

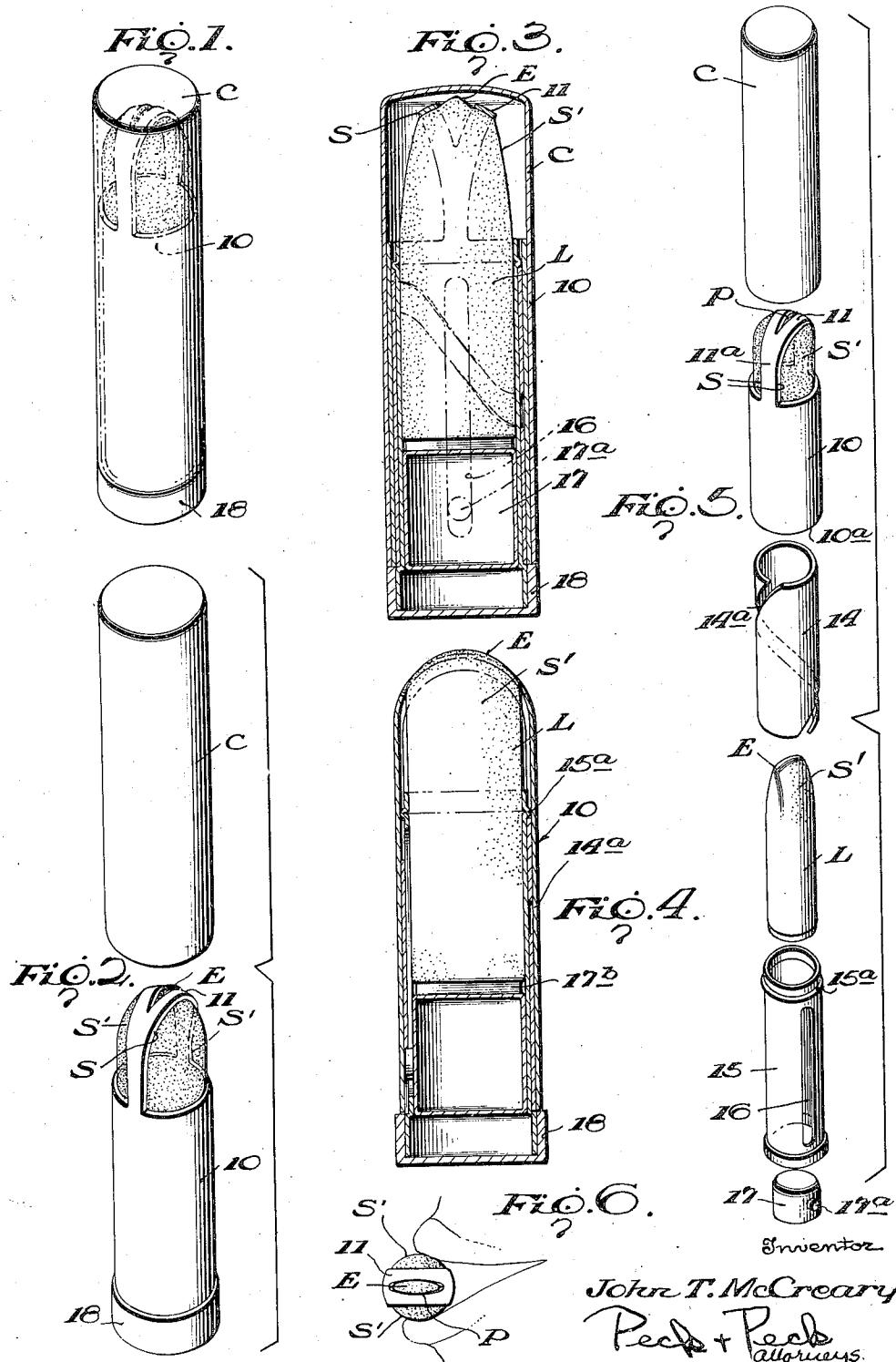
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LIPSTICK HOLDER AND APPLICATOR

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## LIPSTICK HOLDER AND APPLICATOR

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## 1.

The invention relates to certain improvements in holders and applicators for lipstick and the like; and the nature and objects of the invention will be readily recognized and understood by those skilled in the arts involved in the light of the following explanation and detailed description of the accompanying drawings illustrating what I now consider to be the preferred embodiment or mechanical expression of my invention from among various other embodiments, expressions, designs, arrangements, constructions and combinations, of which the invention is capable within the spirit and scope thereof as defined by the appended claims.

With the standard lipstick containers or holders now in general use, the lipstick is mounted in the holder for projection from retracted position within the confines of and protected by the container of the holder, to positions extended outwardly from one end of the holder completely exposing a substantial portion of the lipstick for use, so that, the user may then apply the lipstick by rubbing an exposed portion thereof on and across first one lip and then the other to apply and form the lip make-up. The lipstick used with such standard containers or holders is provided with a rounded application end, but because such standard containers expose the complete application end and provide no guard or protection therefor, such rounded end is of practical necessity of a blunt character which makes it extremely difficult for the user to shape and sharply outline the coating of lipstick which is applied to the lips in order to form such coating into a sharply contoured shape. Further, due to the complete exposure of the application end of the lipstick, with no structural protection or support against laterally or radially applied forces or blows, lipstick breakage is of frequent occurrence with the attendant losses.

Various expedients have been resorted to in attempts to overcome these inherent difficulties with the standard forms of lipstick holders. One such expedient which is in general use requires the provision of a separate instrumentality or implement, such as a shaping or lining brush, which the user employs after applying the lipstick in order to evenly spread and distribute the applied coating and shape and line the applied coating into the desired contour and shape. Another expedient directed toward rendering the lining, contouring or shaping of the applied coating of lipstick easier than with the standard relatively large diameter, blunt-ended lipstick, is the provision of a lipstick of greatly reduced

diameter or "pencil" form. However, such reduced diameter sticks are extremely fragile so that breakage in use is frequent with the resulting objectionable losses.

One of the primary objects of my present invention is to provide a holder and applicator for a lipstick, embodying the combination of a holder and a lipstick to form a unit, which may be efficiently used not only for the major area application of the lipstick to form the body of the lip make-up, but also for lining, contouring or shaping application of the lipstick, so that the user may at her discretion either first "pencil" the outline or contour of the desired shape of the final lipstick make up and then fill in and complete the same by a surface covering application, or by following a reverse sequence, may first apply the heavy or major surface covering application and thereafter shape up and line such heavier application to complete the make up.

Another object of the invention is to provide a holder and applicator for lipstick in which the container for the lipstick is provided with a guard or shield at the application end thereof which is formed with a transverse or diametrical slot thereacross to expose therewithin a pencilling or lining edge formed on the lipstick.

Another object is to provide a lipstick holder and applicator by which the user may if she desires, apply simultaneously to the upper and lower lips, the major area coating or covering of lipstick.

And a further object is to provide such a holder and applicator which will not only permit such simultaneous application but will also provide for lining or shaping the applied lipstick through the medium of a pencilling edge provided by the combination of lipstick and the holder.

A further object is to provide such a holder formed with an end pencilling or lining slot or opening therein, together with enlarged area openings in opposite sides of the holder, for the major surface area covering application of the lipstick to both upper and lower lips simultaneously or to such lips separately, within the discretion of the user.

A further object is to provide a combined, unitary lipstick and holder and applicator therefor, in which the lipstick is preformed and preshaped to provide a pencilling edge portion on the application end of the lipstick for positioning in a pencilling slot or opening in a shield and guard forming end of the holder.

A further object is to provide in such a unitary lipstick and holder, for feeding the lipstick out-

wardly to position the end pencilling edge of the lipstick in the end slot of the holder, without causing rotary movement of the lipstick relative to the holder and such pencilling slot.

Another object is to provide such a lipstick holder and applicator which while freely permitting the required pencilling or lining and the required heavy application of lipstick to the major area of the lips, will at the same time, provide a protective cover and guard against breakage of the lipstick by the application of forces or pressures acting radially of the stick, in the handling and use of the holder with its contained lipstick.

With the foregoing general objects, features and results in view, as well as certain others which will be readily recognized from the following detailed description, my invention consists in certain novel features in design and in constructions and arrangements of elements and parts, all as will be hereinafter more fully referred to and explained.

Referring to the accompanying drawings in which similar reference characters refer to corresponding parts and elements throughout the several figures thereof:

Fig. 1 is a perspective view of the lipstick holder and applicator with the cover therefor mounted thereon, the applicator end of the holder with the lipstick therein being indicated in dotted outline.

Fig. 2 is a perspective view of the holder and applicator with the cover therefor removed.

Fig. 3 is a longitudinal section through the holder and applicator with the cover in mounted position thereon, being taken transversely of the pencilling slot of the holder and of the pencilling edge of the lipstick mounted therein.

Fig. 4 is a vertical longitudinal section taken through the holder and applicator longitudinally of the pencilling slot in the end of the holder, the cover being removed and the lipstick being shown in the holder with its pencilling edge positioned in the slot of the holder.

Fig. 5 is a perspective view of the parts and elements making up a holder and applicator of the invention with the parts thereof disassembled and separated, but in their relative positions for assembly.

Fig. 6 is a more or less diagrammatic view showing the use of the holder and applicator in making a simultaneous application of lipstick to the upper and lower lips of a user.

One possible form and embodiment of lipstick holder and applicator of the invention has been selected and is disclosed in the accompanying drawings by way of example. While the selected example is primarily designed and intended for use for containing and applying lipstick or similar stick forms of cosmetics, it is to be understood that a holder and applicator embodying the invention is not limited to such materials or uses, but may be employed with various other materials in stick form for other purposes.

In accordance with my invention, the lipstick holder and applicator of the selected example, referring now to the drawings, includes a main body or container 10 which provides or has formed therein a transverse, diametrically disposed elongated opening or slot P across one end thereof, and the opposite, enlarged area side openings S formed through the side wall of the container adjacent such slotted end. The openings S provide for exposing substantial areas on

diametrically opposite sides of a lipstick contained in the body 10, to enable the user to simultaneously apply lipstick to and over the major portions of the upper and lower lips, while the slot P provides for exposing a lining or pencilling edge formed diametrically across the adjacent end of the lipstick contained in the body to enable the user to line or shape the applied lipstick to the desired final form on the lips.

10 In this instance, the body 10 is formed of a cylindrical tubular or sleeve like member open at its inner end 10a (see Fig. 5), and which has portions of the side wall thereof cut-away adjacent the opposite end thereof to provide the lipstick application openings S, and to leave and form an integral, outwardly arched bridge portion comprised of the outwardly arched, concave end pencilling or lining guard or shield 11 integral with and connected at its opposite ends by the diametrically opposite legs 11a respectively. The outwardly curved, convex shield forming end 11 of the body 10 has the pencilling or lining slot P formed therein, such slot being preferably, as shown in the instant example, of decreasing width outwardly from its central portion toward the opposite ends of the slot. If desired, the pencilling shield 11 may be formed of decreasing width outwardly from the central portion thereof toward its opposite ends which merge and join with the opposite legs 11a, respectively, of the bridge portion which provides the applicator end of container 10, as will be clear by reference to Figs. 2, 3 and 5. Such formation of the pencilling shield 11, in this instance, may be obtained by forming the opposite side openings S in the body member 10 of greater radial depth relative to such body than the outer portions of the openings.

40 The body 10 forms the container for a lipstick L, referring now to Fig. 5, which lipstick is, in accordance with my invention, preformed or pre-shaped at one end thereof to provide a pencilling edge E transversely or diametrically thereacross with the opposite sides S' of the stick L sloping or inclined outwardly and inwardly to converge and join with and form such edge E. Such a pre-formed lipstick L has a diameter to be received within the holder so as to have a running or 45 freely sliding fit therein for axial movement therethrough, as will be hereinafter explained. Lipstick L is inserted in position in container 10 with the pencilling edge E thereof disposed and received within the slot P of the pencilling shield 11, the lipstick L and container 10 being so relatively proportioned that the pencilling edge E will project a very slight distance outwardly through slot P and beyond the outer surface of the shield 11, as shown in Figs. 3 and 4. In this 50 mounted position of lipstick L in container 10, the opposite sides S' thereof inwardly from the pencilling edge E and the shield 11, are exposed through the opposite side openings S, respectively, of the container 10, for lipstick applying 55 engagement with the lips of the user.

By another feature of the invention, provision is made for moving a lipstick L longitudinally outwardly relative to container 10 toward the pencilling shield 11, in order to feed the lipstick 60 outwardly from time to time as the pencilling edge thereof is consumed and worn away, to thus maintain a pencilling edge E in the required slightly projected and exposed position in the pencilling slot P of shield 11 for line forming 65 application to the lips. However, such outward

feeding movement of the lipstick L must be constrained to purely axial or longitudinal movement without any rotary movement of the lipstick which would cause twisting of the pencilling edge portion of the stick in the pencilling slot P with resulting shearing off of the pencilling edge E.

In this instance, I have provided such a feeding mechanism which will effect axial movement solely of lipstick L as may be required to maintain a pencilling edge E thereof in operative position in slot P. The feeding mechanism of the example includes a tubular member 14 which is mounted telescopically within the container 10, as by a force fit, so as to be secured therein against movement relative thereto. This tubular member 14 provides a spiral groove 14a therein and therearound from end to end thereof with the sleeve terminating intermediate the length of the container adjacent the inner ends of the opposite side openings S of the container, such screw being of the "fast" thread type.

A sleeve member 15 is rotatably mounted and received within the grooved tubular member 14, and is provided at the end of container 10 opposite the pencilling shield 11 with a circular operating head 18 for manual rotation to rotate the sleeve 15 within container 10 and the grooved tubular member 14a. At its inner end the rotary sleeve 15 extends a distance beyond the adjacent end of member 14a and is provided with an annular external rib or bead 15a therearound which has rotary bearing engagement with the inner surface of container 10 and which serves to center and position the sleeve 15 within grooved member 14 and container 10. This sleeve 15 is provided with a longitudinally disposed slot 16 in the side wall thereof, and a lipstick supporting and feeding carrier 17 in the form of a circular base, is slidably mounted and confined within sleeve 15 by means of a stud or pin 17a which extends from one side thereof and is slidably received and confined in slot 16. This pin 17a extends through the slot 16 of sleeve 15 into and is slidably received in the spiral groove 14a of the tubular member 14. Thus, rotation of sleeve 15 by head 18 in the proper direction will cause spiral groove 14a to force pin 17a along slot 16 and thus move carrier 17 axially through sleeve 15 toward the pencilling shield 11 of the container 10.

A preformed lipstick L for a holder and applicator of the invention is formed with an external diameter slightly less than the internal diameter of the rotary actuating sleeve 15, so as to be freely axially movable in and through the sleeve with a minimum of engagement with the sleeve to reduce the turning forces acting on the lipstick to a negligible degree. The lipstick L is mounted in the container 10 in position extended downwardly into and through sleeve 15 with the inner, flat base end of the lipstick seated on a complementary flat inner surface of the axially movable base 17. If desired or found expedient, such lipstick base seating and engaging surface may be provided by the inner side of a disc or the like 17b, in the form of a pad of suitable material for free sliding, minimum friction engagement with the inner base end of the lipstick.

A lipstick L is initially formed of such a length as to seat upon pad 17b, of base 17, when the base is at its limit of outward movement in the sleeve 15 of the holder, and to extend from the base through the holder to the pencilling shield 11, with the pencilling edge E of the lipstick positioned in and projected through the pencilling

slot P of the shield (see Figs. 3 and 4). With a holder of my invention, the lipstick L is not retracted in normal use, but is only fed in slight increments from time to time by axial adjustment outwardly of the base 17 in order to maintain a pencilling edge E of the lipstick slightly projected through pencilling slot P of shield 11.

The holder and applicator is completed by a cover C of elongated tubular form dimensioned to telescopically fit down over the container 10 with its inner edge adapted to be slidably engaged on the adjacent inner annular edge of the rotary actuating head 18 of the lipstick feed mechanism. This cover C has a friction fit on and over container 10, so that it will be maintained in position thereon against accidental displacement while being capable of being readily slipped to and from position on and completely covering and enclosing the container and the lipstick.

The lipstick holder and applicator of the invention, as expressed by the instant example, may be employed by the user in following anyone of several techniques in applying lipstick to the lips, but irrespective of any particular technique that may be followed, the holder unit always provides a pencilling edge E at the end of the lipstick in the pencilling slot P of the shield 11 for lining, shaping or contouring purposes in completing the lip make up. The formation of the holder in accordance with the invention, to provide the diametrically opposed openings S for exposing relatively large areas at opposite sides of the lipstick L, enables the user to simultaneously apply lipstick to both the upper and lower lips in order to form the major area of the lip make up. Such a use of the holder and applicator of the example is diagrammatically illustrated in Fig. 6 of the drawings. The user places the holder in substantially horizontal position and inserts the lipstick applying end thereof between the upper and lower lips with the exposed opposite sides S' of the lipstick engaged with the upper and lower lips, respectively. Then by moving the holder unit in that position back and forth over and across the lips, a desired application of lipstick can be made. The user may within her own discretion, place and manipulate the holder at any desired angle in a generally horizontal plane, between a position generally parallel to the lips and a position generally perpendicular thereto. If the user does not desire to simultaneously rouge the upper and lower lips, she may rouge them separately, using either of the exposed surfaces S' of the lipstick, or confining the application to a single one of these surfaces.

After making the major application of lipstick to the lips by the use of the side surfaces S', the user may then with this single unit, shape and finish the lip make up by lining or contouring to the desired shape with the pencilling edge E which is exposed at the end of the holder through the slot P of the shield 11, or in so far as sequence of operations is concerned, the user may first use the pencilling edge E to outline and shape the form of the desired final make up and then "fill in" by applying lipstick from either of the side surfaces S' which are exposed through openings S of the holder.

Initially, the preformed and preshaped lipstick L of a holder and applicator unit of the invention provides the pencilling edge E and is mounted and positioned in the holder as referred to above, so that this edge E is operatively located in and projected slightly outwardly beyond slot P of shield 11. As the original pencilling edge E is worn away, the user may then by a slight ro-

tation of the actuating head 18, feed the lipstick outwardly a distance to project the worn pencilling edge E into position in the slot P. As the user will wear away and "pay off" lipstick from the opposite side exposed portion S' in the use of the holder, there will result what in effect is an automatic reshaping of these opposite side portions to generally maintain the inwardly and outwardly inclined sides thereof for converging into and forming the pencilling edge E. Thus, due to the formation and relative arrangement of the side openings S and of the slot P, with the lipstick L associated therewith, the normal use of the holder and applicator results in a continuous reshaping of the lipstick in the application end thereof, so that, in conjunction with the feed mechanism for the lipstick, the pencilling edge E and the side portions S' of the lipstick will be self renewing for the life of the lipstick L in the holder.

Preferably, the cover C has the outer side surface thereof highly polished to form a reflecting surface which will serve as a mirror by which the user may obtain a reflection of the made up lips, or if desired, a section of mirror glass or other mirror forming material may be secured on or set into the cover for this purpose.

Attention is here directed to the fact that while I have disclosed a form of manually operable mechanism for feeding the lipstick L into operative position relative to the pencilling slot P, and the opposite side openings S of the container 10, such form has been selected and illustrated purely as an example and not by way of limitation, as various other feeding mechanisms may be employed as desired or found expedient. This feature or factor of my invention, is satisfied in its broad or basic concept by any means which assures feeding or maintenance of this pencilling edge E and/or the opposite side areas S' of a lipstick L, to and in the required operative relation with the pencilling slot P and/or the opposite side openings S of the container.

Aside from the above, it will also be evident that various other forms, designs, constructions, and arrangements may be resorted to without departing from the broad spirit and scope of my invention, and hence, I do not intend to entirely limit the invention in all respects to the exact and specific disclosures hereof except as may be required by intended limitations appearing in the appended claims.

What I claim is:

1. In a lipstick holder and applicator, in combination, a container having one end thereof formed to provide a shield having a pencilling slot therethrough and thereacross, and said container being also formed to provide opposite side openings through the side wall thereof, adjacent said shield for exposing opposite side portions of a lipstick contained in said container.

2. A lipstick holder and applicator embodying a tubular container provided at one end thereof with an outwardly arched bridge thereover and thereacross providing a shield having a convex

outer surface and being formed with a slot therethrough disposed transversely relative to said container, and said shield forming bridge defining and providing relatively large area openings at opposite sides of said bridge and container for exposing therethrough opposite sides of a lipstick in said container.

3. A lipstick holder and applicator embodying a container for a lipstick, said container being formed at one end thereof with a shield thereacross having a pencilling slot formed therein disposed transversely relative to said container, a lipstick carrier mounted for movement in said container toward said shield and pencilling slot, manually operable means for moving said carrier toward said shield and slot, and a lipstick mounted in said container and having solely contact engagement with said carrier.

4. A lipstick holder and applicator including, a container for a lipstick, said container being formed at one end thereof with a shield thereacross provided with a pencilling slot therein disposed transversely relative to said container, said container being also formed to provide relatively enlarged area openings therethrough at opposite sides thereof adjacent said shield for exposing opposite side areas of a lipstick in said container, and means for moving a lipstick mounted in said container toward said shield and the said opposite side openings in said container to adjustably position a lipstick relative to said slot and side openings.

5. A lipstick holder and applicator embodying a tubular container provided at one end thereof with an outwardly arched bridge thereover and thereacross providing a shield having a convex outer surface and being formed with a slot therethrough disposed transversely relative to said container, a lipstick in said container formed with a pencilling edge across one end thereof received and exposed through said slot.

6. In a lipstick holder and applicator, in combination, a tubular container having a pair of diametrically opposed legs extending from one end thereof, the inner portions of said legs extending in substantial alignment with the wall of the container and the outer portions of said legs being inwardly bent and arcuately shaped and connected together forming an arched shield, said shield having a pencilling slot therein of less length than the length of the arched shield, and a lipstick in said container adapted to have an end thereof disposed in the pencilling slot.

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