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COSMETIC SPREADER AND SMOOTHER

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Fig. 2.

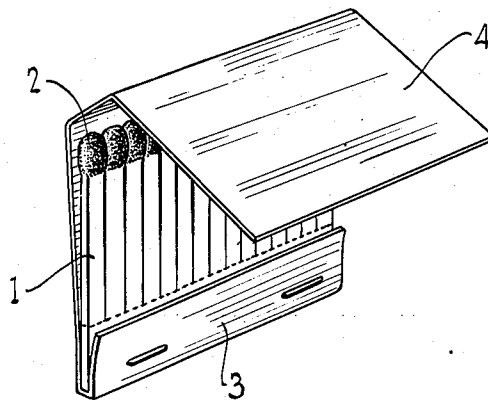
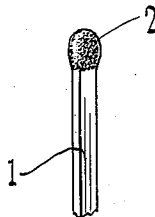


Fig. 1.



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COSMETIC SPREADER AND SMOOTHER

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4 Claims. (Cl. 15-210)

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This invention relates to a spreader and smoother for lip rouge and other cosmetic colors and more particularly to a device composed of a stem having a head at one end thereof of suitable material and dimensions for spreading lip rouge on the lips such that it will conform precisely to the desired outlines.

No completely satisfactory means of applying lip rouge is commercially available. Judging by public acceptance, lip rouge in the form of lipsticks is the most satisfactory, but it is quite difficult, if not impossible, to place the rouge exactly to the desired outline. Because of these objections, lip rouge is also marketed in the form of a cream in flat containers from which the cream is removed and applied to the lips either with the finger of the user or with a special brush. Because of its size and shape, the finger is not satisfactory for applying the rouge for substantially the same reasons as the rouge in stick form. Applying the rouge by means of a brush is difficult and soon becomes messy as the brush gets contaminated with old rouge.

Other attempts have been made to provide a solution of the mentioned problem and among them is a proposed spreader of a hard, non-porous, finger-shaped device designed for insertion in the base of a special lipstick container. This spreader, however, is unsatisfactory because of its shape and composition and because of the contamination of the same with old lip rouge, requiring bothersome and frequent cleaning if messiness is to be avoided. It has also been proposed to manufacture lip rouge in the form of matches containing sufficient rouge for one application, after which the lipstick is thrown away. Lipsticks of this type are not satisfactory from a commercial standpoint because of their high cost due to several factors—namely, the construction, size, and consequent cost of the container necessary to maintain the individual sticks separate from each other and away from contact with the walls of the container, the labor required to apply the lip rouge to the ends of the sticks and last but by no means least, the waste of rouge due to the practical necessity for applying to the sticks sufficient rouge for users of more than average amount.

Objects of the present invention are to provide a spreader and smoother for lip rouge, eye shadow and the like which is cheap to manufacture, effective but simple to use and not wasteful of the coloring composition. Another object is to provide a device of the above-mentioned nature which is disposable after a single use and hence

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free of rouge from previous applications and therefore sanitary.

These and other objects are attained by a device designed merely to spread and smooth lip rouge to the outlines of the lips after it has been applied to the center portion of the lips, which device comprises a substantially rigid stem of cardboard, wood, plastic or other material, having at one end thereof a small, curvilinear, smooth head composed of a coherent material adapted to spread lip rouge rather than to slide over the same when the head, after being coated with rouge, is contacted with the lips. To accomplish this result, the head should be composed of a porous, insoluble, pliant material, examples of the same being rubber, synthetic rubber or any of a number of plastics now available on the market. The end of the stem and head covering the same must obviously be of sufficient rigidity to prevent bending or distortion of the head to an extent prohibiting adequate pressure from being applied for the transfer of the rouge from the applicator head to the desired areas of the lips. The stems may be from one inch to two inches long or longer and the head should not be more than about one-quarter of an inch in cross-sectional diameter and preferably nearer an eighth of an inch. It may be spherical or elliptical or oval in shape. Heads of larger sizes prevent the user from seeing in the mirror the exact line of contact between the device and the true outline or the desired outline of the lips. Larger heads also make it difficult, if not impossible, to spread rouge in a satisfactory manner, particularly at the curves of the so-called cupid's bow on the upper lip.

In accordance with a specific and most important embodiment of the invention, the lip rouge spreader and smoothers are arranged and produced in banks in a manner similar to that in which ordinary book matches are produced. A piece of cardboard of suitable stiffness and dimensions is cut or slit in such manner as to provide a common base portion and a plurality of stems extending from said base. The free ends of the stems thereafter are separated in a suitable manner and either dipped in a liquid mass of the material which is to form the heads and then solidified, or treated in any suitable manner, as by molding, for the application of the heads.

After the heads have solidified upon the cardboard stems the base may be cut if necessary into suitable widths and incorporated in a covering in the same manner as book matches. When a spreader is to be used, one is torn from the base,

A spreader and smoother within the scope of the present invention is illustrated in the accompanying drawing wherein Figure I is a perspective view of a single device and Figure II is a similar view of a bank of such devices in book form. With reference to the figures, there is shown a stem 1 and a head 2. The stem need be sufficiently stiff only to withstand the slight pressure needed in spreading the lip rouge on the lips and as shown is rectangular in cross-section. The head in cross-section is preferably elliptical as shown. With reference to Figure II, the devices are shown in match book form, the stems being integral with the base 3. The base and headed stems are protected by a suitable cover 4 attached together by any suitable means.

The devices of the present invention have the advantage of low cost of manufacture. The techniques employed in the manufacture of matches may be used with modification only in the material applied to the ends of the stems.

The devices also have the advantage that they are convenient for the user and may be carried in the pocketbook for use away from home in the same manner as a book of matches. The cost to the user is so small that it will be within the means of the whole feminine public. Of most importance, however, is the effectiveness with which the device can at one and the same time quickly outline the lips and smooth the lip rouge without requiring skill or long practice.

It should be understood that the present invention is not limited to the exact construction or details of materials herein described, but that it extends to all equivalents which will occur to those skilled in the art upon consideration of the claims appended hereto.

I claim:

1. An article of manufacture comprising a base member and a plurality of cosmetic spreader-smoothers for lip rouge and other color creams, the ends of which are detachably secured to and integral with said base, said spreader-smoothers being of a rigidity permitting effective application to the lips of cosmetic taken up thereon during use and each of which consists of a substantially rigid stem having a cosmetic-free head at the unattached end thereof, said head (1) being curved in all directions over its extremity, (2) having a transverse cross-sectional major axis of not more than one-quarter of an inch and (3) being composed of an insoluble substantially smooth material coherent during use.

2. An article of manufacture comprising a cardboard base member and a plurality of cardboard cosmetic spreader-smoothers for lip rouge and

other color creams, the ends of which are detachably secured to and integral with said base, said spreader-smoothers being of a rigidity permitting effective application to the lips of cosmetic taken up thereon during use and each of which consists of a substantially rigid stem having a cosmetic-free head at the unattached end thereof, said head (1) being curved in all directions over its extremity, (2) having a transverse cross-sectional major axis of not more than one-quarter of an inch and (3) being composed of an insoluble substantially smooth pliant material coherent during use.

3. An article of manufacture comprising a base member and a plurality of cosmetic spreader-smoothers for lip rouge and other color creams, the ends of which are detachably secured to and integral with said base, said spreader-smoothers being of a rigidity permitting effective application to the lips of cosmetic taken up thereon during use and each of which consists of a substantially rigid stem having a cosmetic-free head at the unattached end thereof, said head (1) being curved in all directions over its extremity, (2) having a transverse cross-sectional major axis of not more than one-quarter of an inch and (3) being composed of a substantially smooth rubber coherent during use.

4. An article of manufacture comprising a base member and a plurality of cosmetic spreader-smoothers for lip rouge and other color creams, the ends of which are detachably secured to and integral with said base, said spreader-smoothers being of a rigidity permitting effective application to the lips of cosmetic taken up thereon during use and each of which consists of a substantially rigid stem having a cosmetic-free head at the unattached end thereof, said head (1) being curved in all directions over its extremity, (2) having a transverse cross-sectional major axis of not more than one-quarter of an inch and a minor axis of not more than about one-eighth of an inch and (3) being composed of substantially smooth rubber coherent during use.

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