METHOD FOR MAKING UP AN EYELASH FRINGE

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ABSTRACT

The present invention relates to a method for making up the eyelashes or the eyebrows, comprising: generating a first makeup result on at least a first portion of the eyebrow or eyelash fringe and a second makeup result, different than the first, on at least a second portion of the eyebrow or eyelash fringe, adjacent to the first portion, the eyebrow or eyelash fringe comprising a first end adjacent to the nose and a second end opposite the first, the first portion extending a non zero distance from the second end, the makeup result of the first end being different than the makeup result of the second end.
METHOD FOR MAKING UP AN EYELASH FRINGE

[0001] This non provisional application claims the benefit of French Application No. 06 51420 filed on Apr. 21, 2006 and U.S. Provisional Application No. 60/797,671 filed on May 5, 2006.

[0002] The present invention relates to the making up of keratin fibers, especially the eyelashes or the eyebrows, and more particularly to a method for making up the eyelashes or the eyebrows.

[0003] There is a need to obtain novel makeup effects on the eyelashes, for example to deposit mascara in a more pronounced amount on only a portion of the eyelash fringe. The reason for this is that it may be advantageous, in order to obtain particular makeup effects, to vary the deposits of contrasted material on unconnected areas of the eyelash fringe, more specifically in terms of differential charging.

[0004] It is generally sought to afford, by means of non-uniform application of makeup to the same eyebrow or eyelash fringe, particular effects capable of modifying the gaze.

[0005] The invention is thus directed toward a method for obtaining novel makeup effects.

[0006] Exemplary embodiment of the invention provide a method for making up the eyelashes or the eyebrows, comprising generating a first makeup result on at least a first portion of the eyebrow or eyelash fringe and a second makeup result, different from the first, on at least a second portion of the eyebrow or eyelash fringe, adjacent to the first portion, the eyebrow or eyelash fringe comprising a first end adjacent to the nose and a second end opposite the first, the first portion extending along a non-zero distance from the second end, the makeup result of the first end being different than the makeup result of the second end.

[0007] The inventors have found that by applying a larger amount of makeup on part of the eyelashes, in particular a large deposit of material on not more than one third of the eyelash fringe, and more particularly on the outer part of the eyelash fringe, a particular makeup result is afforded, which opens the gaze and enlarges the eyes, optically modifying the perception of the shape of the eyes. Such makeup comprising a larger deposit of material on not more than a third of the fringe, on the exterior of the fringe, gives an impression of almond-shaped and/or elongated eyes, the outer corner of which is raised (“lifting” effect on the gaze).

[0008] The term “first portion” means the entire eyelash fringe or an inner portion of the eyelash fringe.

[0009] The second portion may represent from 1/3 to 1/6 and, for example from 1/4 to 1/3 of the total length of the eyebrow or eyelash fringe.

[0010] The second portion of the eyebrow or eyelash fringe may be made up using a brush or a comb comprising a plurality of application members.

[0011] All of the plurality of application members may extend on a support over a distance ranging from 0.1 cm to 1.5 cm, for example between 0.1 cm and 1 cm.

[0012] The first and second portions may be made up using two different applicators or using two different application portions of the same applicator.

[0013] For example, the first portion may be made up using a conventional brush or comb and the second portion using an applicator comprising application members arranged on a support in the form of at least one row whose length is such that the application members can at best simultaneously contact not more than a quarter of the eyelash fringe.

[0014] The use of two different applicators may make it possible to obtain the desired makeup results.

[0015] As a variant, the same applicator may comprise two different application zones, one being, for example, a comb or brush of conventional type, and the other possibly comprising application members arranged on a support in a row whose length is such that the application members can at best simultaneously contact not more than a quarter of the eyelash fringe.

[0016] The first and second portions may be made up via deposition of an amount of dry matter to the first portion, which is different from the amount of dry matter deposited on the second portion.

[0017] For example, the amount of dry matter deposited on the first portion may be less than the amount of dry matter deposited on the second portion. This may make it possible to produce a velvety look effect.

[0018] The first and second portions may be made up using two compositions that differ from each other in at least one optical characteristic that is visible to the naked eye.

[0019] The optical characteristic may be chosen, for example, from color and gloss.

[0020] It is possible to not apply any composition to one and/or the other of the first and second portions, preferably to the first portion. In the latter case, only the second portion is made up.

[0021] The makeup method may comprise:

[0022] applying at least one coat of a first cosmetic composition to substantially the whole eyebrow or eyelash fringe, so as to form a first deposit, and then

[0023] on the first deposit of the second portion of the eyebrow or eyelash fringe, forming a second deposit using at least one coat of a second cosmetic composition that is different than the first.

[0024] It is possible, for example, to form the second deposit before the first composition has completely dried.

[0025] The first and second compositions may have different colors.

[0026] The second portion may extend over at least a sixth of the total length of the eyebrow or eyelash fringe.

[0027] The eyelashes of the second portion of the eyebrow or eyelash fringe may be made up using a brush or a comb comprising a plurality of application members preferably obtained from molding with a support on which the application members are implanted.

[0028] The second portion of the eyebrow or eyelash fringe may be made up using a comb comprising a plurality of application members arranged in the form of at least one row whose length is at most equal to a quarter of the average length of an eyebrow or eyelash fringe.
The eyelash fringe may be made up using a fringe of false eyelashes comprising a first and/or a second portion to be arranged on the first and/or second portion of the eyelash fringe to be made up.

The makeup method may comprise:

- applying to substantially the whole eyebrow or eyelash fringe one coat of a composition to generate a first makeup result, and then heat a fraction only of said fringe to generate a second makeup result by modifying the first makeup result.

In combination with or independently of the foregoing, exemplary embodiment of the present invention provide a method for making up at least one fringe of eyelashes of the eyelids or of the eyebrows, in which:

- eyelashes of the outer half of the fringe are made up with a first applicator and eyelashes of the inner half of the fringe are made up with a second applicator, which is different than the first, and/or
- the makeup is applied so as to have a larger amount of dry matter applied to the eyelashes in the outer half of the fringe than in the inner half of the fringe, and/or
- the makeup is applied so as to have eyelashes of the outer half of the fringe coated with a first composition and eyelashes of the inner half of the fringe coated with a second composition, which differs from the first composition by at least one optical characteristic.

The makeup may be applied so as to have a larger amount of dry matter applied to the eyelashes in the outer half of the fringe than in the inner half of the fringe.

The makeup may be applied so as to have a larger amount of dry matter applied to the eyelashes in the outer third of the fringe than in the rest of the fringe.

The makeup may be applied so as to have eyelashes of the outer half of the fringe coated with a first composition and eyelashes of the inner half of the fringe coated with a second composition, which differs from the first composition by at least one optical characteristic.

The makeup may be applied so as to have eyelashes of the outer third of the fringe coated with a first composition and eyelashes of the rest of the fringe coated with a second composition, which differs from the first composition by at least one optical characteristic, which may be, for example, color or gloss.

Eyelashes of the outer half of the fringe may be made up with a first applicator and eyelashes of the inner half of the fringe may be made up with a second applicator, which is different from the first.

Only eyelashes of the outer half of the fringe may be made up, no cosmetic composition being applied to the inner half.

The makeup method may comprise:

- making up substantially all of the fringe with a first cosmetic composition, and then
- making up the eyelashes located in the outer half of the fringe with a second cosmetic composition, which is different from the first.
- The second cosmetic composition may be applied before the first composition has completely dried.
- The eyelashes made up with the second composition may be located in the outer third of the fringe, or even in the outer quarter.
- The first and second compositions may, for example, have different colors.
- It is possible, for example, to apply a light-colored composition to the whole fringe or an inner portion of the fringe, and a darker-colored composition to the outer part of the fringe.
- The process may also comprise making up substantially all of the fringe with a composition so as to apply a larger amount of dry matter to a first portion, located in the outer half of the fringe and extending over at least a sixth of the total length of the fringe, than on a second portion of the same length as the first and located in the inner half of the fringe.
- Eyelashes of the outer half of the fringe may be made up using a comb or a brush, for example.
- Eyelashes of the outer half of the fringe may be made up using an applicator comprising application members arranged on a support and extending over a distance along the longitudinal axis of the support which is such that the application members can at best simultaneously contact not more than a quarter of the eyelashes of the fringe, the longitudinal axis of the support being oriented substantially tangentially to the fringe.
- The made-up fringe may be that of the eyelashes of the upper eyelids.

Exemplary embodiment of the present invention provide a method for making up the eyelashes or the eyebrows, comprising: generating a first makeup result on at least a first portion of the eyebrow or eyelash fringe and a second makeup result, different from the first, on at least a second portion of the eyebrow or eyelash fringe, adjacent to the first portion, the eyebrow or eyelash fringe comprising a first end adjacent to the nose and a second end opposite the first, the first portion extending along a non-zero distance from the second end, the makeup result of the first end being different than the makeup result of the second end, the first and second portions being made up using two different applicators or using two different application portions of the same applicator.

Exemplary embodiment of the present invention provide a method for making up the eyelashes or the eyebrows, comprising: generating a first makeup result on at least a first portion of the eyebrow or eyelash fringe and a second makeup result, different from the first, on at least a second portion of the eyebrow or eyelash fringe, adjacent to the first portion, the eyebrow or eyelash fringe comprising a first end adjacent to the nose and a second end opposite the first, the first portion extending along a non-zero distance from the second end, the makeup result of the first end being different than the makeup result of the second end, the first
and second portions being made up using two different compositions that differ from each other in color.

Exemplary embodiment of the present invention provide a method for making up the eyelashes or the eyebrows, comprising: generating a first makeup result on at least a first portion of the eyebrow or eyelash fringe and a second makeup result, different from the first, on at least a second portion of the eyebrow or eyelash fringe, adjacent to the first portion, the eyebrow or eyelash fringe comprising a first end adjacent to the nose and a second end opposite the first, the first portion extending along a non-zero distance from the second end, the makeup result of the first end being different than the makeup result of the second end, the eyelash fringe being made up using a fringe of false eyelashes comprising a first and/or a second portion to be arranged on the first and/or second portion of the eyelash fringe to be made up.

Exemplary embodiment of the present invention provide a method for making up the eyelashes or the eyebrows, comprising: generating a first makeup result on at least a first portion of the eyebrow or eyelash fringe and a second makeup result, different from the first, on at least a second portion of the eyebrow or eyelash fringe, adjacent to the first portion, the eyebrow or eyelash fringe comprising a first end adjacent to the nose and a second end opposite the first, the first portion extending along a non-zero distance from the second end, the makeup result of the first end being different than the makeup result of the second end, wherein one coat of a composition is applied to substantially the whole eyebrow or eyelash fringe to generate a first makeup result and then a fraction only of said fringe is heated to generate a second makeup result by modifying the first make up result.

The heated fraction may represent from ¼ to ½, for example ¼ to ½ of the total length of the eyebrow or eyelash fringe.

The invention will be understood more clearly on reading the detailed description that follows, of nonlimiting examples thereof and on examining the attached drawing, in which:

FIG. 1 is an eye made up according to the makeup process in accordance with the invention,

FIG. 2 is a schematic view in partial elevation of a device that can serve to apply a cosmetic composition to the second portion of the eyelash fringe,

FIG. 3 illustrates the use of the applicator of FIG. 2,

FIG. 4 is a schematic partial side view of the applicator of FIG. 2,

FIG. 5 is a schematic partial view in perspective of the applicator of FIG. 2,

FIG. 6 is a schematic axial cross section of the device for implementing the process according to the invention, comprising two different application zones on the same applicator, and

FIGS. 7 to 11 are schematic axial cross sections of devices comprising two cosmetic compositions and two applicators for implementing the process according to the invention.

FIG. 1 shows makeup obtained using the makeup method in accordance with the invention. As may be seen in FIG. 1, a first portion P1 of the eyelash fringe is made up so as to form a first makeup result and a second portion P2 of the eyelash fringe has been made up so as to obtain a second makeup result different from the first.

In the illustrated example, the first portion P1 comprises a first inner end of the fringe adjacent to the nose, while the second portion P2 comprises a second outer end of the fringe opposite the first end and located on the outer part of the eyelash fringe.

Still in the illustrated example, it is noted that the length of the second portion P2 is shorter than half the total length of the eyelash fringe, especially less than or equal to a third of the total length of the eyelash fringe.

In the illustrated example, the entire eyelash fringe has been made up with a first composition C1 and the second portion P2 has been made up with a second composition C2 such that the portion P2 has a larger amount of deposited dry matter than that deposited on the first portion P1 of eyelashes. This gives an impression of a velvety look and/or of an enlarged eye and/or of an almond-shaped eye and/or of an eye whose outer corner is raised (“lifting” effect).

Instead of having an amount of dry matter deposited on the second portion that is greater than on the first portion, the makeup result of the second portion might differ from the makeup result of the first portion, for example, by the color or gloss. In this case, a first composition C1 may be applied to the entire eyelash fringe or to only the first portion P1 and a second composition C2 may be applied to the second portion P2, the first and second compositions differing by the color and/or the gloss.

Compositions that may be applied, respectively, to the entire eyelash fringe or to only the first portion P1 and to the second portion P2, such that the second portion P2 has a larger amount of deposited dry matter than that deposited on the first portion P1 of eyelashes, is described hereinbelow.

C1 refers to the composition applied to the entire eyelash fringe or to only the portion P1, and C2 refers to the composition applied to the portion P2.

Compositions C1 and C2 may be applied in any order, and depending on this order of application, one or the other of the cosmetic compositions may be termed a “base coat” or a “top coat”. According to one preferred embodiment, composition C1 is applied to the entire eyelash fringe, and before composition C2.

There are in practice essentially two types of mascara formulation, namely, on the one hand, mascaras with an aqueous continuous phase, known as “emulsion mascaras”, which are in the form of an emulsion of waxes in water, preferably dispersed using at least one surfactant, and, on the other hand, mascaras with a solvent or oil continuous phase, which are anhydrous or have a low content of water and/or water-soluble solvents, which are known as “waterproof mascaras”, formulated in the form of a dispersion of waxes in nonaqueous solvents.

The term “mascara with an aqueous continuous phase” means a system capable of becoming dispersed or dispersed on contact with water. In particular, the term...
“composition with an aqueous continuous phase” means that the composition has a conductivity, measured at 25°C, of greater than or equal to 23 μS/cm (microSiemens/cm), the conductivity being measured, for example, using an MPC227 conductimeter from Mettler Toledo and an InLab730 conductivity measuring cell. The measuring cell is immersed in the composition so as to remove the air bubbles that might be formed between the two electrodes of the cell. The conductivity reading is taken once the conductimeter value has stabilized. A mean is determined on at least three successive measurements.

[0076] The term “mascara with a solvent continuous phase” means a system capable of becoming diluted or dispersed on contact with said solvent medium. In particular, the term “composition with an oily continuous phase” means that the composition has a conductivity, measured at 25°C, of less than 23 μS/cm (microSiemens/cm), the conductivity being measured, for example, using an MPC227 conductimeter from Mettler Toledo and an InLab730 conductivity measuring cell. The measuring cell is immersed in the composition so as to remove the air bubbles that might be formed between the two electrodes of the cell. The conductivity reading is taken once the conductimeter value has stabilized. A mean is determined on at least three successive measurements.

[0077] These two compositions C1 and C2 may be of these two types, which are referred to in the rest of the description, for the sake of simplicity, as composition or mascara of “emulsion” type and composition or mascara of “waterproof” type.

[0078] Any combination of compositions C1 and C2 with an aqueous or oily continuous phase may be envisioned. However, in the context of the present invention, it is advantageous for composition C1 and composition C2 to be simultaneously of “emulsion” type or simultaneously of “waterproof” type.

[0079] Each of the compositions C1 and C2 comprises at least one wax, as agent for structuring the fatty phase contained in each of said compositions.

[0080] Each of the compositions C1 and C2 may also comprise at least one film-forming polymer, which may be water-soluble, and/or at least one gelling agent and/or at least one emulsifying system and/or at least one dyestuff and/or at least fillers and/or at least fibers and/or at least one cosmetic active agent.

[0081] According to one embodiment, composition C1 makes it possible to obtain a smooth and uniform deposit, which is easy to apply and which coats, separates and/or lengthens the eyelashes. Composition C1 makes it possible to obtain a sparingly charging makeup, i.e. a makeup that does not thicken the eyelashes: a natural makeup is thus obtained. It is then easily possible to produce on this first film of makeup a more volumizing or charging deposit on only a part of the eyelash fringe, for example on not more than the outer third of the eyelash fringe, by applying composition C2 that is capable of producing a larger deposit of material.

[0082] When C1 and C2 are both of “emulsion”, composition C1 has a total content of wax(es) and of hydrophilic polymer(s) of less than or equal to 26% by weight relative to the total weight of the composition, and composition C2 has a total content of wax(es) and of hydrophilic polymer(s) of greater than or equal to 26% and preferably 27% by weight relative to the total weight of the composition. In this case, at least one of said compositions C1 and C2 comprises a continuous aqueous phase. The hydrophilic polymer may be chosen from hydrophilic film-forming polymers and hydrophilic gelling agents, and mixtures thereof, certain hydrophilic film-forming polymers also possibly acting as gelling agent.

[0083] According to one particular embodiment:

[0084] composition C1 comprises a continuous aqueous phase, at least one wax, at least the combination of a cationic hydrophilic polymer and of an anionic hydrophilic polymer and at least one acrylic terpolymer, and

[0085] composition C2 and comprises a continuous aqueous phase, at least one “tacky” wax as described above, with a tack of greater than or equal to 0.7 N/s and a hardness of less than or equal to 3.5 MPa, at least the combination of a cationic hydrophilic polymer and of an anionic hydrophilic polymer and at least one film-forming polymer dispersed in an aqueous phase.

[0086] Preferably, the wax is a tacky wax with a tack of greater than or equal to 0.7 N/s and a hardness of less than or equal to 3.5 MPa.

[0087] Preferably, the cationic polymer is a hydroxy(C1-C5)alkylcellulose comprising quaternary ammonium groups and the anionic polymer is sodium polymethacrylate.

[0088] Preferably, the terpolymer is a polymer resulting from the copolymerization:

[0089] of at least one monomer A chosen from esters derived from the reaction of (meth)acrylic acid with a monoalcohol containing from 2 to 20 carbon atoms,

[0090] of at least one monomer B chosen from esters derived from the reaction of methacrylic acid with a monoalcohol containing from 1 to 10 carbon atoms, and

[0091] of at least one monomer C chosen from N-vinyl lactams.

[0092] When C1 and C2 are both of “waterproof” type, at least one of said compositions C1 and C2 comprises a continuous oily phase, and the difference between the dry extract of the composition C2 and the dry extract of composition C1 is greater than or equal to 2% and preferably greater than or equal to 3%, as an absolute value, by weight relative to the total weight of the composition.

[0093] According to one particular embodiment, composition C1 comprises a wax content of less than or equal to 19% by weight and preferably less than or equal to 17% by weight, and preferably greater than or equal to 10% by weight, relative to the total weight of composition C1, and composition C2 has a wax content of greater than 20% by weight, preferably greater than or equal to 25% by weight and better still greater than or equal to 27% by weight, which may be up to 50% by weight, relative to the total weight of composition C2.

[0094] Examples of first and second compositions are given below.

[0095] Unless otherwise indicated, the amounts indicated are expressed as mass percentages relative to the total weight of the composition.
EXAMPLE 1

Compositions C1 and C2 of Emulsion Type

Composition C1:

<table>
<thead>
<tr>
<th>Material</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnauba wax</td>
<td>2.9</td>
</tr>
<tr>
<td>Beeswax</td>
<td>3.7</td>
</tr>
<tr>
<td>Paraffin wax</td>
<td>11.8</td>
</tr>
<tr>
<td>Polyethylene wax</td>
<td>2</td>
</tr>
<tr>
<td>C18-C38 alkyl (hydroxy)stearate (Kester KR2 P from Kester Kenzen)</td>
<td>0.2</td>
</tr>
<tr>
<td>Hydroxyethylcellulose quaternized with 2,3-epoxypropyltrimethylammonium chloride</td>
<td>0.08</td>
</tr>
<tr>
<td>HYDROPHILIC POLYMER</td>
<td>0.93</td>
</tr>
</tbody>
</table>

Sodium polyacrylate in water at 25% AM* 0.9

Total content of waxes 18.6
Total content of hydrophilic polymers 4.79

Composition C2:

<table>
<thead>
<tr>
<th>Material</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnauba wax</td>
<td>6</td>
</tr>
<tr>
<td>Beeswax</td>
<td>5.2</td>
</tr>
<tr>
<td>Candelilla wax</td>
<td>2</td>
</tr>
<tr>
<td>Rice bran wax</td>
<td>5.6</td>
</tr>
<tr>
<td>C18-C38 alkyl (hydroxy)stearate (Kester KR2 P from Kester Kenzen)</td>
<td>4.1</td>
</tr>
<tr>
<td>Hydroxyethylcellulose quaternized with 2,3-epoxypropyltrimethylammonium chloride</td>
<td>0.1</td>
</tr>
<tr>
<td>HYDROPHILIC POLYMER</td>
<td>0.88</td>
</tr>
</tbody>
</table>

Sodium polyacrylate in water at 25% AM* (Darvan 7 from Vanderbilt) 1

Total content of waxes 22.90
Total content of hydrophilic polymers 4.79

*AM = active material

EXAMPLE 2

Composition C1 and C2 of Waterproof Type

Composition C1:

<table>
<thead>
<tr>
<th>Material</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnauba wax</td>
<td>4.7</td>
</tr>
<tr>
<td>Beeswax</td>
<td>8.2</td>
</tr>
<tr>
<td>Candelilla wax</td>
<td>0.5</td>
</tr>
<tr>
<td>Paraffin wax</td>
<td>2.2</td>
</tr>
<tr>
<td>Hydrogenated jojoba oil</td>
<td>1</td>
</tr>
<tr>
<td>Rice bran wax</td>
<td>2.2</td>
</tr>
<tr>
<td>Polyvinyl laurate (“Mexomer FF®” from Chinner)</td>
<td>0.7</td>
</tr>
<tr>
<td>Allyl stearate/vinyl acetate copolymer (“Mexomer PQ®” from Chinner)</td>
<td>6.7</td>
</tr>
<tr>
<td>Acrylic copolymer (ACP 10 from 3M) in phenyl trimeclicone (sold under the reference MSX 5381 by 3M)</td>
<td>0.05</td>
</tr>
<tr>
<td>Hydroxypropyl chitosan</td>
<td>0.3</td>
</tr>
<tr>
<td>Modified hectorite (“Bentone 38 V®” from Elementis)</td>
<td>6</td>
</tr>
<tr>
<td>Tale</td>
<td>1</td>
</tr>
<tr>
<td>Cellulose fiber (“Natural rayon flock fiber RC1BE - N003 - M04®” from Claremont Flock)</td>
<td>0.05</td>
</tr>
<tr>
<td>Black iron oxide</td>
<td>5</td>
</tr>
<tr>
<td>Propylene carbonate</td>
<td>1.6</td>
</tr>
<tr>
<td>Water</td>
<td>6.13</td>
</tr>
<tr>
<td>Preserving agents</td>
<td>1</td>
</tr>
<tr>
<td>Isododecane</td>
<td>100%</td>
</tr>
</tbody>
</table>

*AM: active material

Composition C2:

<table>
<thead>
<tr>
<th>Material</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnauba wax</td>
<td>4.7</td>
</tr>
<tr>
<td>Beeswax</td>
<td>8.3</td>
</tr>
<tr>
<td>Paraffin wax</td>
<td>2.8</td>
</tr>
<tr>
<td>Rice bran wax</td>
<td>2.8</td>
</tr>
<tr>
<td>Carnauba wax microdispersion**</td>
<td>7</td>
</tr>
<tr>
<td>Hydrogenated jojoba oil</td>
<td>0.1</td>
</tr>
<tr>
<td>C20-C40 alkyl (hydroxy)stearate (“Kester Wax K 82 P® from Kester Kenzen”)</td>
<td>1</td>
</tr>
<tr>
<td>Polyvinyl laurate (“Mexomer PP®” from Chinner)</td>
<td>2.2</td>
</tr>
<tr>
<td>Allyl stearate/vinyl acetate copolymer (“Mexomer PQ®” from Chinner)</td>
<td>3.3</td>
</tr>
<tr>
<td>Vinylpyrrolidone/1-ethoxycarbonyl copolymer (“Antaron V 220 K®” from ISP)</td>
<td>2</td>
</tr>
<tr>
<td>Ethylenediamine/stearyl dimethylethylcarboxypropyl (Uniclear 100 VG® from the company Arizona Chemical)</td>
<td>1</td>
</tr>
</tbody>
</table>

**AM: active material
Composition C2:

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modified hectorite (&quot;Bentone 38V®&quot; from Elementis)</td>
<td>5.8</td>
</tr>
<tr>
<td>Talc</td>
<td>1</td>
</tr>
<tr>
<td>Black iron oxides</td>
<td>4.2</td>
</tr>
<tr>
<td>Ethanol</td>
<td>2</td>
</tr>
<tr>
<td>Propylene carbonate</td>
<td>1.9</td>
</tr>
<tr>
<td>Preserving agents</td>
<td>QS</td>
</tr>
<tr>
<td>Isodecane</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Carnauba wax micro-dispersion having the following composition: Carnauba wax 27 g Polyoxymethyleneated (30 OE) glyceryl monostearate (Tagat S from Goldschmidt) 6.75 g Ethanol 10 g Water qs 100 g

And prepared as follows:

The wax and the surfactant were heated to 90°C, while homogenizing the mixture with moderate stirring. The water heated to 90°C was then incorporated with continued stirring. The mixture was cooled to room temperature and ethanol was added to obtain a wax microdispersion with a mean particle diameter of about 170 nm.

At least one coat of composition C1 is applied to the eyelash fringe using an applicator such as a conventional mascara brush, and at least one coat of composition C2 is then applied to the outer portion of the eyelashes. The outer portion of the eyelashes is more charged and more curled, and this makeup gives the eye an elongated effect, the outer corner of which is raised.

In one implementation example of the makeup method according to the invention, a composition C2 may be applied to the second portion P2 of eyelashes using an applicator belonging to a device I shown in FIGS. 2 to 5.

The device I comprises a container 2 containing a reserve of a cosmetic composition C2 such as mascara, and an applicator 3 comprising a stem 4 of longitudinal axis X.

The stem 4 is fitted at one end with a support 5 comprising a plurality of application members 6 and the stem 4 is connected at the opposite end to a cap 7 for closing the container 2, which also constitutes a handling member.

The closing cap 7 comprises inner threading, not shown, for screwing onto the externally threaded neck 11 of the container 2.

The container 2 comprises, in the example described, a wiping member 8 engaged in the neck 11 and comprising a wiping lip 9 arranged so as to wipe the stem 4 and the support 5 equipped with the application members 6.

The wiping member 8 can, where appropriate, be arranged such that it can become deformed on passage of the application members 6.

The wiping member 8 may be made by injection molding, for example of a polyolefin.

The container 2 is hermetically closed when not in use, by screwing the closing cap 7 onto the neck 11.

In the example shown, the applicator 3 comprises a comb, the application members 6 consisting of teeth. The support 5 extends along a longitudinal axis Y forming with the longitudinal axis X of the stem 4 a non-zero angle α, as illustrated especially in FIG. 4. This angle α may be between 5° and 45°, for example.

The application members 6, of which there are six, for example, are arranged in the example under consideration in a row 10.

The application members 6 may be positioned on the support 5 in various configurations.

In the example illustrated, the row 10 comprises a first series of teeth 6a and a second series of teeth 6b, which are respectively located on either side of a geometrical separating surface S, which is in this case a midplane of symmetry of the comb, parallel to the plane of FIG. 4, and may also constitute a joint plane for the molding of the comb.

In the example illustrated, the teeth 6a and 6b are produced alternately on either side of a common core 15 of the support 5, which serves basically as a backbone on which the teeth are connected at the bottom.

The support 5 is provided at the front with a rounded nose 17, for facilitating its return into the container 2.

The support 5 comprises, at the rear, a bump 18 for facilitating the crossing of the wiping member 8 during its removal from the container 2.

The application members 6 each comprise a top part 20 ending with a free end 30 and a bottom part 22 connected to the core 15 of the support 5.

In the example under consideration, the application members 6 extend substantially perpendicularly to the axis Y of the support 5.

The free ends 30 of the application members are at a distance from the longitudinal axis Y that varies non-monotonously on moving between the end application members of the row 10, i.e. from left to right in FIG. 3.

In the example illustrated, the line L, connecting the free ends 30 has, when the applicator is observed from the side, in a direction perpendicular to the longitudinal axis of the stem 4 and to the abovementioned geometrical separating surface, as illustrated in FIG. 4, a substantially triangular shape, with two rectilinear segments forming between them an angle substantially equal to 90° in the drawing.

In the example under consideration, the succession of application members 6 comprises two larger teeth 6a and 6b of the same length.

The straight line D1 passing through the free end of the shortest member starting from the distal end of the applicator and through the free end of the longest member that is closest to this longest member is identical in the example under consideration to the first rectilinear segment of the line L.

The angle γ, formed between the straight line D1, and the perpendicular N1 to the axis Y passing through the free end of the abovementioned longest application member is, for example, between 25° and 60°; for example about 43°.
The straight line $D_2$ passing through the shortest application member from the proximal end of the support 5 and the longest application member that is closest to this member is identical to the second rectilinear segment of the line $L$.

The angle $\gamma_3$ formed between the straight line $D_2$ and the perpendicular $N_2$ to the axis $Y$ passing through the free end of this longest application member may be within the same ranges of values as the angle $\gamma_1$, for example substantially equal to $\gamma_1$. The apex angle between the segments of the line $L$ is, for example, less than or equal to 120°, or even less than or equal to 90°.

The application members 6 extend on the support 5 over a relatively short distance $d$, especially a distance $d$ of between 0.1 and 1.5 cm, for example between 0.1 and 1 cm approximately. Thus, as illustrated in FIG. 3, it is possible, using the applicator 3, to make up only a portion of the eyelash fringe at a time without touching all of the eyelashes of the eyelid. For example, the application members can simultaneously contact, at most, less than a quarter of the eyelashes of the upper eyelid, as illustrated.

Composition C2 may be applied to eyelashes that may or may not have been made up.

The support 5 and the application members 6 are made as a single piece in the example illustrated, by molding plastic. The support 5 is connected to the stem 4 in a manner that will be detailed later, with regard to FIGS. 10 and 11.

In the example described, the top parts 20 of two consecutive application members 6 form between them a groove 21 extending substantially down to the core 15, when the comb is observed from the side, as in FIG. 4. The grooves 21 allow the eyelashes to be captured more easily, for example so as to separate them, comb them or spread out product deposited on their surface.

It is understood that by varying the length and interval of the application members, it is easily possible to modify the amount of product that the applicator takes up.

The gap between the peaks of two successive application members 6a or 6b located on the same side of the geometrical separating surface is, in the example under consideration, markedly larger than the width of an application member, measured at approximately mid-height of the applicator 3, parallel to the axis $Y$ of the support 5.

Each application member 6a extends substantially at mid-distance, when the applicator 3 is observed from the side, from two adjacent application members 6b, and vice versa.

In the example under consideration, the top parts 20 of the application members 6 all point in substantially the same direction.

The bottom parts 22 of two successive application members located on the same side of the core 15 form between them and with the core 15 a cavity 23 that can constitute a product reserve.

The spacing between the application members 6a or 6b may be relatively large to improve the amount of product that the applicator takes up, without, however, the applicator losing any capacity to grip the eyelashes, by virtue of the staggering of the application members and by the fact that the grooves 21 formed by the top parts 20 of the application members remain sufficiently straight.

The application members 6 may have many configurations without departing from the context of the present invention, especially differently oriented top parts.

When the device 1 is used to make up the second portion $P_2$ of the eyelash fringe, all of the eyelashes or only a part corresponding to at least the portion $P_1$ of the eyelashes may have been made up beforehand, using a mascara and a conventional brush or comb. It is also possible to leave the first portion $P_1$ of the eyelash fringe without makeup and to apply makeup to only the second portion $P_2$ with the second composition C2.

When the first portion $P_1$ and the second portion $P_2$ are made up, the same composition C and an applicator comprising two different applications zones, for instance those shown in FIG. 6, may be used.

The device 1' shown in FIG. 6 comprises an applicator 35 comprising a first application zone 36 in the form of a comb and a second application zone 37 that may have application members and a length similar to that of the device 1.

Thus, the user may apply composition C to the first portion $P_1$ using the first application zone 36 and optionally to the second portion $P_2$, and can thereafter apply makeup to the second portion $P_2$ using the second application zone 37 only.

FIG. 7 shows another device for obtaining the makeup according to the invention, comprising, in addition to the container 2 containing the second composition C2 and the applicator 3, a second container 70 containing a first composition C1 and a second applicator 71 that may be different than the applicator 3. For example, the applicator 71 may comprise a conventional mascara brush.

In one particular embodiment, not shown, the container 2 and the container 70 may contain the same composition C. In this case, the first and second makeup results are obtained by using the two different applicators 3 and 71.

In the example illustrated in FIG. 7, the container 2 containing the second composition C2 comprises a lower skirt 72 fitted with threading and constituting a closing cap for the container 70 containing the first composition C1.

Other examples of devices comprising two containers and two applicators have been shown in FIGS. 8 to 11.

The applicators in these examples are oriented in opposite directions such that each container can serve as a gripping member for the applicator associated with the other container.

In FIG. 8, the device comprises a mascara brush and an applicator 3 comprising a comb, whereas the applicator 3 of the device in FIG. 9 comprises a brush. The mascara brush may be chosen, for example, from those described in U.S. Pat. No. 5,937,870 or FR 2 605 505, for example, the content of which is incorporated into the present patent application by reference.

The device in FIG. 10 comprises a comb and an applicator 3, also consisting of a comb. The applicator in
FIG. 11 comprises a comb and an applicator, consisting of a brush. The comb of the applicators in FIGS. 10 and 11 is chosen, for example, from those described in U.S. Pat. No. 6,581,610, WO 01/05271 or U.S. Pat. No. 6,539,950, the content of which is incorporated into the present patent application by reference.

0149 The devices in FIGS. 8 to 11 comprise a tubular sleeve connecting together the closing caps 82 and 7 associated, respectively, with the containers 70 and 2. The closing caps 82 and 7 may be retained, for example, by friction, bonding or click-fastening inside the sleeve 80.

0150 In each of the devices of FIGS. 8 to 11, the first composition C1 contained in the second container 70 may be different than the second composition C2 contained in the container 2.

0151 The expression “comprising one” should be understood as being synonymous with the expression “comprising at least one”, and the term “between” should be considered as including the limits, unless otherwise specified.

0152 Although the present invention herein has been described with reference to particular embodiments, it is to be understood that these embodiments are merely illustrative of the principles and applications of the present invention. It is therefore to be understood that numerous modifications may be made to the illustrative embodiments and that other arrangements may be devised without departing from the spirit and scope of the present invention as defined by the appended claims.

1. A method for making up the eyelashes or the eyebrows, comprising:

   generating a first makeup result on at least a first portion of the eyebrow or eyelash fringe and a second makeup result, different than the first, on at least a second portion of the eyebrow or eyelash fringe, adjacent to the first portion, the eyebrow or eyelash fringe comprising a first end adjacent to the nose and a second end opposite the first, the first portion extending along a non-zero distance from the second end, the makeup result of the first end being different than the makeup result of the second end.

2. The method as claimed in claim 1, wherein the first and second portions are made up using two different applicators or using two different application portions of the same applicator.

3. The method as claimed in claim 1, wherein the first and second portions are made up via deposition of an amount of dry matter to the first portion that is different than the amount of dry matter deposited on the second.

4. The method as claimed in claim 3, wherein the amount of dry matter deposited on the first portion is smaller than the amount of dry matter deposited on the second portion.

5. The method as claimed in claim 1, wherein the first and second portions are made up using two compositions that differ from each other by at least one optical characteristic that is visible to the naked eye.

6. The method as claimed in claim 5, wherein the optical characteristic is chosen from color and gloss.

7. The method as claimed in claim 1, wherein the second portion represents from ¼ to ½ of the total length of the eyebrow or eyelash fringe.

8. The method as claimed in claim 1, wherein the second portion represents from ¼ to ½ of the total length of the eyebrow or eyelash fringe.

9. The method as claimed in claim 1, wherein no composition is applied to one or the other of the first and second portions, preferably to the first portion.

10. The method as claimed in claim 1, comprising:

   applying a first cosmetic composition (C1) to substantially the whole eyebrow or eyelash fringe, so as to form a first deposit, and then

   on the first deposit of the second portion (P2) of the eyebrow or eyelash fringe, forming a second deposit using at least a second cosmetic composition (C2) that is different than the first.

11. The method as claimed in claim 10, wherein the second deposit is formed before the first composition has completely dried.

12. The method as claimed in claim 10, wherein the first and second compositions have different colors.

13. The method as claimed in claim 1, wherein the second portion extends over at least a sixth of the total length of the eyebrow or eyelash fringe.

14. The method as claimed in claim 1, wherein eyelashes of the second portion of the eyebrow or eyelash fringe are made up using a brush or a comb comprising a plurality of application members preferably obtained from molding with a support on which the application members are implanted.

15. The method as claimed in claim 14, wherein the second portion of the eyebrow or eyelash fringe is made up using a comb comprising a plurality of application members arranged in the form of at least one row extending on a support over a distance between 0.1 cm and 1.5 cm.

16. The method as claimed in claim 14, wherein the second portion of the eyebrow or eyelash fringe is made up using a comb comprising a plurality of application members arranged in the form of at least one row extending on a support over a distance between 0.1 cm and 1 cm.

17. The method as claimed in claim 1, wherein the makeup on the eyelash fringe is produced using a fringe of false eyelashes comprising a first and/or a second portion to be arranged on the first and/or second portion of the eyelash fringe to be made up.

18. The method as claimed in claim 1, comprising:

   applying to substantially the whole eyebrow or eyelash fringe one coat of a composition to generate a first makeup result, and then heat a fraction only of said fringe to generate a second makeup result by modifying the first makeup result.

19. The method as claimed in claim 18, wherein the heated fraction represents from ¼ to ½ of the total length of the eyebrow or eyelash fringe.

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