A cosmetic container which allows the purchaser to compare the color of the cosmetic with the skin. A cosmetic compact is provided with a reflecting mirror surface, either glass or any other reflecting surface, and a strip of colored material matching the color of the cosmetic in the container extending across the front or back (with a portion of the mirror cleared for visibility) of the mirror. This allows the woman to see her image and the color of the cosmetic together. The strip of colored material may be glued or otherwise mounted, or the color may be painted on. A similar construction can be applied to a lipstick holder, a bottle of liquid cosmetic, or eye shadow colors in a container.
COSMETIC SELECTING CONTAINER

BACKGROUND OF THE INVENTION

Women are confronted at the cosmetic counters with a multiplicity of items in different shades of color. Counter displays attempt to aid in the selection but are largely inadequate. Short of providing an actual sample to be applied to the skin, the purchaser must make a choice without a real guide to the proper color compared to the skin.

SUMMARY OF THE INVENTION

In my copending application entitled "Method & Means For Selecting Cosmetics," Ser. No. 406,658, filed Oct. 15, 1973, I provide a construction in which the woman can compare her skin to the actual cosmetic. The present application provides a construction which enables the woman to view a representation of the color of the cosmetic applied to a mirror surface for a comparison with her skin. The construction provides a cosmetic container with a mirror mounted thereon on which a representation of the cosmetic color is applied. For example, one side of a cosmetic compact can be provided with a mirror surface, glass, metal or any other reflecting surface. A strip of colored material is then superimposed over the reflecting surface to allow the woman to view her image with the color. When glass is used, a portion of the mirror can be cleared and the color applied to the rear for viewing through the glass. Lipstick, rouge, eye shadow, or any other cosmetic container may be similarly constructed.

DESCRIPTION OF THE DRAWINGS

In the drawings:

FIG. 1 is an enlarged perspective view of a compact embodying my present invention;
FIG. 2 is a side elevation thereof;
FIG. 3 is a side elevation of a lipstick case embodying my present invention;
FIG. 4 is an enlarged section taken on line 4—4 on FIG. 3;
FIG. 5 is a plan view of a multicolor eye shadow package embodying my present invention;
FIG. 6 is a section taken on line 6—6 on FIG. 5;
FIG. 7 is a plan view of a liquid cosmetic bottle mounted in a blister package and embodying my present invention; and
FIG. 8 is a section taken on line 8—8 on FIG. 7.

DESCRIPTION OF THE INVENTION

Referring more in detail to the drawings, FIGS. 1 and 2 show the invention applied to a conventional powder or rouge compact. The compact can be any shape, a rectangular compact being illustrated. The compact 10 comprises a pair of sections 12 and 14 hingedly connected along one edge 16 and having a closure clasp 18 at the opposite edge.

In accordance with the present invention, one section 14, which may be either the front or back of the compact, is provided with a mirror 20. In the illustrated form, the surface of the section 14 is countersunk to accommodate the thickness of the mirror 20 and present a smooth unobstructed surface. The mirror 20 may be glass or any other reflecting surface. Polished metal, metal foil, plastic or any other reflecting surface may be used.

I now provide a strip of colored material 22 mounted across the mirror 20. The material 22 is of the same color or shade as the contents of the compact 10. It can be paper, plastic, woven material, or paint. Any method of mounting the strip 22 can be used.

Now, when the woman picks up the compact 10 at the counter, she can view her reflection in the mirror surface 20 and check the color on the strip 22 against the reflection of her skin before making the purchase.

FIGS. 3 and 4 illustrate this construction as applied to a lipstick case. The conventional lipstick case 24 is provided with an elongated rectangular area 26 on the body portion which is countersunk to receive the mirror 28. As in the previous form, the mirror 28 may be any reflecting surface. The color is provided by the strip 30 extending across the surface of the mirror 28. This should provide a view of the lips with the color to match on the strip 30.

FIGS. 5 and 6 illustrate a package of eye shadow using the present invention. Eye shadow is used to match the costume and woman usually buy it in a multiplicity of shades. In the illustrated form, the package comprises a rectangular cardboard base 32 having a flat plastic case 34 in which there are a plurality of trays each with a different shade of eye shadow. In the illustrated form there are four trays, 36, 38, 40 and 42 in the case 34, all enclosed in the plastic bubble 44.

The upper portion of the base 32 is provided with four rectangular reflecting surfaces 46, 48, 50 and 52. Each is provided with a color strip 54, each strip illustrating the color of a different shade. The mirror 46 carries the color in the tray 36, the mirror 48 carries the color of the tray 38, mirror 50 reflects the color 40, and mirror 52 has the color 42. This allows the woman to check out every color in the case 34 against her reflection before purchasing the eye shadow.

FIGS. 7 and 8 illustrate the invention applied to a bottle of liquid cosmetic of any type. The bottle 56 is usually mounted in a plastic bubble 58 on a sales card 60. The bubble 58 is transparent to permit a view of the product. A reflecting surface 62 is mounted on the visible side of the bottle 56 and a strip 64 is colored to match the contents of the bottle. This allows the woman to make a comparison through the transparent bubble.

While FIG. 1 illustrates a glass mirror surface with a strip of colored material superimposed, the mirror backing can be removed for a small area to provide a transparent section with the colored strip of material mounted in the rear. The effect is the same except that the colored strip is now out of the way of accidental loss. Also, the lipstick holder, or any other container, may have a flat or rectangular shape, and the mirrors do not have to be countersunk.

The construction thus provides a cosmetic container having a reflecting area adjacent which the color or shade of the contents of the container is visibly mounted to allow the purchaser to compare her skin or image with the represented color of the product. The construction can be applied to existing containers without costly modifications.

Other advantages of the present invention will be readily apparent to a person skilled in the art.

1. A cosmetic selecting device comprising a container for the cosmetics, a mirror surface portion associated with said container, and a strip of colored mate-
3. A device as in claim 1, wherein said mirror comprises a polished metal surface.

4. A device as in claim 1, wherein said colored material comprises paper imprinted with the color of the cosmetic.

5. A device as in claim 1, wherein said colored material comprises a woven material dyed to the color of the cosmetic.

6. A device as in claim 1, wherein said colored material comprises a plastic strip of the color of the cosmetic.

7. A device as in claim 2, wherein said colored material comprises paper imprinted with the color of the cosmetic.

8. A device as in claim 3, wherein said colored material comprises paper imprinted with the color of the cosmetic.

9. A device as in claim 3, wherein said colored material comprises a woven material dyed to the color of the cosmetic.

10. A device as in claim 1, wherein said container is provided with a plurality of colored cosmetics, said container being mounted on a base, said base having a plurality of reflecting surfaces, each corresponding to one of said cosmetic colors, and a colored strip on each reflecting surface, each having the color of one of said cosmetics.