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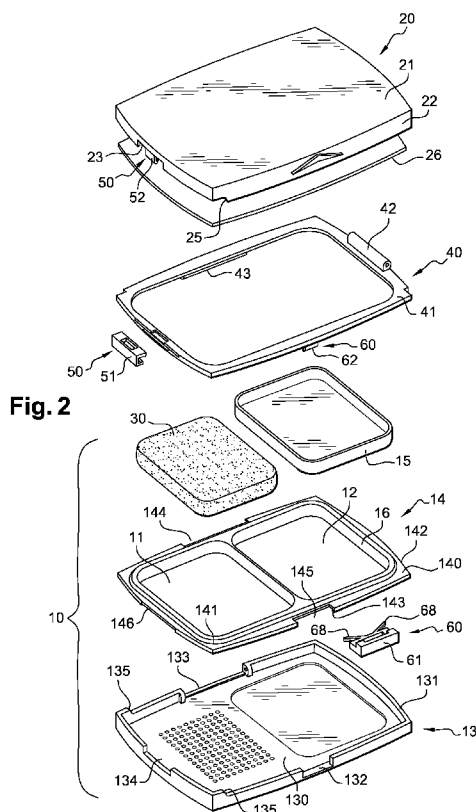
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(54) Title: CASE FOR PACKAGING A PRODUCT



(57) Abstract: The present invention relates to a case for packaging a product, comprising : a base (10); a cosmetic product and/or an applicator contained in the base; a lid (20); a mirror (26) held by the lid (20), the base and the lid being designed to be superposed along an axis Z; a hinge member (40; 400) connecting the base and the lid by means of two hinges, one of the hinges (70) connecting the lid (20) to the hinge member and the other of the hinges (80) connecting the hinge member to the base (10), the hinges being offset angularly about the Z axis such that the lid can be opened in two different positions relative to the base.



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CASE FOR PACKAGING A PRODUCT

The present invention relates to cases for packaging products, comprising a lid hinged to a base comprising
5 at least one cosmetic product, in particular makeup, and more particularly relates to those in which the lid holds a mirror.

Such cases are frequently used not just for applying the product they contain but also solely for the mirror
10 within them, for example in order to apply a cosmetic product other than the one they contain. In order to have a correct view of the area of the face to be made up, the mirror is, depending on the application, used in a portrait or landscape configuration. Specifically,
15 it is preferable to use the mirror in the portrait configuration in order to apply a foundation, while it is preferable to use the mirror in the landscape configuration in order to apply makeup to the eyelashes and the eyes in general.

Most cases include a lid having a single opening
20 position with respect to their base such that when the base containing the product is held approximately horizontally the mirror in the lid is in a single position, generally in the landscape configuration. If
25 an attempt is made to hold the case in another position there is a risk that the product contained in the base could be spilt.

There therefore exists a need to enable the use of a case for various types of makeup providing a good view
30 of the made up region and with no risk of the product contained in the base being spilt.

A case comprising a mirror on the lid, has already been proposed, in particular in the documents EP1994852 and JP2006-288764, in which the lid and the mirror can
35 pivot relative to the base when the case is open, in order to change it from a portrait position to a landscape position.

The invention aims to further improve makeup cases.

The invention meets this need with a case for

packaging a product, comprising:

- a base,
- a cosmetic product and/or an applicator contained in the base,
- 5 - a lid,
- a mirror held by the lid, the base and the lid being designed to be superposed along an axis, the mirror having an elongate general form, in particular a rectangular, oval or ellipse form,
- 10 - a hinge member connecting the base and the lid by means of two hinges, one of the hinges connecting the lid to the hinge member and the other of the hinges connecting the hinge member to the base, the hinges being offset angularly about the superposition axis and
- 15 having rotational axis not parallel such that the lid can be opened in two different positions relative to the base.

The hinges may thus be arranged between the lid and the base without being superposed.

- 20 By means of the invention, a case is obtained which, while its base is held in one position, may have a mirror oriented in two different positions, in particular, it may be arranged in a portrait or landscape configuration thanks to its elongate form.
- 25 The case also enables easy selection of one or other of the positions since the position is selected as the case is opened. It is not necessary to manipulate the case in various ways to arrange the mirror in the desired position.

- 30 The expression "portrait configuration" should be understood to mean that the longitudinal axis of the mirror is oriented approximately perpendicular to the rotational axis of the hinge about which the lid turns in order to be opened. The expression "landscape
- 35 configuration" should be understood to mean that the longitudinal axis of the mirror is oriented approximately parallel to the rotational axis of the hinge about which the lid turns in order to be opened.

The case may have any form, for example elongate, but

it may also have any other form, in particular circular, squared or polygonal.

The mirror and the case, and then the base and the lid, can have the same elongate general form. They can
5 also have different forms, the mirror of elongate general form being for example held by a lid of circular or squared form for example.

The hinges may be arranged at a distance, measured along the peripheral edge of the case, not equal to
10 zero with respect to one another. The two opening positions of the lid with respect to the base are therefore quite far apart from one another.

The hinges may have intersecting rotational axes. The rotational axes may thus form an angle of between 45
15 and 90°, in particular an angle of 90°.

The hinge member may be inscribed within the perimeter of the base and of the lid in the closed position of the lid. The presence of the hinge member therefore does not increase the space taken up by the
20 case.

The hinge member may be kept in the base when the lid is opened in the first position and the hinge member may be kept in the lid when the lid is opened in the second position.

25 The hinge member may extend in a plane perpendicular to the superposition axis, in particular in a plane parallel to the plane of the lid.

The two hinges may be located on either side of a plane containing the hinge member.

30 The hinge member may comprise a frame or, alternatively, the hinge member may comprise a solid wall. According to this alternative, the hinge wall may comprise a mirror.

The hinges may be pinned hinges, living hinges or
35 magnetic hinges.

The case may comprise two clasps in its side wall formed partly by the side wall of the lid and partly by the side wall of the base, one of the clasps being able to retain the hinge member on the lid and the other of

the clasps being able to retain the hinge member on the base. Each clasp may be located opposite a hinge.

In the closed position, the clasp to be actuated in order to open the case while keeping the hinge member in the base may be surrounded by a portion of the side wall of the base which extends, with respect to the superposition axis, above the hinge member. The clasp to be actuated in order to open the case while keeping the hinge member in the lid may be surrounded by a portion of the side wall of the lid which extends, with respect to the superposition axis, below the hinge member.

The mirror may be formed by metallization of the lid or be a mirror inserted into the lid.

The base may comprise two or more housings, at least one of which contains a cosmetic product. The cosmetic product or products may comprise at least one makeup product.

The hinge member may have no product or applicator.

The invention also relates, independently of or in combination with the above, to a case for packaging a product, comprising:

- a base,
- a cosmetic product and/or an applicator contained in the base,
- a lid, the base and the lid being designed to be superposed along an axis,
- a hinge member in the form of a frame connecting the base and the lid by means of two hinges, one of the hinges connecting the lid to the hinge member and the other of the hinges connecting the hinge member to the base, the hinges being offset angularly about the superposition axis such that the lid can be opened in two different positions relative to the base. The term "frame" is understood to mean a peripheral wall surrounding a through-hole.

The invention will be easier to understand from reading the following detailed description of non-limiting implementation examples thereof, and with

reference to the appended drawing, in which:

- Figure 1 shows a perspective view of a case according to the invention in the closed position;

5 - Figure 2 shows an exploded view of the case in Figure 1;

- Figure 3 shows an isolated view of a hinge member of the case illustrated in Figure 1;

- Figure 4 shows the case in Figure 1 in a first opening position;

10 - Figure 5 shows the case in Figure 1 in a second opening position;

- Figure 6 illustrates in isolation an actuator of a first clasp of the case;

15 - Figure 7 illustrates in isolation an actuator of a second clasp of the case;

- Figures 8 and 9 illustrate an alternative embodiment of a case according to the invention;

- Figure 10 illustrates an alternative embodiment of a hinge member; and

20 - Figure 11 illustrates an alternative embodiment of an actuator of the second clasp of the case.

The case 1 according to the invention, shown in the closed position in Figure 1, comprises a base 10 forming the bottom and a lid 20 which is able to move relative to the base between a closed position and two open positions illustrated in Figures 4 and 5. In the closed position, the lid and the base are superposed along an axis Z.

In the example under consideration, the case has a rectangular form and is relatively flat, but the invention is not limited to a case having a particular form. It may have an elongate form other than a rectangular form, for example an oval form. The base and the lid are for example twice as long as they are wide. Without going beyond the ambit of the invention, the case can have a form other than elongate, in particular circular, squared or polygonal.

According to the example illustrated, the base 10 comprises two housings 11 and 12, at least one of which

holds for example a cosmetic product and the other an applicator 30 in the form of a sponge for picking up product and applying it. According to the example illustrated, the applicator is arranged in the left-hand housing when the case is opened about the axis parallel to the long side of the case, as illustrated in Figure 5. Of course, the applicator can also be arranged in the right-hand housing, the product then being arranged in the left-hand housing.

10 The base 10 is produced by assembling a number of pieces, in particular an outer casing 13 into which a body 14 is inserted defining the housings. A dish 15 intended to house the cosmetic product is inserted into the body 14. Alternatively, the base is produced for example in one piece by moulding a thermoplastic. Instead of being contained in the dish 15, the product may be directly in contact with a wall 16 of the body 14 delimiting the sides of the housing 12. The latter has, in the example under consideration, a rectangular form, but the invention is not limited to a housing having a particular form.

The outer casing 13 of the base comprises an approximately rectangular lower wall 130 which forms the bottom of the case. At its periphery, the lower wall 130 comprises a lip forming the side wall 131 of the outer casing 13. The side wall 131 is interrupted to form two indentations, a first indentation 132 being formed approximately in the middle of one of the long sides and a second indentation 133 being formed approximately in the middle of the other long side of the side wall of the outer casing. A third indentation 134 occupying part of the height of the side wall 131 is further provided approximately in the middle of a short side.

35 Advantageously, the lip 130 is slightly higher on the short side having the indentation 134 than on the other sides, a step 135 demarcating the two heights.

The body 14 housed in the outer casing 13 comprises a peripheral wall 140 approximately parallel to the wall

130 of the outer casing 13 forming the bottom. The peripheral wall 140 comprises an inner edge 141 and an outer edge 142.

5 A wall 16 delimiting the two housings is provided on the inner edge 141 of the peripheral wall 140. The wall 16 extends transversely to the peripheral wall 140 along the entire perimeter of its inner edge 141 and continues such that it connects the two long sides of the peripheral wall in their middles so as to delimit 10 the two housings. The wall 16 extends transversely to the peripheral wall 140 on both sides of the latter so as to delimit the height of the housings 11 and 12.

In the middle of each of its long sides and one of its short sides, the peripheral wall 140 has a notch 15 144, 145 and 146. The outer edge 142 has no lip 143 at the notches. The notches 144 and 145 are intended to be aligned with the indentations 133 and 132 of the outer casing so as to hold respectively a hinge 80 and a clasp 60, as will be seen in detail later in the 20 description. The notch 146 is aligned with the indentation 134 in the outer casing 13 so as to hold a clasp 50.

Around the notch 145, a lip 143 is provided on the outer edge 142 of the peripheral wall, the lip 143 25 extending only on one side of the peripheral wall 140, towards the bottom of the case.

The case further comprises a lid 20 having an approximately rectangular upper wall 21 parallel to the lower wall 130. At its periphery, the upper wall 21 has 30 a lip forming the side wall 22 of the lid 20. The side wall 22 is interrupted to form two indentations, a first indentation 22 being formed approximately in the middle of one of the short sides and a second indentation 24 being formed approximately in the middle 35 of the other short side of the side wall of the lid. The side wall 22 is higher on the long side of the case that is above the long side of the base at the location of the clasp 60, an indentation 25 demarcating the two heights.

The case further comprises a mirror 26 fixed to the inner surface of the upper wall 21 of the lid. Instead of being attached to the lid, the mirror may be formed by metallization of the lid.

5 According to the invention, the case 1 comprises a hinge member 40, illustrated in isolation in Figure 3, provided to connect the base 10 and the lid 20 by way of two hinges 70 and 80 angularly offset about the superposition axis Z, the two hinges being spaced apart
10 along the peripheral edge of the case. According to the example illustrated, the rotational axes of the two hinges are offset by 90° , one of the hinges 80 being in the middle of a long side of the case, the other hinge 70 being in the middle of a short side.

15 According to a first embodiment, the hinge member 40 comprises a rectangular frame 41 which extends in a plane perpendicular to the axis Z. The mirror, i.e. its reflecting face, has an elongate general form, in particular rectangular according to the illustrated
20 example. But without going beyond the ambit of the invention, a mirror of oval or ellipse general form can be used.

The first hinge 70 formed in the middle of the short side of the case comprises an elongate mount 42 moulded
25 in one piece with the frame 41. The mount 42 extends above the frame in the direction of the lid 20 and is intended to hold a pin in the form of a rod defining a hinge axis X. This mount 42 is intended to be housed in the indentation 24 in the side wall 22 of the lid and
30 to be hinged to it by way of the rod, the two ends of which are housed in orifices formed in the side wall 22 of the lid, on each side of the indentation 24.

The second hinge 80 is on this occasion formed in the middle of the long side of the case. It also comprises
35 an elongate mount 43 moulded in one piece with the frame 41, the mount 43 extending on this occasion below the frame in the direction of the base. The mount 43 is also intended to hold a pin in the form of a rod defining a hinge axis Y. This mount 43 is intended to

be housed in the indentation 133 in the casing 13 of the base and in the notch 144 in the body. The mount 43 is thus hinged to the base by way of the rod, the ends of which are housed in orifices formed in the side wall 131 of the casing 13 of the base, on each side of the indentation 134.

The two mounts 42 and 43 thus protrude from the frame 41 on either side of the plane in which they extend in order that they can be hinged respectively to the lid 20 and to the base 10. The first hinge 70 arranged on a short side of the case enables the lid to be pivoted with respect to the base about the axis X in order to be opened in the portrait configuration as illustrated in Figure 4. The second hinge 80 arranged on a long side of the case enables the lid to be pivoted with respect to the base about the axis Y in order to be opened in the landscape configuration as illustrated in Figure 5, the two axes intersecting one another. The lid can thus be opened in two different positions relative to the base.

On the sides opposite the sides comprising the hinges 70 and 80, clasps 50 and 60 for opening and closing the case are provided.

The first clasp 50 is provided for closing and opening the case in the portrait configuration illustrated in Figure 4. The clasp 50 comprises an actuator 51 mounted on the hinge member 40 which engages with a catch 52 provided on the lid. In particular, the catch extends into the indentation 23 in the lip of the lid and comprises a tab 53 having a radial tooth 54 at its free edge.

The actuator 51, illustrated in isolation in Figure 7, comprises a pressure surface 55 which the user must press in order to open the case, an upper edge 56 bearing against the upper edge of the frame 41 and two fingers 59 being arranged under the frame 41. A notch 57 is provided in the upper edge 56, the notch being intended to hold the catch 52. The actuator 51 further comprises two resilient arms 58 forming a spring

bearing resiliently on the edge of the frame 41, said arms enabling the actuator to move and returning it to the rest position. The actuator 51 is kept on the hinge member 40 by spurs 56a provided under the upper edge 56 and spurs 59a provided on top of the fingers 59.

The actuator of the first clasp may have another form, in particular that illustrated in part in Figure 11. The actuator 51' has an approximately rectangular form. It comprises an upper wall 56' and a lower wall 59, the two walls extending in parallel planes and being connected together by a pressure surface 55'. On each side of the actuator 51', a catch 555 extends from the pressure surface 55', parallel to the upper wall and lower wall between which it extends. The upper wall 56' has a notch 57' passing through it, intended to hold the catch 52.

According to this alternative, the frame 41' of the hinge member 40' comprises a rectangular indentation 44' for holding the actuator 51'. At the periphery of this indentation is a sliding edge 45' having a thickness corresponding approximately to the space between the upper wall 56' and the lower wall 59' of the actuator to enable the actuator to slide on it. In order to retain the actuator 51' on the hinge member 40', two catches 46' are provided on either side of the indentation in order to engage with the catches 555 of the actuator 51'. The catches 46' and 555 are designed to enable the actuator 51' to move with a view to disengaging the catch 52 provided on the lid from the notch 57'. Two resilient arms 47' forming a spring are formed protruding from the middle of the indentation 44', the free ends of the arms 47' bearing resiliently on the inner face of the pressure surface 55' of the actuator 51'. The resilient arms 47' enable the actuator to move and return it to the rest position.

The second clasp 60 is provided for closing and opening the case in the landscape configuration illustrated in Figure 5. The second clasp 60 comprises an actuator 61 mounted on the base 10 which engages

with a catch 62 provided on the hinge member 40. In particular, the catch 62 is formed in the middle of one of the long sides of the frame 41 from which it extends towards the bottom of the case. The catch 62 comprises
5 a tab 63 having a radial tooth 64 at its free edge.

The actuator 61, illustrated in isolation in Figure 6, comprises a pressure surface 65 which the user must press in order to open the case. A notch 67 is provided behind the pressure surface, the notch passing through
10 the full height of the actuator and being provided to hold the catch 62. The actuator 61 further comprises two resilient arms 68 forming a spring, the ends of which protrude laterally from the actuator. The arms 68 are intended to bear resiliently on the side wall 16 of
15 the body 14.

The actuator 61 is retained on the base in the indentation 132 and the notch 145, between the casing 13 and the body 14, by the lip 143 which retains the ends of the arms 68.

20 The hinge member 40 is dimensioned such that the frame 41 is inscribed within the perimeter of the base and the lid in the closed position of the lid, this not increasing the space taken up by the case.

The user can thus open the case in two different ways
25 depending on whether she prefers to apply makeup while looking into a mirror in the portrait configuration or a mirror in the landscape configuration depending on the areas of the face to which she is applying makeup.

When the case is closed as shown in Figure 1, the
30 catch 62 is inserted in the notch 67 in the actuator 61, the radial tooth 64 being in abutment against the actuator 61 thus keeping the hinge member on the base. For its part, the catch 52 is inserted in the notch 57 in the actuator 51 so as to keep the lid on the
35 applicator, the tooth 54 coming into abutment under the wall 56 of the actuator. The lid is then kept on the base in the closed position.

When she wants to use the mirror in the portrait configuration, as illustrated in Figure 4, the user

presses the pressure surface 55 of the actuator 51. Since the side wall 131 of the base 10 surrounding the actuator 51 is higher on this side of the case, it covers the hinge member such that there is no risk of the user lifting it while opening the case. The catch 52 disengages from the notch 57 and the lid 20 pivots about the hinge axis X, the hinge member 40 remaining locked to the base by the clasp 50. The frame 140 of the hinge member is housed in the periphery of the base, thereby surrounding the two housings 11 and 12 so that there is still access to them. The user can then use the product and the sponge contained in the base and look at herself in the mirror 26 arranged in the portrait configuration.

When the user wishes to use the mirror in the landscape configuration, as illustrated in Figure 5, she presses the pressure surface 65 of the actuator 61. Since the side wall 22 of the lid 20 surrounding the actuator 61 is higher on this long side of the case, it covers the hinge member such that the user has no access to the hinge member hidden under the lid. The catch 62 disengages from the notch 67 whereas the catch 52 remains inserted in the notch 57 such that the hinge member remains secured to the lid. The lid and the hinge member can thus pivot about the hinge axis Y. In this second opening position, the hinge member is housed in the periphery of the lid, the frame 140 surrounding the mirror 26 on this occasion. The user can again use the product and the sponge contained in the base and look at herself in the mirror 26 arranged on this occasion in the landscape configuration.

According to an alternative illustrated in Figures 8 and 9, the case comprises a hinge member which is not in the form of a frame, but which comprises a solid wall 400. This hinge member 400 holds a mirror 260 on its inner face opposite the base.

According to this alternative, when she opens the case by turning it about the axis Y, as illustrated in Figure 9, the user has access to the two housings in

the base. She can apply makeup while looking at herself in the mirror 260 secured to the hinge member on the lower face of the hinge wall 400 which is thus inside the lid. The hinge member is actually kept on the lid by the clasp 50.

When she opens the case by turning it about the axis X, as illustrated in Figure 8, the hinge member 400 remains on the base and covers the housings which are no longer accessible. The user can then look at herself in the mirror 26 secured to the lid which she can manipulate without any risk of the sponge or product falling out since these are covered by the wall 400 retained on the base by the clasp 60.

According to another alternative, instead of being arranged on a short and a long side of the case, the two hinges may be formed on two opposite sides of the case. According to this alternative, the case comprises a hinge member 401, illustrated in Figure 10, having a first elongate mount 420 extending above the hinge member in the middle of one short side, and a second elongate mount 430 extending below the hinge member in the middle of the opposite short side. The two elongate mounts 420 and 430 are respectively provided to connect the lid to the hinge member and to connect the hinge member to the base by forming two hinges located at a distance from one another along the peripheral edge of the case and having parallel rotational axes. According to this alternative, the case is opened in two different positions relative to the base, but the lid is in each case in the portrait configuration.

In the preceding detailed description, reference was made to preferred embodiments of the invention. It is clear that alternatives thereto can be made without departing from the scope of the invention as claimed hereinbelow. For example, instead of being rectangular, the case may be oval with a frame which is likewise oval.

CLAIMS

1. Case for packaging a product, comprising:
- a base (10),
 - 5 - a cosmetic product and/or an applicator contained in the base,
 - a lid (20),
 - a mirror (26) held by the lid (20), the base and the lid being designed to be superposed along an axis
 - 10 Z, the mirror (26; 260) having an elongate general form, in particular a rectangular, oval or ellipse form,
 - a hinge member (40; 400) connecting the base and the lid by means of two hinges, one of the hinges (70)
 - 15 connecting the lid (20) to the hinge member and the other of the hinges (80) connecting the hinge member to the base (10), the hinges being offset angularly about the axis Z and having rotational axis not parallel such that the lid can be opened in two different positions
 - 20 relative to the base.
2. Case according to Claim 1, in which the hinges are arranged at a distance, measured along the peripheral edge of the case, not equal to zero with respect to one another.
- 25 3. Case according to either of the preceding claims, in which the hinge member (40; 400) is kept in the base (10) when the lid is opened in the first position and the hinge member (40; 400) is kept in the lid when the lid is opened in the second position.
- 30 4. Case according to any one of Claims 1 to 3, in which the hinges (70) and (80) have intersecting rotational axes.
5. Case according to Claim 4, in which the rotational axes of the two hinges (70) and (80) form an
- 35 angle of between 45 and 90°, in particular an angle of 90°.
6. Case according to any one of the preceding claims, in which the two hinges (70) and (80) are located on either side of a plane containing the hinge

member (40; 400).

7. Case according to any one of the preceding claims, in which the hinge member (40; 400) extends in a plane perpendicular to the superposition axis Z.

5 8. Case according to any one of the preceding claims, in which the hinge member (40) comprises a frame.

9. Case according to any one of Claims 1 to 7, in which the hinge member comprises a solid wall (400).

10 10. Case according to the preceding claim, in which the wall (400) comprises a mirror (260).

11. Case according to any one of the preceding claims, in which the hinge member (40, 400) is inscribed within the perimeter of the base and of the
15 lid in the closed position of the case.

12. Case according to any one of the preceding claims, in which the hinges are pinned hinges, living hinges or magnetic hinges.

13. Case according to any one of the preceding
20 claims, which comprises two clasps (50) and (60) in its side wall formed partly by the side wall of the lid and partly by the side wall (131) of the base, one of the clasps (50) being able to retain the hinge member on the lid and the other of the clasps (60) being able to
25 retain the hinge member on the base.

14. Case according to the preceding claim, in which the clasp (50) to be actuated in order to open the case while keeping the hinge member in the base is surrounded by a portion of the side wall (131) of the
30 base which extends above the hinge member, and the clasp (60) to be actuated in order to open the case while keeping the hinge member in the lid is surrounded by a portion of the side wall (22) of the lid which extends below the hinge member.

35 15. Case according to any one of the preceding claims, the base comprising two or more housings, at least one of which contains a cosmetic product, in particular a makeup product.

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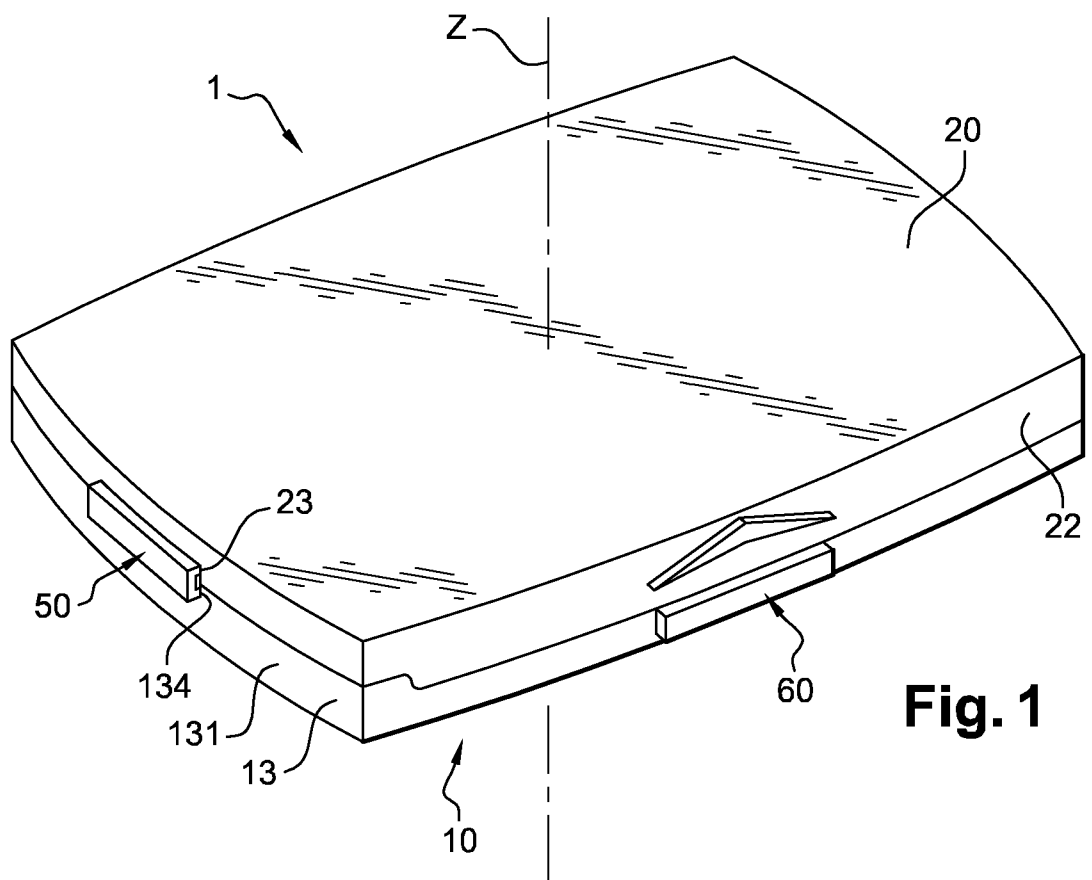


Fig. 1

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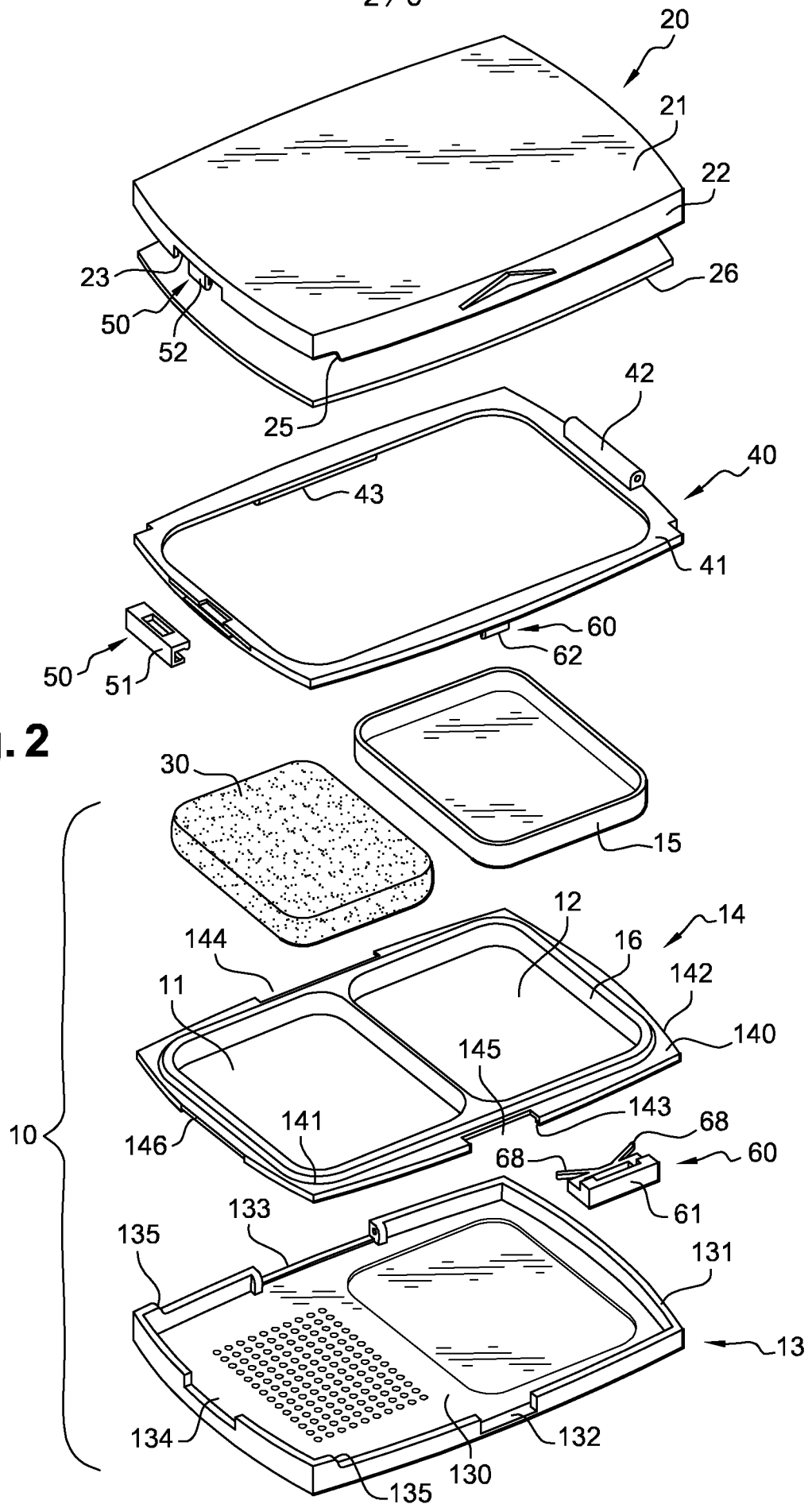


Fig. 2

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Fig. 6

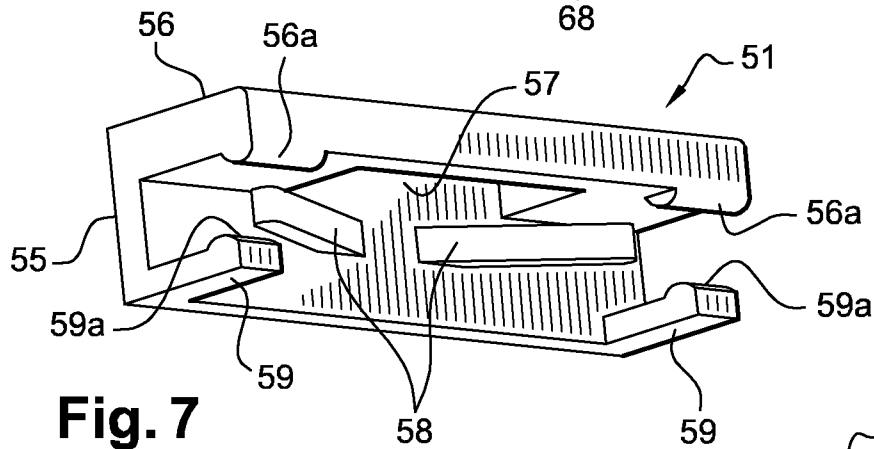
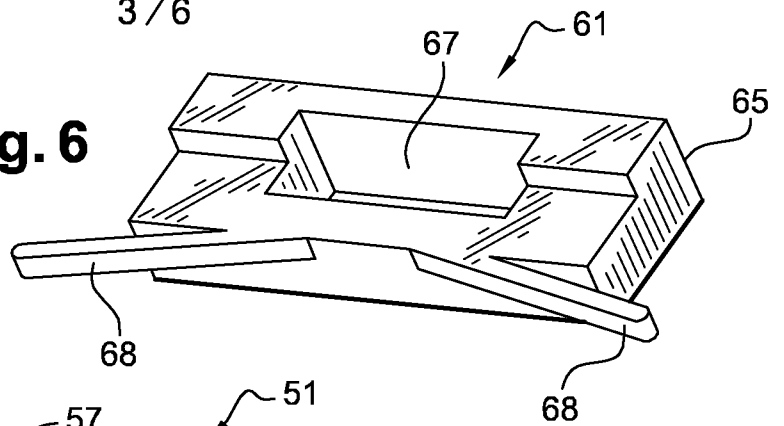


Fig. 7

Fig. 3

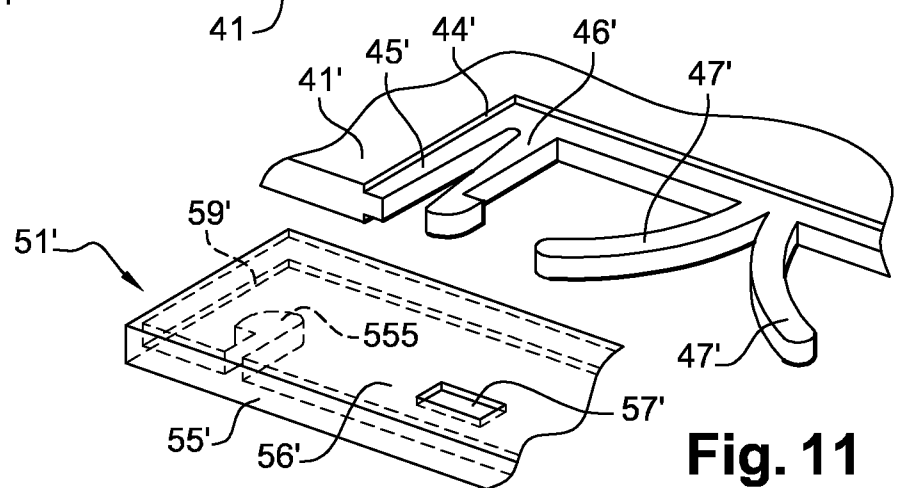
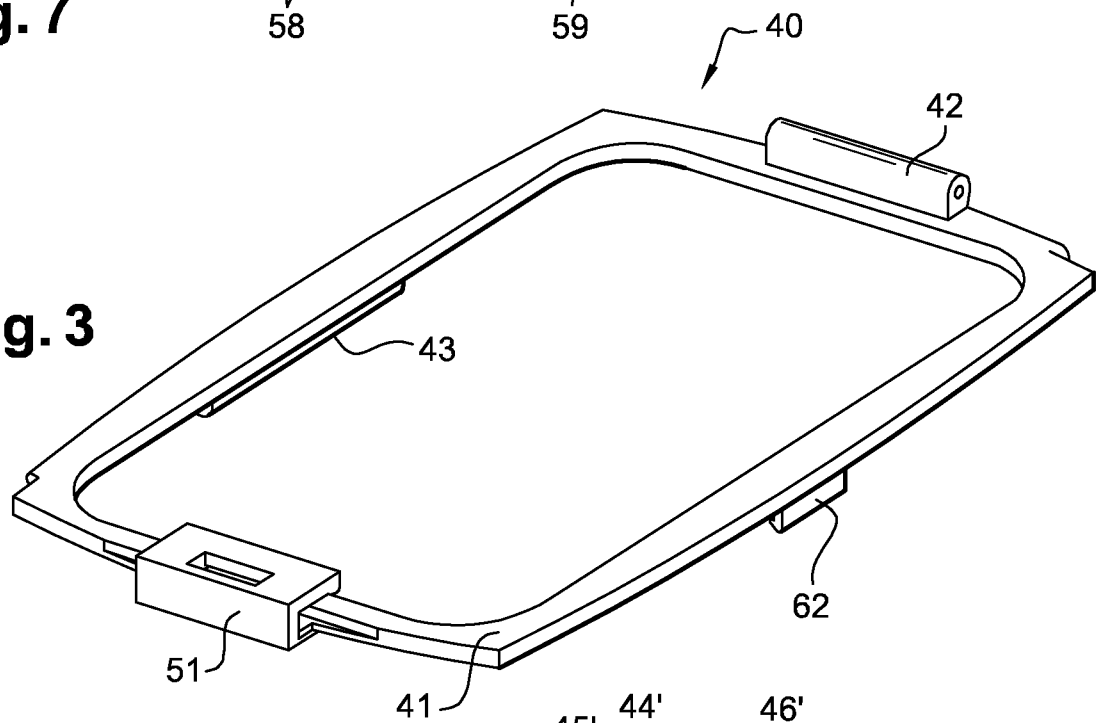


Fig. 11

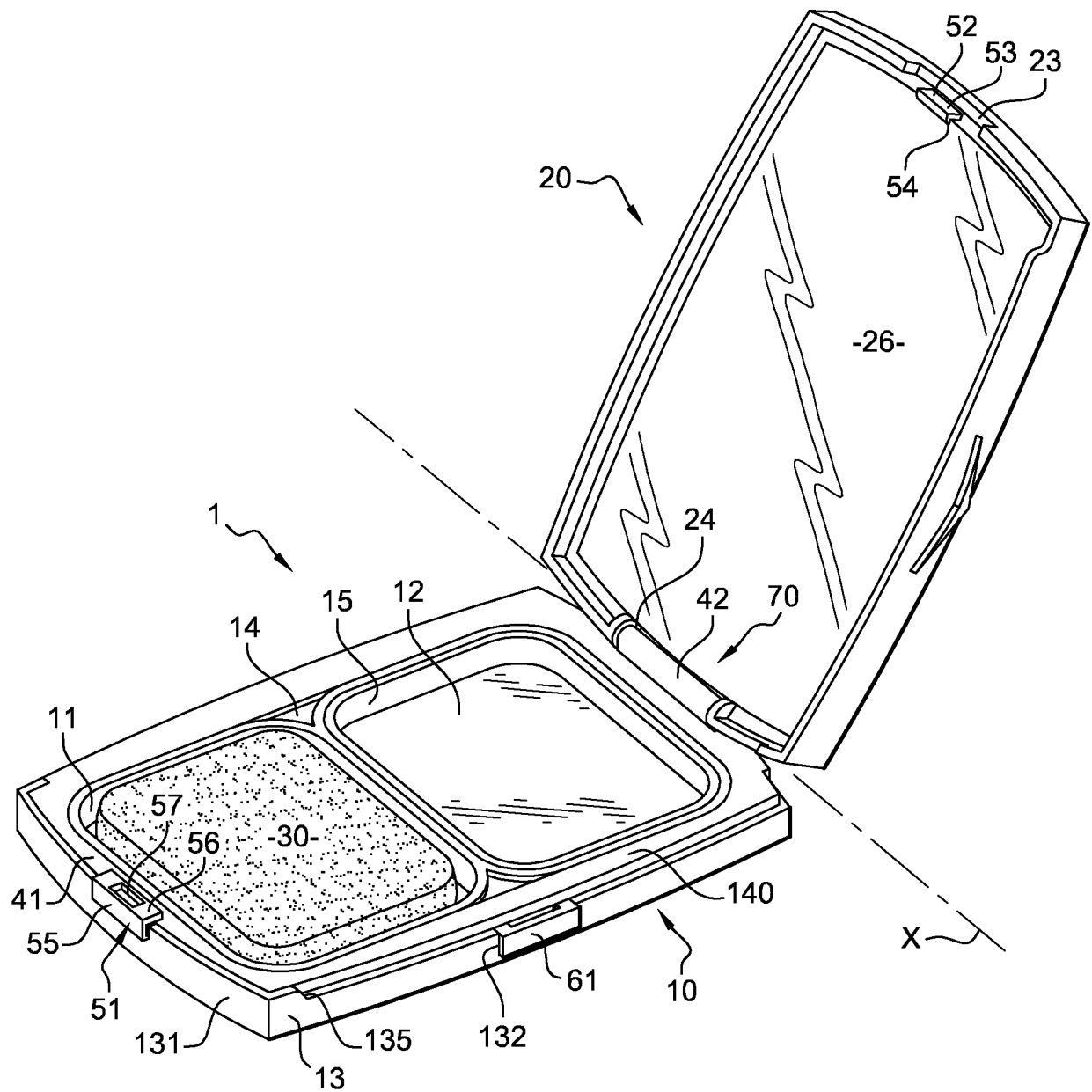


Fig. 4

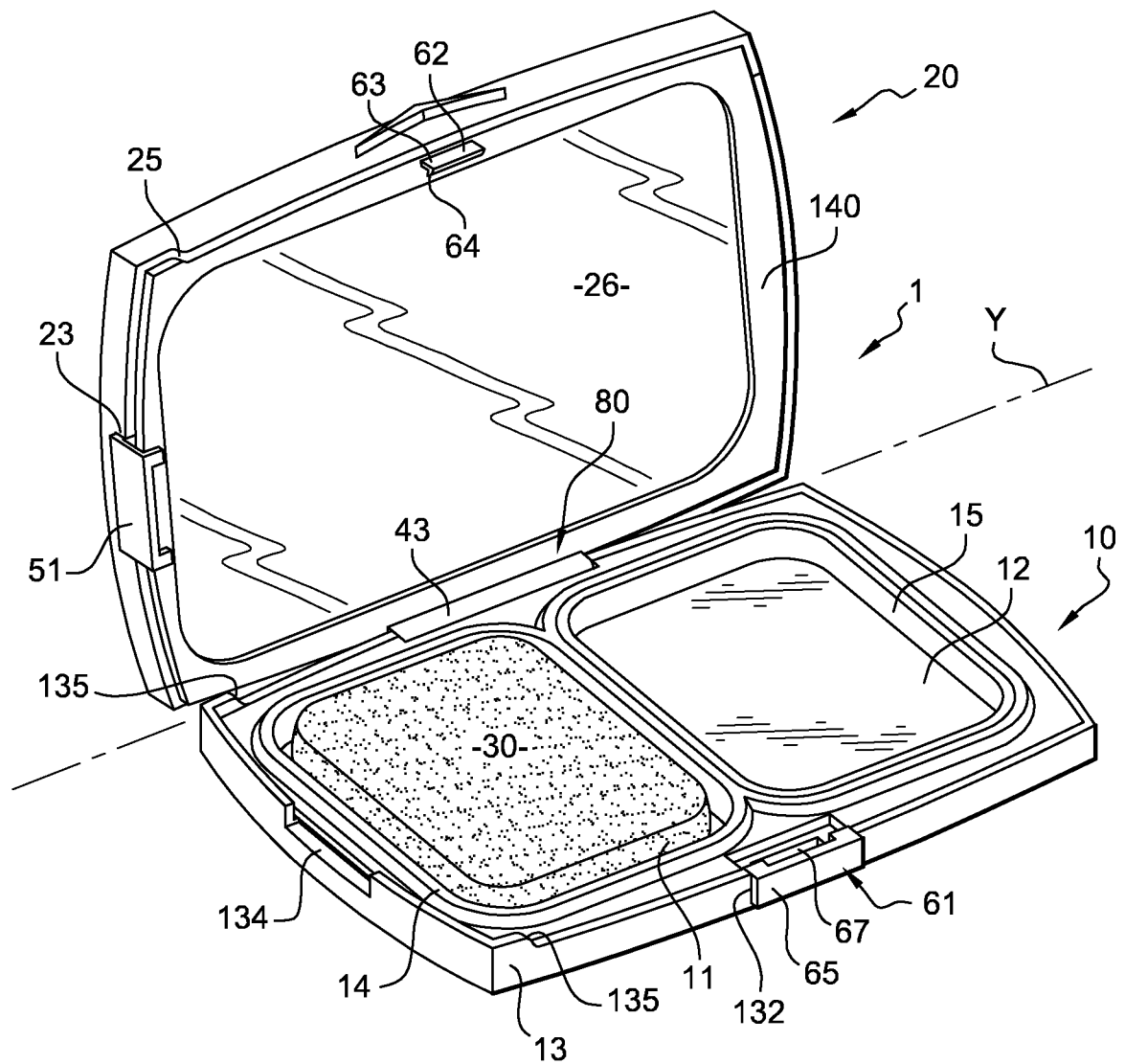


Fig. 5

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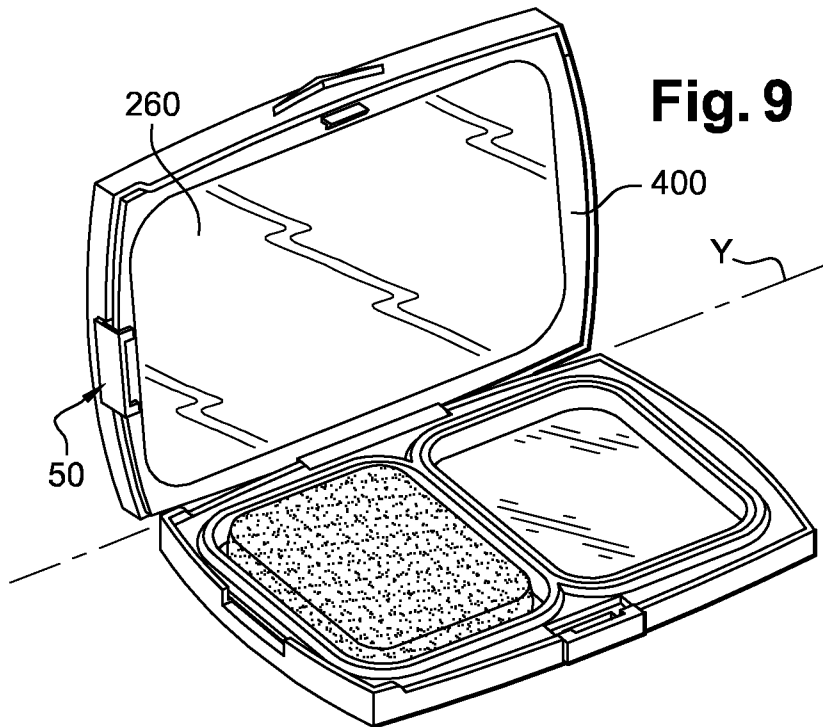


Fig. 9

Fig. 8

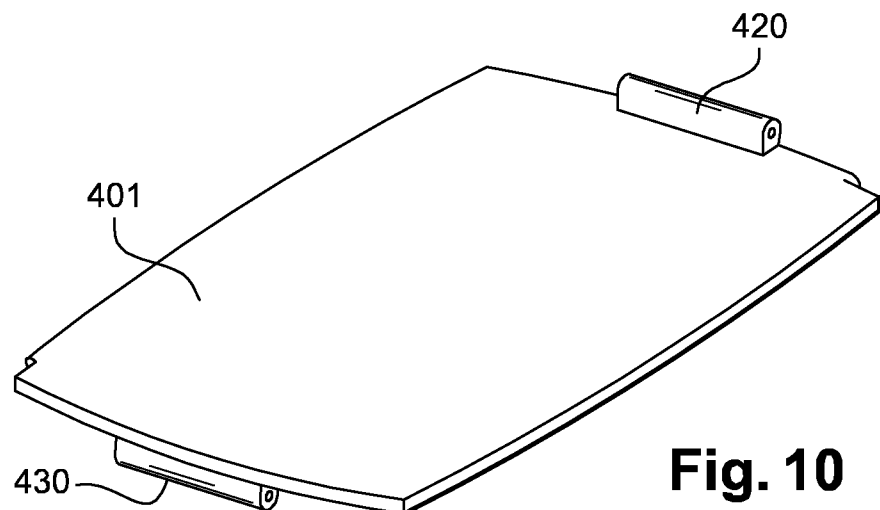
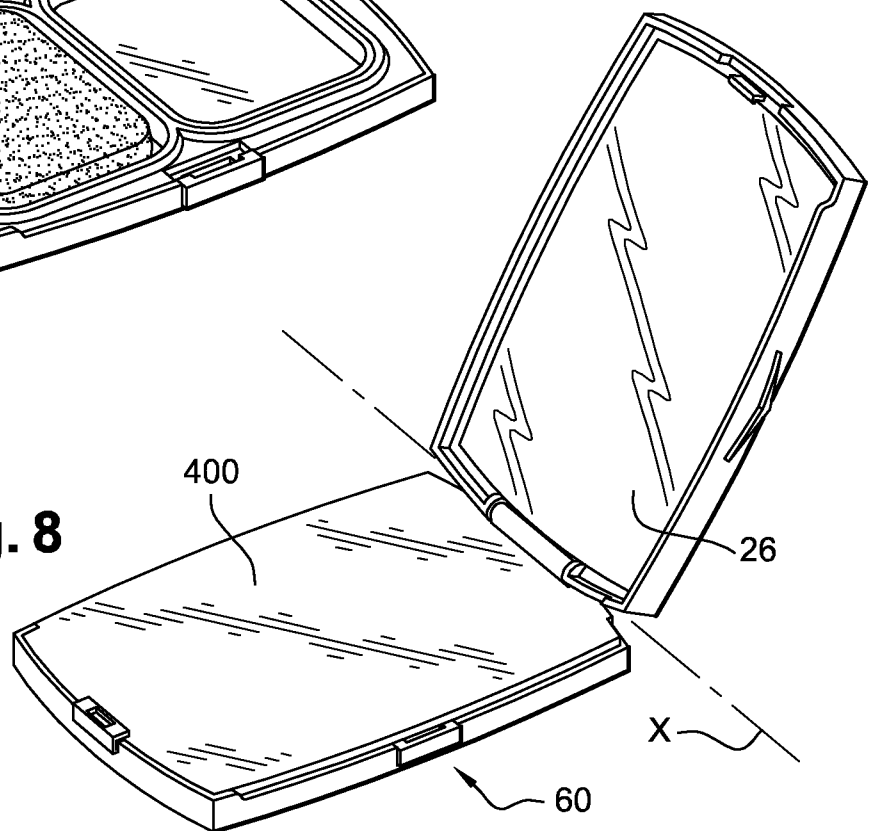


Fig. 10