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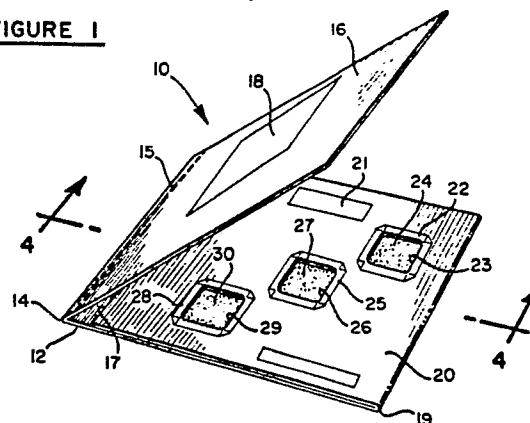
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14.02.90 Bulletin 90/07(71) Applicant: **WEBCRAFT TECHNOLOGIES, INC.**
Route 1 & Adams Station
N0. Brunswick New Jersey 08902(US)(72) Inventor: **Parrotta, Michael A.**
3242 Klockner Road
Hamilton Square New Jersey 08690(US)
Inventor: **Schoenleber, Donald**
55 Gristmill Drive
Bellemead New Jersey 08102(US)
Inventor: **Grainger, Frederick**
103 Rock Road
West Greenbrook New Jersey 08812(US)(74) Representative: **Boggio, Luigi et al**
STUDIO TORTA Società Semplice Via Viotti,
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I-10121 Torino(IT)(54) **Advertising sampler and method of manufacture.**

(57) A thin, paper sheet cosmetic advertising sampler (10) formed from a continuous web, comprising a paper sheet having printed advertising thereon referring to a cosmetic advertised product; small sampling area on the sheet which has a smooth non-porous impermeable surface on which material can be deposited, and which will prevent bleed-through; a thin, dry, cohesive and applicable transfer layer film (24, 27, 30) of a powder bearing cosmetic material which lightly adheres to the smooth non-porous surface without bleeding through the paper, and accurately matches the color and to some degree general characteristics of the cosmetic product referred to in the printed advertising; a transfer layer (24, 27, 30) having a thickness slightly greater than that of the paper sheet, and adhering slightly to the smooth surface of the sampling area such that a light rub from a receiving surface will cause the layer to leave the smooth surface of the sampling area and to stick to the receiving surface, and from which it is readily spreadable onto the skin of the user; a

cover sheet (16) integrally connected to the paper sheet so as to overlie the top surface of the transfer layer (24, 27, 30) and away from which it can be readily moved to provide access to the transfer layer surface; and the cover sheet (16) surface adjacent the transfer layer top surface being sufficiently smooth to preclude adherence to the dry transfer layer surface when they come into contact, so as not to disturb the transfer layer surface.

FIGURE 1



EP 87 11 3420

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int. Cl.4)
P,X	EP-A-0 197 184 (WEBCRAFT TECHNOLOGIES) * Page 4, line 25 - page 9, line 30; figures 1-5 *	1-12,14 ,25,26, 32,35, 36,47	G 09 F 5/04 G 09 F 23/10 A 45 D 40/00
P,X	EP-A-0 197 206 (INTERCOS ITALIANA) * Page 1, line 1 - page 4, line 21; figures 1,2 *	47-53	
P,X	FR-A-2 589 271 (CHARLES OF THE RITZ GROUP LTD.) * Page 1, line 1 - page 3, line 30; figure *	47	
X	EP-A-0 038 645 (KOLMAR LABORATORIES) * Page 4, line 2 - page 12, line 13; figures 1-12 *	47-53	
A	US-A-2 561 400 (J. MORRELL) * Column 1, line 50 - column 3, line 17; column 3, line 40 - column 4, line 7; figures 1-4,6 *	1-24,36 -46	
A	FR-A-2 534 138 (L'OREAL)		TECHNICAL FIELDS SEARCHED (Int. Cl.4)
A	EP-A-0 111 301 (K. NAKAMURA)		G 09 F A 45 D
A	US-A-3 439 088 (W. EDMAN)		
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A	PATENT ABSTRACTS OF JAPAN, vol. 5, no. 67, 7th May 1981, page 13 C 53; & JP-A-56 16 404 (ISEHAN K.K.) 17-02-1981		
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 08-11-1989	Examiner GALLO G.G.
CATEGORY OF CITED DOCUMENTS			
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	