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LIPSTICK DISPLAY PACKAGE

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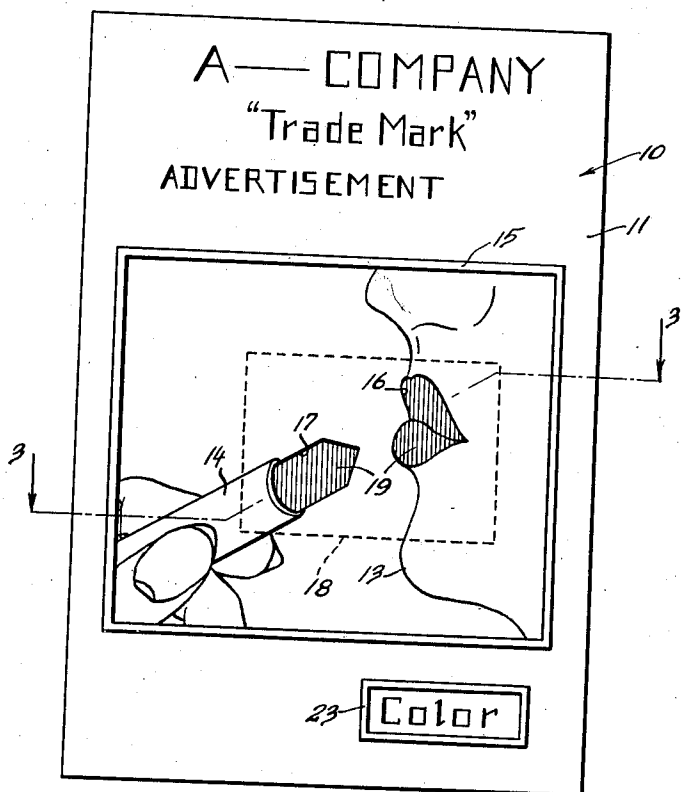


Fig. 1

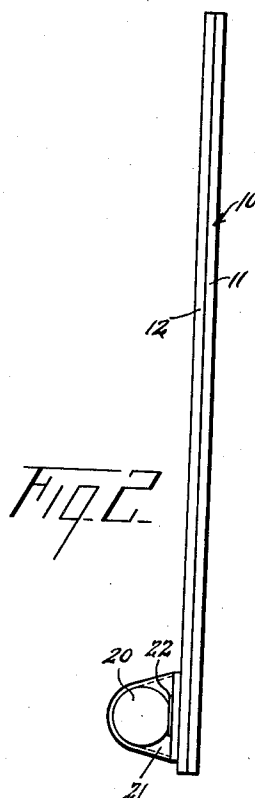


Fig. 2

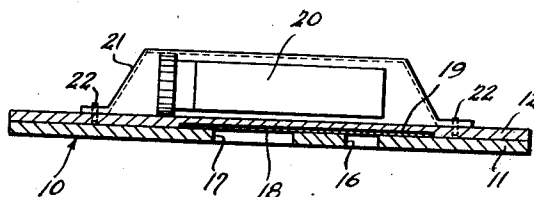


Fig. 3

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LIPSTICK DISPLAY PACKAGE

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2 Claims. (Cl. 35—59)

This invention relates to a lipstick display package.

The principal object of this invention is to provide a means by which a female customer can easily choose the color of the lipstick particularly adapted for her face, without rubbing several lipsticks on the hand as is customarily done to distinguish the several colors in the selection of the one desired by her. This object is achieved by providing on a display card an actual application of lipstick to the lips of a woman pictorially represented on the card and a like application of lipstick to a pictorial representation of a lipstick placed adjacent the lips of the woman, and further providing an actual lipstick of the same color to be carried in a transparent container attached to the display card whereby the customer viewing the color of the lipstick can obtain a precise idea of what the same would look like as applied to the lips by an examination of the pictorial showing on the card.

With an article of the character, error in the selection of the color of lipstick is avoided and the purchaser is resultantly satisfied with the shade of lipstick purchased.

An example of the invention is illustrated in the accompanying drawing, wherein:

Figure 1 is a front elevational view of the lipstick display package.

Figure 2 is an end elevational view of the same.

Figure 3 is a cross-sectional view taken on line 3—3, Figure 1, looking in the direction of the arrows, certain parts being shown of exaggerated thickness.

Referring to the drawing in detail, the lipstick display package is denoted generally by the reference numeral 10 and consists of a card formed of two relatively stiff sheets 11 and 12 arranged in abutting registering relation and secured together in any desired manner as will be hereinafter described. The front sheet 11 may be made of cardboard, sheet metal or any other suitable material and is preferably made rectangular in shape. Suitably printed, lithographed or otherwise formed on the front surface of the sheet 11 is a representation of a woman holding a lipstick in her hand with the lipstick in close proximity to the lips of the woman. Preferably only the lower portion of a woman's profile such as 13 is shown and merely enough of her hand to show her holding the lipstick 14, the entire showing being confined within a suitable frame 15 similarly printed or lithographed on the front surface of the sheet 11.

That portion of the sheet 11 on which would

have been printed the lips 16 and the part 17 of the lipstick carried by the holder 18 is completely cut-out to provide openings in the sheet 11 of a shape conforming to the lips 16 and lipstick 17. Arranged on the back of the sheet 11 and covering the lip opening 16 and lipstick opening 17 is a transparent sheet of material 18 such as Celuloid or any other suitable transparent material, see dotted lines Figure 1, which is cemented, glued or otherwise fastened to the back of the sheet 11.

The back sheet 12 is of the same shape as the sheet 11 and may be of like material, that portion thereof which would be viewed through the lip opening 16 and lipstick opening 17 in the sheet 11 being treated or specially surfaced to receive thereon a coating 19 of actual lipstick so that when the two sheets 11 and 12 are brought together there will be seen a true lipstick color both of the lipstick and on the lips of the woman, whereby a person viewing the display package will see an actual color application of a lipstick as applied to the lips. The transparent sheet 18 acts as a protective covering for the coating of lipstick to prevent the same from being rubbed off in the handling of the package while at the same time permitting the color of the lipstick coating to be clearly seen therethrough.

The two sheets 11 and 12 are securely united as by gluing, staples or any other suitable fastening medium.

Attached to the back of the card 10 is a lipstick cartridge 20 housed within a suitable transparent container 21 which is fastened to the card (or back sheet 12) by means of the staples 22. Thus a purchaser viewing the color of the lipstick 20 within the container 21 can obtain a precise idea of the appearance of that particular color of the lipstick by referring to the application of the same to the lips in the pictorial showing within the frame at the front of the card.

The front of the card 10 may carry above the frame 15 the name of the manufacturing company, the trade-mark and other advertising matter. Beneath the frame 15 may be printed a smaller frame 23 containing the name of the color of the lipstick shown.

From the foregoing description the advantages of the invention will be evident. There will be no more need of testing the various available colors of lipstick by the unhygienic method of rubbing the lipsticks on the hand or other skin surface of the customer or salesperson. The customer will be able to buy a lipstick that has not been touched by other hands, and the seller will avoid waste of

time and possible spoiling of tested and rejected lipsticks.

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

- 5 1. A lipstick display package comprising a front card bearing a pictorial representation of a woman's profile in the act of applying a lipstick, both the lipstick and the lips being in juxtaposition to each other and each being cut out to define in
10 said card a lipstick opening and a lip opening, a back card arranged in abutting relation to said front card and attached thereto, that portion of the back card as seen through the lipstick and lip openings in the front card having provided
15 thereon a coating of lipstick, and a transparent sheet interposed between said front and back cards and extending across said openings for cov-

ering said coating to protect the same, said transparent sheet being fastened to the inside surface of said front card and adapted to contact said lipstick coatings.

2. In the lipstick display package as set forth 5 in claim 1, said front and back cards being formed of relatively stiff material and being of equal dimensions, and a transparent container carrying a lipstick of the same color as said coating attached to said cards, whereby a purchaser by 10 first viewing the color of the lipstick either as shown in the pictorial representation or in the container can ascertain its actual appearance in use by a comparison of the same with that as applied to the lips in said pictorial representation. 15

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