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(54) **METHOD OF APPLYING COSMETICS**

(57) **ABSTRACT**

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A method for forming or shaping an eyebrow. The method consists of selecting a concealer having a color that matches the color of the skin surrounding the eyebrow and then applying the concealer, preferably by the use of a pencil containing the concealer, to the skin surrounding the eyebrow, and if necessary to portions of the eyebrow, to form an outline of a desired eyebrow. The concealer creates an adhesive surface. An eyeshadow is then selected that matches the desired hair color for the eyebrow. Preferably the eyeshadow is in pencil or powder form. The eyeshadow is applied to the eyebrow within the formed outline and to portions of the adhesive surface to create the desired eyebrow.

Such a technique may also be used to color and shape the lips. The concealer color is selected to match the color of skin surrounding the lips, is applied, preferably by pencil, to the skin surrounding the lips and to portions of the lips to form a desired outline around the lips. The concealer creates an adhesive surface. A lip liner is then selected to match the desired color of the lips and then applied to the lips within the formed outline and to portions of the adhesive surface to create the desired lips.

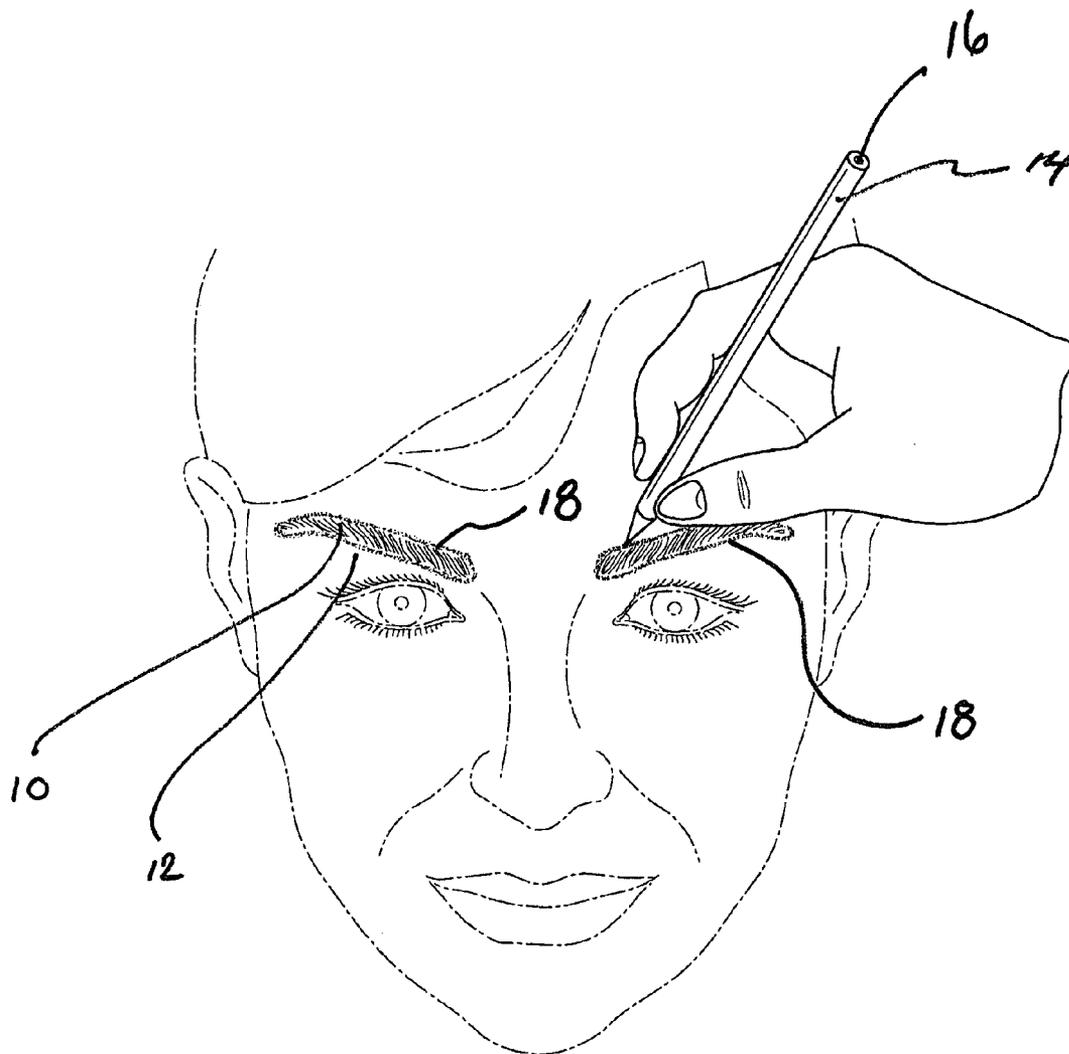


FIG. 1

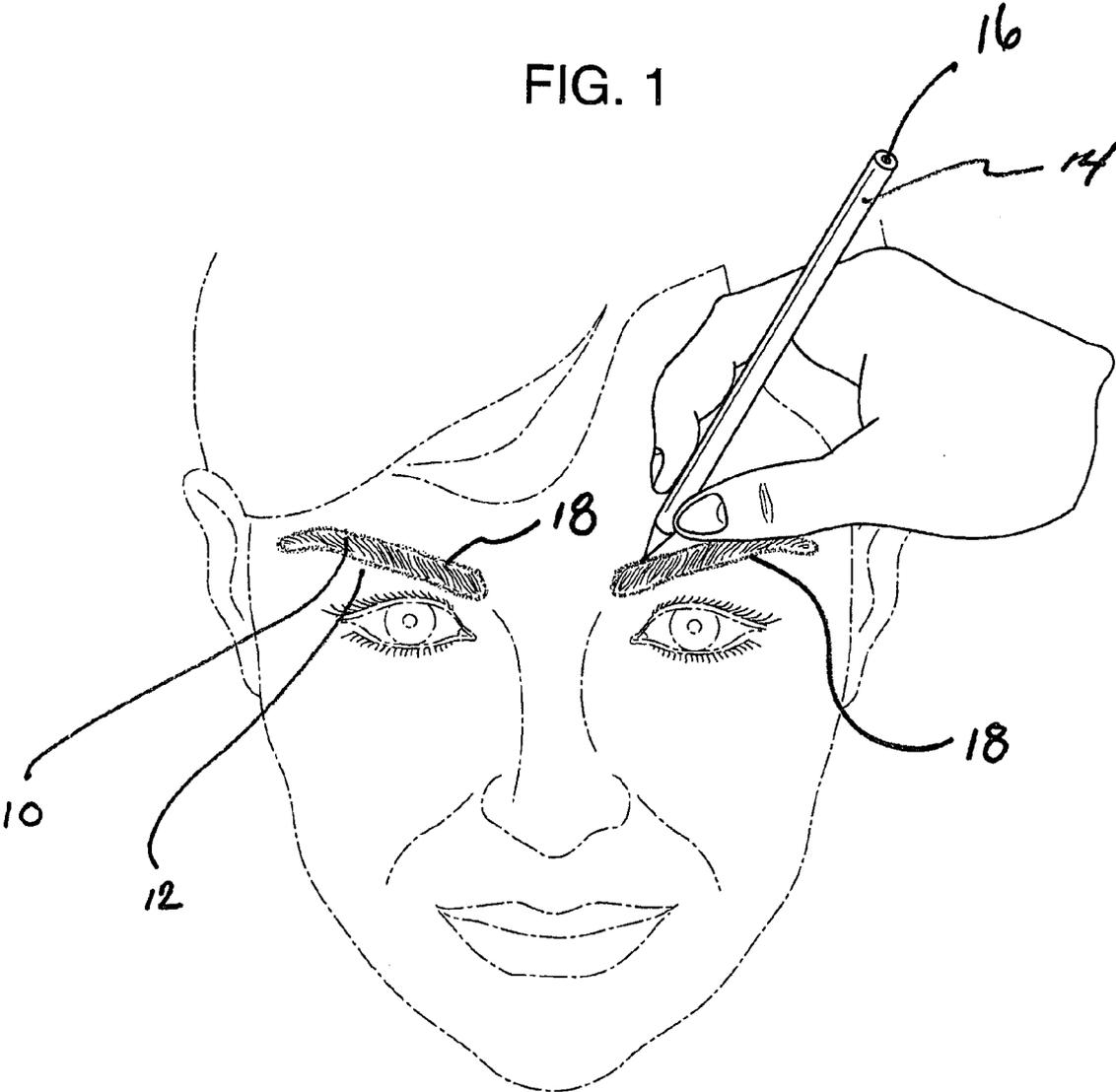
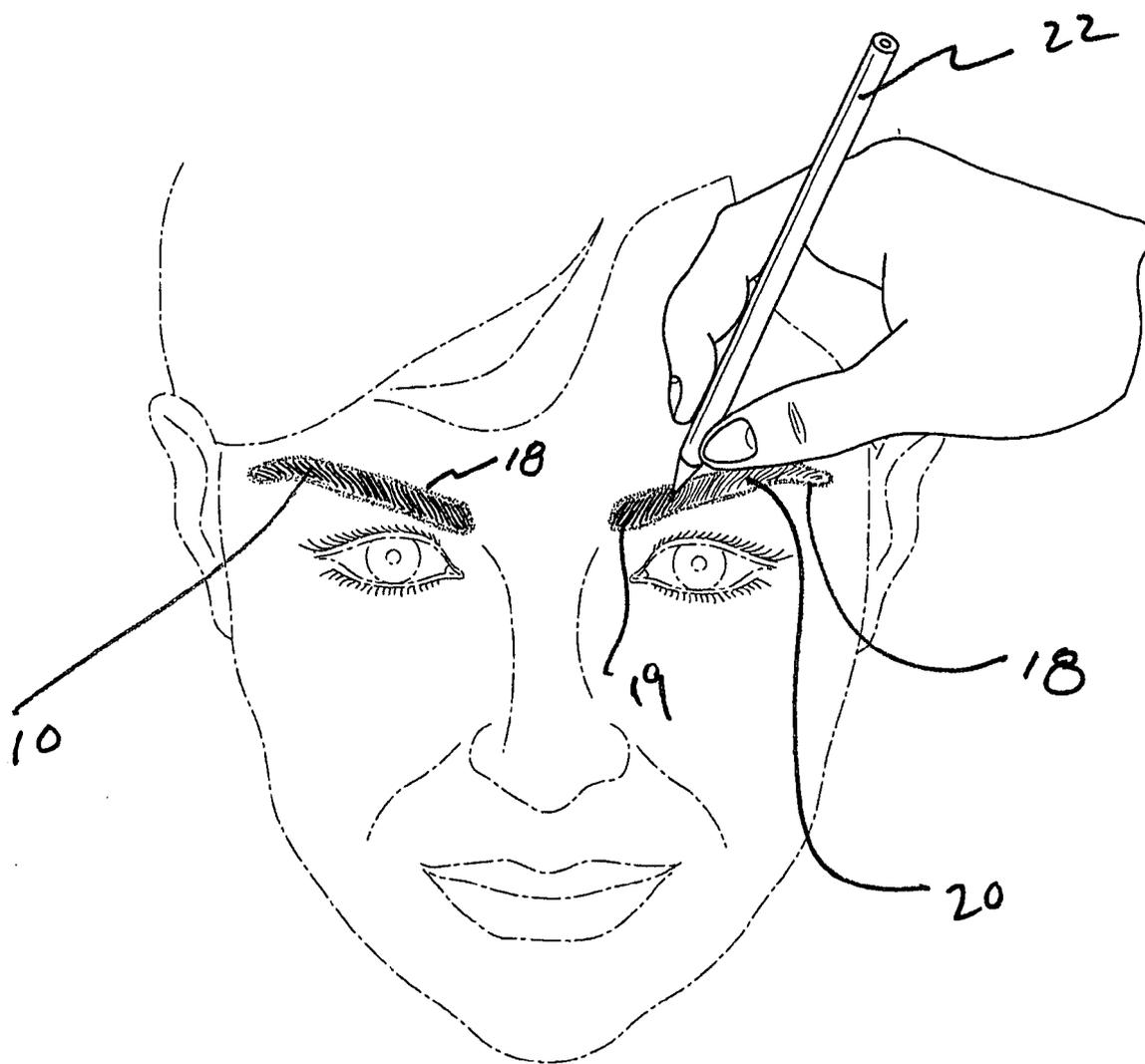


FIG. 2



METHOD OF APPLYING COSMETICS

BACKGROUND OF THE INVENTION

[0001] 1. Field of the Invention

[0002] This invention relates to a novel method of applying cosmetics, particularly to the eyebrows and lips, that creates enhanced effects, which is easy to use and which permits easy correction thereto if mistakes are made or changes desired.

[0003] 2. Description of the Related Art

[0004] Many people, mostly female but not exclusively, are concerned about the shape and appearance of their eyebrows. In particular, the appearance of eyebrows is generally considered to be an important fashion statement for women. This may mean simply the application of an eyeliner or other coloring agent to the eyebrow to enhance its appearance and/or and in some instances, to increase the width or length of the eyebrow so as to appear more prominent. In some instances, there are persons who have very little hair in the eyebrow region of their face, over the orbital arch of the frontal bone of the face, and those persons will want to define an eyebrow shape so as to normalize their appearance. However, the cosmetic appearance of eyebrows is also important to males and females for non fashion reasons, for example for people who have eyebrow problems such as excess hair, not enough hair, ungainly brow shape, brows that are too light, brows that are too dark or the complete loss of hair due to an accident or medical condition, e.g., cancer treatment or Alopecia.

[0005] One known technique of applying makeup to the eyebrows is to use a color pencil that matches, for example, the hair color of the eyebrow, to trace the outline of the eyebrow with that pencil and then to color in the eyebrow. Another technique, as exemplified by U.S. Pat. Nos. 5,860,433 to Halpern, and 6,336,462 to Gianna et al and US Patent Application Nos. 2003/0234028 to Edell and 2004/0231694 to Rosenblatt involves the use of a template for forming the desired eyebrow or eyebrow shape that a person may desire. The template or stencil typically has one for the right eyebrow and one for the left eyebrow. The template is placed above the eye and maintained in the desired place by, for example, an adhesive backing and then is filled-in with a coloring powder or pencil, e.g., an eyebrow pencil. When the shape of the eyebrow is filled in the template is removed.

[0006] Another technique used is the EYEBROWZ technique described at www.eyebrowz.com on the date of filing this application (Eyebrowz Designs, Inc., Abbotsford, Canada). For example, in this technique a white outliner stick is applied to the brow to mark the beginning and end of the eyebrow, and the high point of the brow. A stencil is then lined up with the marks. The hair is then color brushed through the stencil following the shape of the stencil. Subsequently, the white outliner may be used to trace the outline of the brow and the hairs that are outside the white trace line are removed. The white trace line is then removed.

[0007] Relevant to another aspect of this invention, lip compositions are commonly used to impart a cosmetic finish or color to the lip. Conventional lip compositions are semi-solid mixtures of waxes, oils, and colorants. Wearers of lipstick and other colored lip products have traditionally encountered difficulty with fine facial lines that commonly form around the lips. These facial lines often cause lipstick to bleed or spread into them. When bleeding occurs, the lipstick will settle into the lines and emphasize their existence by depositing color in the crevices. Additionally, as a woman ages, the pigment in the lips begins to fade so that the physical

line of the lip structure is not coextensive with the natural lip coloring. Use of colored lip liner to aid in the maintenance of lipstick on the lips can be somewhat effective, but it still does not fully prevent the bleeding. A traditional lip liner aims to prevent the bleeding of lipstick by forming a barrier around the lips. Many lip liners are in the form of a waxy pencil that deposit color on the lips in hopes of maximizing the length and the intensity of the lip color. However, a lip liner can easily wear off and the lipstick can subsequently bleed into the facial lines.

[0008] The concept of applying a first coat of a cosmetic composition followed by a second coat is well known, sees for example, the following U.S. patents and applications:

- [0009]** U.S. Pat. No. 6,811,770 to Ferrari et al.
- [0010]** US Publication No. 2004/0228817 by Simon et al
- [0011]** US Publication No. 2006/0127339 by Bavoucet et al.
- [0012]** US Publication No. 2006/0140895 by Zheng et al.
- [0013]** US Publication No. 2006/0029560 by Blin
- [0014]** US Publication No. 2005/0276779 by Blin
- [0015]** US Publication No. 2005/0152933 by Hetzel
- [0016]** US Publication No. 2005/0129641 by Arnaud et al.
- [0017]** US Publication No. 2005/0098189 by Adams
- [0018]** US Publication No. 2005/0095213 by Blin et al.
- [0019]** US Publication No. 2005/0058678 by Ricard et al.
- [0020]** US Publication No. 2004/0234564 by Blin et al.
- [0021]** US Publication No. 2003/0039621 by Arnaud et al.
- [0022]** US Publication No. 2003/0017124 by Agostini et al.
- [0023]** U.S. Pat. No. 6,471,951 to Nardolillo et al.
- [0024]** U.S. Pat. No. 6,367,484 to Ramin et al.
- [0025]** U.S. Pat. No. 6,336,462 to Santelli et al.
- [0026]** U.S. Pat. No. 6,001,374 to Nichols
- [0027]** U.S. Pat. No. 4,936,325 to Davis

OBJECTS AND SUMMARY OF INVENTION

[0028] It is an object of this invention to provide a method of applying cosmetics, particularly to the eyebrows and lips, which is easy and which permits easy correction thereto if mistakes are made or changes desired.

[0029] It is yet another object of this invention to provide a method of applying cosmetics, particularly to the eyebrows and lips, which is easy and permits easy correction thereto if mistakes are made or changes desired by erasing a failed effort once the makeup is applied and subsequently applying the makeup again.

[0030] It is a further object of the present invention to provide a unique method for forming a fashionable eyebrow on both females or males.

[0031] It is yet another object of this invention to provide a method of applying cosmetics to the eyebrows which prevents the facial make-up surrounding the eyebrows from being affected by the work done on the eyebrow, by, for example while drawing the eyebrow.

[0032] It is still another object of this invention to provide a method of applying cosmetics to the eyebrows which is particularly useful for those who have lost their eyebrows due to Alopecia or cancer treatments.

[0033] It is an additional object of this invention to provide a method of applying cosmetics to the lips that creates a sharp line surrounding the lips, enhances the longevity of the lip liner and prevents lipstick from bleeding.

[0034] It is still another object of this invention is to provide a novel method of applying cosmetics that has numerous benefits and uses existing make-up artist paraphernalia.

[0035] All of the foregoing objects as well as others are achieved by the method of this invention for forming or shaping an eyebrow. The method consists of selecting a concealer having a color that matches the color of the skin surrounding the eyebrow and then applying the concealer, preferably by the use of a pencil containing the concealer, to the skin surrounding the eyebrow, and if necessary to portions of the eyebrow, to form an outline of a desired eyebrow. The concealer creates an adhesive surface. An eyeshadow is then selected that matches the desired hair color for the eyebrow. Preferably the eyeshadow is in pencil or powder form. The eyeshadow is then applied to the eyebrow within the formed outline and to portions of the adhesive surface to create the desired eyebrow.

[0036] Such a technique may also be used to color and shape the lips. The concealer color is selected to match the color of skin surrounding the lips, is applied, preferably by pencil, to the skin surrounding the lips and to portions of the lips to form a desired outline around the lips. The concealer creates an adhesive surface. A lip liner is then selected to match the desired color of the lips and then applied to the lips within the formed outline and to portions of the adhesive surface to create the desired lips.

BRIEF DESCRIPTION OF THE DRAWINGS

[0037] For a more complete understanding of the present invention, reference may be had to the following description of exemplary embodiments of the present invention considered in connection with the accompanying drawings, of which:

[0038] FIG. 1 shows one of the first steps in the method of this invention used for applying cosmetics to the eyebrows; and

[0039] FIG. 2 shows a subsequent step of this invention when used for applying cosmetics to the eyebrows.

DETAILED DESCRIPTION OF THE INVENTION

[0040] Referring to FIGS. 1 and 2, one aspect of this invention is directed to forming or shaping an eyebrow 10. The method comprises selecting a concealer having a color that matches the color of skin 12 surrounding the eyebrow 10. The term "matches the color of the skin" is meant to include not only when the color produced by the concealer exactly matches the skin but also to include when the color produced is different from the skin so that a desired cosmetic effect can be produced.

[0041] Preferably, as depicted in FIG. 1, the concealer is applied by pencil 14 wherein the concealer composition 16, typically in a wax or hard form, is within the pencil 14. The selected concealer is applied to the skin 12 surrounding the eyebrow, and if necessary portions of the eyebrow, to form an outline 18 of a desired eyebrow 10, the concealer creating an adhesive surface upon which the eyeshadow can adhere. Clearly, any particular shape which is desired may be chosen by the user, oftentimes in consultation with a cosmetician or beautician, or otherwise with a cosmetic or make-up specialist or consultant. The concealer can be used not only to outline an existing shape but to create a new shape different from the existing shape and can also be used to fix or fill gaps in the eyebrow when subsequently covered by eyeshadow.

[0042] Referring to FIG. 2, the next step in this invention is to selecting an eyeshadow 19 having a second predetermined color that matches the desired hair color, for example, that

matches the hair 20 of the eyebrow 10 or the persons' hair color. Often these may not be the same color.

[0043] A standard eyebrow pencil 22 can be used. Typically, such a pencil is prepared with a cosmetic base, frequently a wax base, which is first melted, and to which one or more pigments are homogeneously mixed. The pigments used in such pencils can be either organic or inorganic. The pencil may use any type of cosmetic base that is standard in the art for the making of cosmetic pencils or sticks. Most commonly, however, the base will be a wax base, i.e., comprising one or more waxes. Optionally, an eye liner or a powder may be used. Eyebrow dyes can also be used with this invention.

[0044] Referring to FIG. 2, the eyeshadow 19 is applied with the eyebrow pencil 22 to the eyebrow 10 within the formed outline 18 and to portions of the adhesive surface surrounding the eyebrow 10 to create the desired eyebrow, with the color from the eyebrow pencil adhering to the concealer when applied thereto. If the concealer is used to assist in fixing or filling gaps in the eyebrow, the eyebrow pencil color adheres thereto covering up such gaps so that it has the color of the eyebrow.

[0045] The skin-colored concealer is used to form the outline of the desired eyebrow. This may involve applying the concealer to areas that are not covered by brow hair and areas that are covered by brow hair, with the brow hair being covered by the concealer being outside the desired eyebrow outline. To shape the brow further, an artist or esthetician can then tweeze out hairs that are not perfectly within the outline of the desired eyebrow. The artist can then easily see the hairs that are to be tweezed because they are covered by the concealer outline, thus providing more certainty on which hairs to tweeze.

[0046] The concealer and eyeshadow that may be used in this invention are well known and typically packaged separately and are accompanied by suitable application means. Such application means may be by pencil (as depicted in FIGS. 1 and 2) but may also be by fine brushes, coarse brushes, pens, felts, nibs, sponges and/or foams.

[0047] As indicated, the principal use of this invention is for creating and shaping eyebrows. However, another aspect of this invention is for forming or shaping lips. This method comprises selecting a concealer having a color that matches the color of the skin surrounding the lips. Similarly the term "matches the color of the skin" is meant to include not only when the color produced by the concealer exactly matches the skin but also to include when the color produced is different from the skin so that a desired cosmetic effect can be produced. The selected concealer is applied to the skin surrounding the lips to form an outline of the desired lip shapes, the concealer creating an adhesive surface surrounding the lips. A lip liner is then selected having a color that matches the desired color of the lips. The term "matches the color of the lips" is meant to include not only when the color produced by the lip liner exactly matches the lips but also to include when the color produced is different from the lip color so that a desired cosmetic effect can be produced. The lip liner is then applied to the lips within the formed outline and to portions of the adhesive surface surrounding the lips to create the desired lips.

[0048] An important feature of the method of this invention is to have the concealer and lip liner line the lips and hide the ridge marks that exist in an older face. Additionally, as a woman ages, the pigment in the lips fades, typically at the

outer perimeter of the lips initially, so that the physical line of the lip structure is not coextensive with the natural lip coloring. In the method of this invention the concealer creates an outline of at the edge of the lip, retracing the original outer line of the lip and creating an adhesive surface thereon. Subsequently when the regular lip stick is applied, it is applied over a lip liner that has been applied to the skin-toned adhesive surface providing a full color to the outer part of the lip structure. If the method of this invention is not used, when you apply the lipstick on the lips, the outer edge is lighter and fades away faster. In addition, if you try to outline the edge of lip with lip liner without the adhesive surface thereon formed by the concealer, it is difficult to get a crisp outline of the outside perimeter line of the lip.

[0049] Both with the use of this method on the eyebrows and lips, the makeup artist has the option of using the technique to maximize or to minimize the lips' appearance, e.g., making it plump or thin.

[0050] The cosmetic products used in the method of this invention may, for example, be provided in the form of a kit comprising one or more concealer pencils and eyeshadow pencils and/or lip liners or lipsticks. It may also include a brush, for example, a brush that is customized to have a sharp flat bristle structure on one end and a fuller angled brush on the other end. The kit may also include instructions for the use of the product and/or a holder or container for each of the components of the kit.

[0051] The aforescribed invention provides numerous benefits. In particular, when used for eyebrows, it prevents the facial make-up surrounding the eyebrows from being affected by the work done on the eyebrow, by, for example while drawing the eyebrow. The invention is particularly useful for those who have lost their eyebrows due to Alopecia or cancer treatments. When used for the lips, the method creates a sharp line surrounding the lips, enhances the longevity of the lip liner and prevents lipstick from bleeding. A major advantage of this method is that mistakes can be easily corrected by, for example, erasure of a portion of the eyeliner with the concealer and re application of the eyeliner. Importantly, the aforescribed invention can be practiced with existing make-up artist compositions and paraphernalia.

[0052] The foregoing constitutes a description of specific embodiments showing how the invention may be applied and put into use. These embodiments are only exemplary. The invention in its broadest, and more specific aspects, is further described and defined in the claims which now follow.

What is claimed is:

- 1. A method of forming or shaping an eyebrow comprising: selecting a concealer having a first predetermined color matched to the color of skin surrounding the eyebrow; applying the selected concealer to the skin surrounding the eyebrow to form an outline of a desired eyebrow, the concealer creating an adhesive surface;

- selecting an eyeshadow having a second predetermined color that matches the desired hair color of the eyebrow; applying the eyeshadow to the eyebrow within the formed outline and to portions of the adhesive surface to create the desired eyebrow.
- 2. The method of claim 1, wherein the concealer is applied with a pencil containing the concealer.
- 3. The method of claim 1, wherein the eyeshadow is a powdered eyeshadow.
- 4. A method of forming or shaping an eyebrow comprising: selecting a pencil containing a concealer having a first predetermined color matched to the color of skin surrounding the eyebrow; applying the selected concealer with the pencil to the skin surrounding the eyebrow to form an outline of a desired eyebrow, the concealer creating an adhesive surface; selecting a powdered eyeshadow having a second predetermined color that matches the hair of the eyebrow; applying the eyeshadow to the eyebrow within the formed outline and to portions of the adhesive surface to create the desired eyebrow.
- 5. A method of forming or shaping an eyebrow comprising: selecting a concealer having a first predetermined color matched to the color of skin surrounding the eyebrow; applying the selected concealer to portions of the skin surrounding the eyebrow and portions of the eyebrow to form an outline of a desired eyebrow, the concealer creating an adhesive surface; selecting an eyeshadow having a second predetermined color that matches the desired hair color of the eyebrow; applying the eyeshadow to the eyebrow within the outline and to portions of the adhesive surface forming the outline of the desired eyebrow to create the desired eyebrow.
- 6. The method of claim 5, further comprising tweezing any eyebrow hairs outside the desired eyebrow to remove such hairs.
- 7. A method of forming or shaping lips comprising: selecting a concealer having a first predetermined color matched to the color of skin surrounding the lips; applying the selected concealer to the skin surrounding the lips and to the lips to form an outline of a desired lips, the concealer creating an adhesive surface; selecting a lip liner having a second predetermined color that matches the desired color of the lips; applying the lip liner to the lips within the formed outline and to portions of the adhesive surface to create the desired lips.
- 8. The method of claim 7, wherein the concealer is applied with a pencil containing the concealer.

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