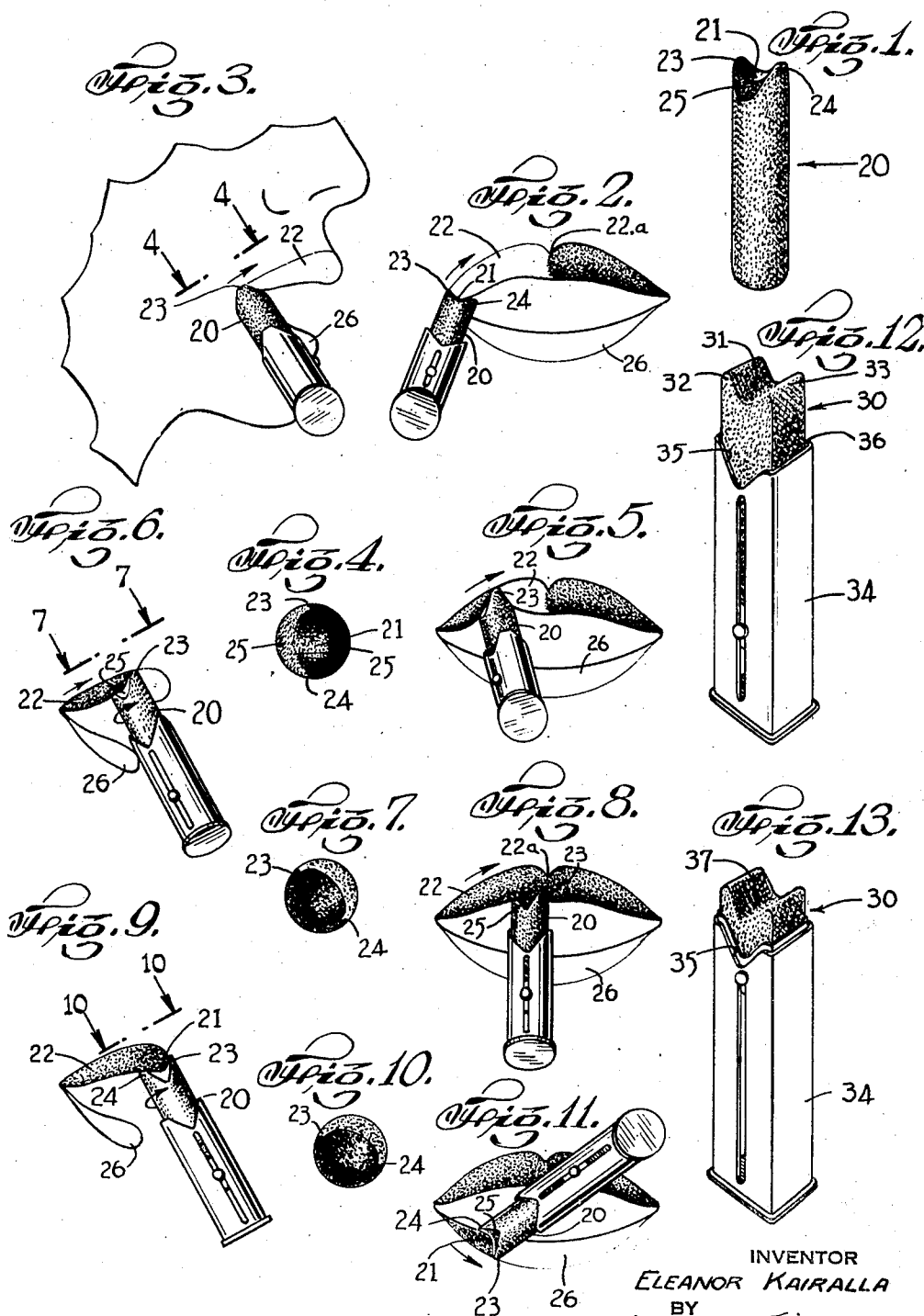
March 21, 1944.

E. KAIRALLA

2,344,883

LIPSTICK

Filed July 2, 1941



INVENTOR
ELEANOR KAIRALLA
BY
Egon Brinkstein
ATTORNEY

UNITED STATES PATENT OFFICE

2,344,883

LIPSTICK

Eleanor Kairalla, New York, N. Y.

Application July 2, 1941, Serial No. 400,812

1 Claim. (Cl. 132—88.7)

This invention relates to lipsticks.

One object of my invention is to provide a lipstick so shaped that the same may be easily and accurately applied to the lips with relatively little skill, and the lip line, that is the line of demarcation between the applied coloring matter and the untouched skin, so readily and closely controlled that any desired artificial contour in fashion or suited to the user may be readily obtained.

Another object of my invention is to provide a lipstick of the character described which is so shaped that it can be applied without the use of a mirror, has a large surface of contact with the lips, requires only one stroke to cover the visible portion of the underlip and each half of the upper lip, wears down uniformly while maintaining its shape, and must be so applied that the tendency to bending or breakage is minimized.

Other objects of this invention will in part be obvious and in part hereinafter pointed out.

The invention accordingly consists in the features of construction, combinations of elements, and arrangement of parts which will be exemplified in the construction hereinafter described, and of which the scope of application will be indicated in the claim.

In the accompanying drawing,

Fig. 1 is a three-quartered perspective view of a lipstick embodying my invention;

Fig. 2 is a front perspective view of said lipstick in use, showing the beginning of a stroke in which coloring matter is applied to the right half-section of the upper lip;

Fig. 3 is a side perspective view of the lipstick corresponding to Fig. 2;

Fig. 4 is a top plan view of the lipstick viewed from the line 4—4 of Fig. 3;

Figs. 5 and 6 are views similar to Figs. 2 and 3, showing the lipstick at approximately the center of the said stroke;

Fig. 7 is a view similar to Fig. 4, viewed from the line 7—7 of Fig. 6;

Figs. 8 and 9 are views similar to Figs. 2 and 3, showing the lipstick at the completion of the said stroke;

Fig. 10 is a view similar to Fig. 4, taken substantially along the line 10—10 of Fig. 9;

Fig. 11 is a view similar to Fig. 2, showing the lipstick during its application to a lower lip;

Fig. 12 is a front perspective view of a lipstick embodying a modified form of my invention; and

Fig. 13 is a front perspective view of the lipstick shown in Fig. 12 after the same has been in use for a period of time.

Referring now to the drawing, and more particularly to Figs. 1 through 11, 20 denotes a lipstick embodying my invention. Said lipstick may be fabricated from any of the usual lip pomades or lip rouges well known in the art, and may be formed in the shape of a circular bar, the top of

which is uniquely shaped in accordance with my invention. A groove 21 is provided across the top end of the lipstick, said groove being symmetric about the longitudinal axis of the lipstick and transversely disposed relative to said axis. The groove may be formed in any suitable manner, as for example by casting the lipstick in a mold having a surface negatively conforming to said groove 21, by pressing the top end of the lipstick with a suitably fashioned compression die, or by cutting away the material at the top of the lipstick with a concave shearing die. The said groove is preferably shaped to conform to the cross-sectional contour of an average human lip and is substantially equal in width to that of the lipstick, thus providing two peaks 23 and 24 at opposite sides of the groove. The peaks are preferably rounded at their apex, being slightly inset from the extreme outer diameter of the lipstick, as will be readily seen from Figs. 4, 7 and 10. I also may chamfer both sides of the peaks and the material disposed at the ends of the grooves to form flat faces 25.

During the use of my lipstick the groove 21 will become slightly altered in outline to adapt itself to the cross-sectional contour of the lips and the manner in which it is employed by the user. It will be apparent, therefore, that the lipsticks as sold need not have the exact concave arcuate shape illustrated in Fig. 1 but may be made in various other shapes, as for example in the form of a V-notch, without departing from the spirit of my invention.

In Figs. 2 through 11 I have shown the manner of use of the lipstick whereby the coloring matter is deposited upon the lips in a single stroke and the lip line is closely controlled. In Figs. 2 through 10 the application of the lipstick to the right half of the upper lip is illustrated.

At the inception of the stroke the lipstick 20 is placed near the corner of the mouth where the lip line is to be started. The peaks 23 and 24 are at this time arranged so that one of the peaks 23, which in this operation will form the lip line, is disposed at the extreme end of the said lip line. The angular position of the peaks relative to the lipstick and the lips is clearly seen in Figs. 2, 3 and 4.

The user then moves the lipstick towards the center of the lip, meanwhile revolving the lipstick in a clockwise direction as viewed from Figs. 2 and 3, and in a counterclockwise direction as viewed from Fig. 4. This will cause the peak 23 to assume a higher position on the lips and thus result in a wider area of deposited coloring matter. As the lipstick progresses from the end to the middle of the right upper half of the lip, the angular rotation of the lipstick is continued, until at the said middle of the stroke illustrated in Figs. 5, 6 and 7 the lipstick will have been gradu-

ally rotated approximately 30° to give the graded width of deposited coloring matter shown in Figs. 5 and 6. The angular position of the peaks 23 and 24 at this time is illustrated in Fig. 7.

As the lipstick continues its stroke, the position of the peaks 23 and 24 will again be slowly altered in the same angular direction until an approximate angular maximum rotation of 45° is reached where the extreme width of lipstick is desired to be applied, immediately prior to the point where the two lip lines marking the upper surface of the right half of the lip and the left half of the lip meet in a cusp 22a. As the lipstick approaches the center of the lip the speed of angular rotation is rapidly increased to rapidly decrease the width of the deposited coloring matter and impart the desired contour to the lip line, shown in Fig. 8. At the completion of the stroke the lipstick has been rotated almost a full 90°, as will be seen by an inspection of Fig. 10.

The lipstick is applied to the lower lip 26 in the same manner, with the sole difference that it is applied in a single stroke without rapid angular turning of the lipstick at the center of the lip, since the lip line of the lower lip has no cusp.

It will be seen from Figs. 3, 6 and 9 that the lower peak 24 extends towards the inside of the mouth, and that the portion of the groove 21 adjacent thereto lies against the bottom visible surface of the lip. Because of this construction a wide area of contact exists between the upper end of the lipstick and the lips during application of coloring matter. This area of contact covers the entire visible surface of the lip so that but a single stroke of the lipstick is required to tint either the right or left hand upper lip or the lower lip. Also because of this wide area of contact a substantial amount of friction exists between the lipstick and the lips which prevents the lipstick from freely moving or skidding out of control.

When applied to the lips the lipstick 20 slides along a fixed curve, much in the manner of a cam rider following a cam groove. Due to this unique cooperation between the upper end of the lipstick and the lips, the only factors controlling the location of the lip line are the angular position of the peaks 23 and 24 and the angular position of the longitudinal axis of the lipstick. These two angles may be varied by the user within extremely close limits by the sense of touch. After a little practice the lipstick can, therefore, be employed without a mirror. This may be contrasted with lipsticks that are presently in use and which are applied by moving a flat surface over the lips. The only way in which the lip line can be fixed with such a present-day lipstick is by the aid of a mirror. If a mirror is not used the outline of the deposited coloring matter will be highly irregular since the ability to touch, without visual aid, an exact part of the body or face with a finger is but a poorly developed human sense.

During the application of my improved lipstick it will be seen that pressure must be applied along the longitudinal axis thereof due to the peculiar configuration of the upper end. In this manner I prevent the application of any transverse pressure throughout the length of the lipstick and thus minimize the tendency to bend or break the lipstick. This solely axial pressure should be compared with the transverse pressure

heretofore developed when applying bullet or wedge shaped lipsticks wherein only the side of the lipstick is pressed against the lips.

Since the visible width of the coloring matter deposited is also controlled by the angular position of the longitudinal angle of the lipstick, being increased when the angle between this axis and a horizontal plane is lessened and vice versa, my lipstick may be employed to exaggerate the apparent thickness of the lips in compliance with fashionable demands.

In Figs. 12 and 13 I have shown a modified form of my invention wherein the lipstick 30 is of rectangular shape. Said lipstick has a groove 31 formed in the upper surface thereof, and peaks 32 and 33 at opposite ends of the groove. The lipstick may be housed in a container 34 whose upper end is specially shaped to protect the peaks 32 and 33 when the lipstick is wholly retracted. The upper end of the lipstick container is provided with a pair of notches 35 and 36 in opposite side walls, similar in shape to the groove 31.

As a lipstick whose upper end embodies my invention is used it will be found that said end wears down while maintaining a constant shape which includes a groove. This may be seen from Fig. 13 which shows a lipstick such as that illustrated in Fig. 12 after it has been almost fully worn down. It will be noted that the groove 37 of the lipstick 30 in Fig. 13 is of substantially the same shape as the groove 31 in Fig. 12.

It will thus be seen that there is provided a device in which the several objects of this invention are achieved, and which is well adapted to meet the conditions of practical use.

As various possible embodiments might be made of the above invention, and as various changes might be made in the embodiments above set forth, it is to be understood that all matter herein set forth or shown in the accompanying drawing is to be interpreted as illustrative and not in a limiting sense.

Having thus described my invention, I claim as new and desire to secure by Letters Patent:

An elongated lipstick comprising a solid plastic mass of lip rouge or the like which is adapted to be applied by rubbing movement along the lips, said lipstick having two narrow-topped peaks projecting from the tip of said lipstick and parallel to the longitudinal axis thereof, said tips being disposed adjacent opposite sides of said lipstick and being connected by an arcuate groove running in a smooth curve from one of said peaks to a low point midway between said peaks and then to the other of said peaks, said groove being substantially as wide as said lipstick and being sufficiently large to accommodate a human lip when positioned normally thereto, said groove being symmetrical about the longitudinal axis of said lipstick and extending normally thereof, whereby when a user places said lipstick on a lip, with the lip in said groove and with one peak on the outside and with one peak on the inside of said lip, and rubs said lipstick along the lip, the limit of the lip rouge deposited upon the lip will be defined by said outside peak and said limit can be varied by rotating the lipstick about its longitudinal axis or about a horizontal axis normal to said longitudinal axis.

ELEANOR KAIRALLA.