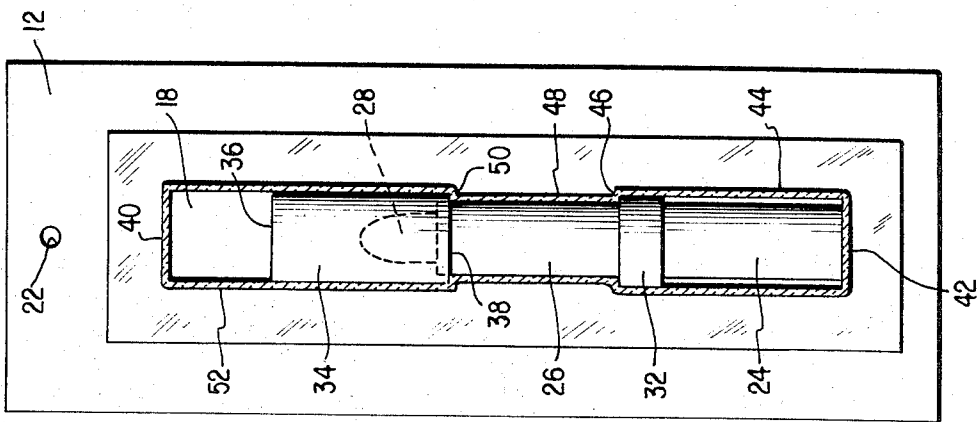
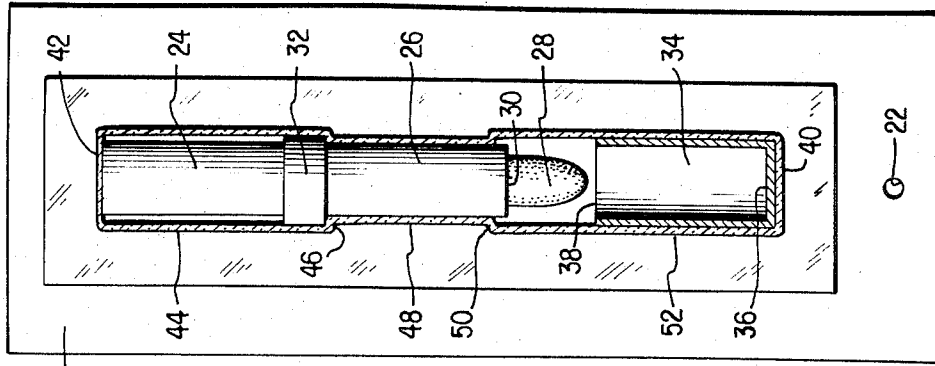


**FIG. 2**



**FIG. 3**



## DISPLAY PACKAGE FOR LIPSTICK

This application is a continuation-in-part of our application Ser. No. 277,164, filed Aug. 2, 1972, now U.S. Pat. No. 3,762,545.

The invention relates to a display package for lipstick, and more particularly it relates to a display package for lipstick having gravitationally movable opaque means for selectively exposing the pomade to visual observation.

A known and conventional means for commercial marketing of lipsticks is to merely display a rack of such lipsticks in a retail outlet. The lipstick is comprised of the colored cosmetic stick, known in the trade as a pomade, which is contained in a housing and provided with a drive mechanism to selectively move the pomade from and into the housing and an opaque tubular cover placeable over the housing to protect the pomade. A common way to merchandise such lipsticks, particularly in self-service stores, is by means of a card-type display package wherein the lipstick is either completely enclosed in a sheet of plastic mounted to a backing card, or is otherwise securely mounted to a backing card. This package, which is sometimes referred to as a blister pack, can be easily mounted to a display rack, and it prevents damage to the pomade, prevents contamination of the pomade, and is more difficult to pilfer due to the large size of the plastic blister and card. However, attempts to market lipsticks in blister packs have not been altogether satisfactory. Since the lipstick was completely enclosed by a clear film, could not be removed therefrom without destroying the film, and the pomade was covered by its cover tube, it was impossible to tell what color or shade of pomade was contained inside the lipstick cover and housing.

In order to permit visual observation of a pomade while a lipstick is mounted in a blister pack, it has been suggested that the lipstick in the blister pack be provided with a transparent cover through which the color and shade of the pomade can be observed. However, such an approach overlooked the fact that in such a packaging arrangement the pomade would be constantly exposed to light. The combination of the natural light and the artificial radiation from the typical fluorescent lights used in a retail outlet would result in a discoloration or at least a change in the color of the pomade being displayed. Thus, such a marketing approach could not be used to display and sell lipsticks with assurance that the purchaser was obtaining the color and shade which the manufacturer intended to offer.

The object of the present invention is to provide a new and improved lipstick display package which will allow visual observation of the color and shade of a pomade while preventing contamination, reducing the risk of pilferage and eliminating harmful exposure to exterior light sources. In particular, it is the object of the present invention to provide a lipstick package wherein the pomade is normally covered and hence not visually observable, but wherein through a simple manual manipulation, and without disassembly of the lipstick package, the pomade is brought into view. While the invention will be described in connection with lipsticks, the principles of the invention are equally applicable to other colored products and preparations, particularly those sold in display packages.

Referring to the drawings, which form a part of this original disclosure:

FIG. 1 is a perspective view of a display package for lipstick in accordance with the present invention, shown in display position;

FIG. 2 is an elevational view, partly in section, taken along line 2—2 of FIG. 1; and

FIG. 3 is an elevational view, similar to FIG. 2, but showing the package in an inverted position.

The foregoing objects are attained by first mounting a conventional lipstick, comprising a pomade, a tube or housing, drive means for moving the pomade into and out of the housing, and a tubular cover receivable on the housing for covering the pomade, within a chamber formed between a transparent plastic cover sheet or blister and a backing sheet or card. The tubular cover forms a gravitationally movable opaque means which is movable from a first position covering a portion of the pomade extending from the housing to a second position uncovering that portion. When the package is in display position, the opaque means will be in its first position to prevent visual observation of, and harmful light exposure to, the pomade. A simple inverting of the package will allow the opaque means to move from its first position covering the pomade to its second position uncovering the pomade. The blister includes a flange portion engaged with the housing to prevent movement thereof within the chamber and includes an additional flange portion which serves as a stop for the gravitationally movable tubular cover, when the cover is in the first position.

Referring to the drawings in further detail, there is shown in FIG. 1, a display package generally designated 10. The package comprises a shaped planar card or backing sheet 12, which can be formed from any suitable material such as cardboard, and a transparent cover sheet 14, fabricated of thin plastic or the like, and heat-sealed or sealed in any other suitable manner to one planar surface of the card 12. A portion 16 of the plastic cover sheet 14 is spaced from the central portion of the card 12 for defining a chamber 18 for reception of a lipstick product generally designated 20. Midway along one side and adjacent the top edge of the card 12 is an aperture or hanging hole 22 for the reception of a suitable display support rod.

The lipstick product 20 has a tube or casing or housing which includes a bottom barrel portion 24 and an upper barrel portion 26. A conventional drive mechanism between the barrel portions permits the bottom portion 24 to rotate while the upper portion 26 is held stationery, to thus move the colored cosmetic preparation or pomade 28 from a position totally enclosed within the barrel portion 26 to a variety of exposed positions where it extends beyond the forward end 30 of the barrel portion 26, which also forms the forward end of the housing.

An annular ring or shoulder 32 is provided at the forward end of the barrel portion 24 and is preferably integral with such barrel portion. A tubular cover member 34 is provided for closing the lipstick housing, with such cover member having a closed upper or forward end 36 and a lower edge 38. The cover member 36 is configured to fit onto the lipstick casing once the pomade 28 is retracted into the barrel 26. That is, for use by the ultimate consumer, the cover member 34 surrounds and slides over the upper barrel portion 26 until the edge 38 on the cover abuts against the forward end

of the shoulder 32, at which time the lipstick product 20 will be completely closed. Preferably, the entire lipstick housing and cover will be fabricated of opaque material, but in any event the barrel portion 24 with its ring portion 32, and the cover member 34, will be formed of opaque material or will otherwise be treated to render the same opaque. Thus, when the cover 34 is applied to the housing, the pomade 28 will be protected from exposure to light.

The lipstick product 20 is thus formed by a first section 24, 26, 32 having a portion of the pomade 28 projecting beyond the forward end 30 thereof, and a second section formed by the cover 32. The blister 16 has opposed ends 40 and 42 which define between them the axial length of the chamber 18. The axial length of the chamber exceeds the combined axial length of the first and second sections of the lipstick product 20.

The blister 16 has a first portion 44 which surrounds and which receives the barrel portion 24 and its attached or integral annular ring 32. At one end of the portion 24, the transverse end wall 42 is provided, and at the other end, an inwardly directed flange or shoulder 46 extends from the portion 44 and merges into a second portion 48. The location of the shoulder 46 is substantially coincident with the forward edge of the ring 32 and the shoulder 46 extends inward far enough to form a seat against which the forward edge of the ring can abut. The second portion 48 surrounds and receives the barrel portion 26 and extends forwardly almost to the forward edge 30 of the housing. However, the second portion 48 terminates slightly short of the forward end 30 by merging into an outwardly directed flange or shoulder 50. The outwardly directed shoulder 50 in turn merges into a third portion 52 which extends for a distance exceeding the axial length of the cover member 34 and terminates in the transverse end wall 40.

As can be seen, whether the display package 10 is in its normal hanging or display position of FIG. 2 or in its inverted position of FIG. 3, the tube portion of the lipstick 20 remains in the same position because the shoulder 46 prevents movement of the barrel 24 and ring 32 in one direction and the transverse wall 42 prevents movement thereof in the other direction. However, the cover member 34 does move under gravitational forces, with its path of motion being guided generally by the third portion 52 of the blister 16 and the limits of its movement being controlled by the shoulder 50 and the transverse end wall 40. Thus, when the display package 10 is in its normal hanging or display position as shown in FIG. 2, the lower edge 38 of the cover member rests upon the shoulder 50 of the blister, thus covering the exposed pomade portion 28 and a small portion adjacent the forward end of the barrel portion 26. In this position, the pomade is protected from light exposure by means of the opaque material of the cover member 34. When the display package 10 is inverted, as shown in FIG. 3, the cover member 34 slides by gravitational forces until the end 36 of the cover member abuts against the transverse wall 40. In this position, the viewing area between the forward end 30 of the housing and the lower end 38 of the cover member is such that the exposed pomade 28 is visible to permit the prospective purchaser to observe the actual color and shade of the pomade. If desired, a flattened surface 56 can be provided along the front of the third portion 52 of the blister, as shown in FIG. 1. This flattened surface

56 enables the exposed portion of the pomade 28 to be seen without any distortion which might otherwise arise by light reflection on the curved surface of the third portion 52.

In this embodiment of the invention, certain advantageous dimensions may be utilized. Thus, the overall axial length of the chamber 18 can be  $5\frac{1}{32}$  inches with the first blister portion 44 having a length of  $1\frac{23}{32}$  inches, the second blister portion 48 having a length of  $1\frac{3}{32}$  inches and the third blister portion 52 having a length of  $2\frac{7}{32}$  inches. The length of the cover member 34 can be  $1\frac{5}{16}$  inches and the length of the barrel portion 26 can be  $1\frac{1}{4}$  inches.

While the described embodiment of the present invention has been directed to an arrangement where the blister restrains movement of the tube section and guides the movement of the cover section, the reverse arrangement could also be used, namely, an arrangement where the blister restrains movement of the cover section and guides movement of the tube section. Likewise, while the invention has been described specifically with lipsticks, it could also be used with other products having two separable sections, one of which carries a colored portion. It will be apparent to those skilled in the art that other changes and modifications can be made without departing from the spirit and scope of the invention as defined in the appended claims.

What is claimed is:

1. A display package which permits selective visual observation of the color of a product contained therein, said display package comprising:
  - a backing sheet;
  - a transparent cover sheet overlying at least the central portion of said backing sheet;
  - said transparent cover sheet having a portion spaced away from said backing sheet to form a raised blister;
  - chamber means formed between said backing sheet and said raised blister;
  - said product being disposed within said chamber means and including:
    - a first opaque section having a colored portion adjacent an end thereof, and
    - a second opaque section which fits over the colored portion and the end of said first opaque section to prevent visual observation of said colored portion;
  - said first and second opaque sections having a combined axial length which is less than the axial length of said chamber means;
  - said raised blister being engaged with one of said opaque sections to prevent axial movement thereof within said chamber means;
  - said raised blister forming a guide for the other of said opaque sections to permit it to slide axially within said chamber means to move toward and away from said one opaque sections;
  - said display package being selectively and manually movable between a display position and an inverted position;
  - said other opaque section being gravitationally moved by axial sliding within said chamber means, when said display package is manually moved to said display position, until said second opaque section fits over the colored portion and the end of said first opaque section to cover said colored portion and to prevent visual observation thereof;

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said other opaque section being gravitationally moved by axial sliding within said chamber means, when said display package is manually moved to said inverted position, until said second opaque section is spaced away from the colored portion and the end of said first opaque section to expose said colored portion and to permit visual observation thereof through said raised blister.

2. A display package as defined in claim 1 wherein said one opaque section engaged with said raised blister is said first opaque section and wherein said other opaque section guided by said raised blister is said second opaque section.

3. A display package as defined in claim 2 wherein said first opaque section is a lipstick tube and wherein said colored portion is a pomade disposed within said lipstick tube and projecting beyond the forward end thereof, and wherein said second opaque section is a tube cover adapted to fit over said lipstick tube.

4. A display package as defined in claim 3 wherein said raised blister has a first flange portion engaged with said lipstick tube to prevent axial movement

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thereof within said chamber means and wherein said raised blister has a second flange portion, axially spaced from said first flange portion, to form a stop for the end of said tube cover when said display package is in said display position.

5. A display package as defined in claim 4 wherein the forward end of said lipstick tube and the projecting portion of said pomade extend axially beyond said second flange portion and are visible through said blister when said display package is in said inverted position.

6. A display package as defined in claim 5 wherein said raised blister has a flattened portion overlying the forward end of said lipstick tube and the projecting portion of said pomade to facilitate visual observation of said pomade when said display is in said inverted position.

7. a display package as defined in claim 3 further including aperture means in said backing sheet adjacent the top thereof for mounting said display package in said display position.

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