March 10, 1936. A. JEFFERIS 2,033,139

COSMETIC APPLICATOR

Filed March 25, 1935

Fig. 1.

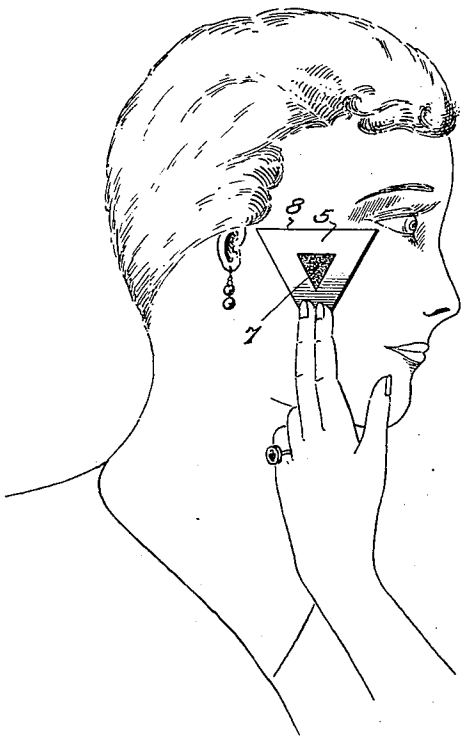
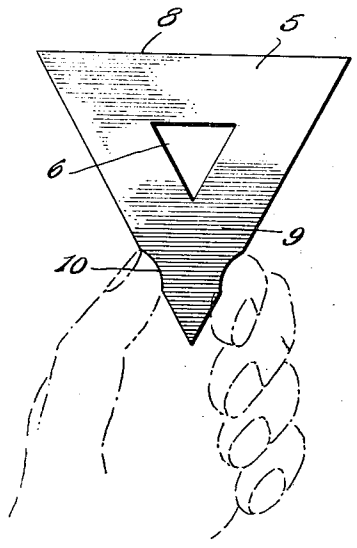


Fig. 2.



Fig. 3.



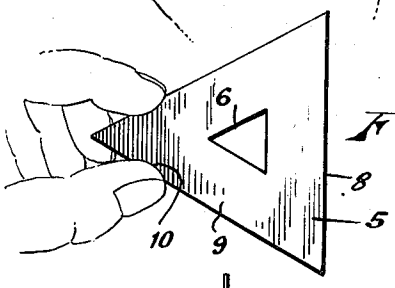


Fig. 5.

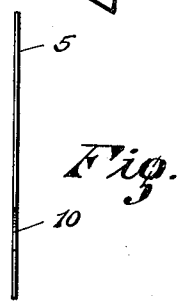


Fig. 4.

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COSMETIC APPLICATOR

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Application March 25, 1935, Serial No. 12,991

6 Claims. (Cl. 132—1)

This invention relates to cosmetic applicators, and more particularly to a novel shield or stencil especially designed for use by women, beauticians and others in applying rouge to the face.

Heretofore, in applying rouge to the face to beautify or freshen the complexion, it has been the practice to daub the rouge or other cosmetic on the skin with a cloth or pad regardless of the correct scientific placement of the rouge on the cheeks necessary to produce the desired natural coloring or artistic facial effect and this promiscuous application of rouge, instead of beautifying and softening the features, often tends to distort the same and give the face a hard coarse expression.

Furthermore, unless the rouge is confined to a definite predetermined area of the face with the rouge deposit tapered in the right direction and gradually merged or blended into the natural color of the skin, the rouge will lose its effectiveness as a facial embellishment or beautifier and, as far as I am aware, no method or means has thus far been devised for applying rouge to the face in this manner.

The object of the invention, therefore, is to provide a shield or stencil of simple and inexpensive construction by means of which a predetermined quantity of rouge or other cosmetic may be initially applied to the face at or near the cheek bones thereof and subsequently rubbed or blended into the natural skin tint so as to give the complexion a high light or natural color indicative of robust health and vigor and render the facial appearance pleasing and attractive.

A further object of the invention is to provide a shield or stencil, the upper portion of which is of a width to fit between the ear and eye of the user and constitutes a straight edge or gage for accurately positioning the rouge receiving opening of the shield over the cheek bone when applying rouge to the face, while the lower portion thereof forms a supporting handle for said shield.

A further object is to provide a reversible shield or stencil of substantially triangular shape having a correspondingly shaped rouge receiving recess formed centrally therein with the side walls of the recess converging in the direction of the supporting handle whereby rouge may be deposited on the face with the apex of the rouge deposit extending either in the direction of the jaw or ear of the user.

A still further object of the invention is generally to improve this class of devices so as to increase their utility, durability and efficiency.

In the accompanying drawing forming a part of this specification and in which similar numerals of reference indicate corresponding parts in all the figures of the drawing,

Figure 1 is a perspective view showing one way of using my improved rouge stencil.

Figure 2 is a similar view showing the appearance of the rouge deposit after it has been rubbed or blended into the natural skin tint to produce the desired color effect.

Figure 3 is a front elevation of the shield or stencil showing a different manner of supporting the same.

Figure 4 is an edge view of the stencil.

Figure 5 is a side elevation of the shield or stencil showing another way of positioning the same on the face.

The improved cosmetic applicator or stencil forming the subject-matter of the present invention comprises a relatively thin flat reversible body portion **5** formed of celluloid, cardboard, wood, or other suitable material of negligible weight and possessing the desired degree of flexibility to permit it to lie snugly against the cheek and to conform to the surface contour thereof when in use. The body **5** is preferably substantially triangular in shape, as shown, and the central portion thereof is formed with a correspondingly shaped recess **6** opening through opposite faces of said body and adapted to receive a predetermined quantity of rouge or other cosmetic, indicated at **7**.

The upper portion of the body **5** is of a width to fit between the ear and eye of the user so that when said body is pressed against the face, the upper edge **8** of the body constitutes a straight edge or gage to assist in properly positioning the rouge receiving opening over the cheek bone, while the small end of the body constitutes a handle **9** against which the fingers of the hand may be pressed to hold the stencil in contact with the cheek when applying the rouge thereto, as best shown in Figure 1 of the drawing. If desired, however, the opposite edges of the body portion at the handle **9** may be provided with shallow notches **10** adapted to receive the fingers and assist in holding the stencil in place, as best shown in Figure 3 of the drawing.

In using the device, either side of the stencil is pressed against the cheek with the upper portion or straight edge **8** thereof substantially in horizontal alinement with the ear and eye of the user and in which position the recess **6** will register approximately with the cheek bone after which a small quantity of rouge or other cosmetic is applied to the stencil at the opening

6 until the area of the skin exposed at said opening is entirely covered, as best shown in Figure 1 of the drawing. During the application of the rouge to the recess 6 any surplus rouge will be received on the body portion surrounding said recess, thereby forming, in effect, a shield or guard and serving to prevent the rouge from being smeared on the cheek around the rouge deposit during the application thereof. When the stencil is removed from the face any surplus rouge deposited on the stencil may be readily wiped off the shield or guard portion of the body with a damp rag so as to keep the stencil in a clean sanitary condition. After the rouge has been applied to the cheek in the manner stated and the stencil removed, the deposit of rouge on the face is gently and evenly brushed or rubbed with a powder puff or soft cloth until the rouge deposit gradually merges into and blends with the natural skin tint of the user, as best shown in Figure 2 of the drawing, so as to give the complexion a heightened natural color indicative of robust health and vigor and enhance the beauty of the facial expression. Owing to the triangular shape of the rouge receiving recess, the widest area of the rouge deposit will be approximately in horizontal alinement with the ear and eye of the user and gradually taper downwardly toward the lower jaw or chin and this tapered outline of the rouge has been found by actual experience to be the most effective in properly emphasizing the features and giving them a soft, pleasing appearance, as well as imparting the desired natural ruddiness to the complexion.

In Figure 5 of the drawing the stencil is shown supported in a horizontal position so that the small end or apex of the rouge deposit will extend in the direction of the ear of the user, the device being used in this manner when it is desired to impart a full appearance to a face which is naturally thin.

It will thus be seen that by varying the position of the stencil with respect to the nose of the user and rubbing the rouge deposit in the proper direction, the general contour or delineation of the face can apparently be changed at will so that a full round face will have the appearance of being tapered or oval and a long slim face appear full or well rounded.

While the particular kind of material employed in making the stencil is optional, it is preferred to form the stencil of celluloid as such material is transparent and permits visibility of the skin therethrough while the surface of celluloid may be readily cleansed to remove any surplus rouge deposit thereon. If desired, however, the stencil may be formed of opaque material and that portion of one or both sides of the stencil surrounding the central rouge receiving opening 6 may be used for displaying suitable advertising matter. The edges of the stencil may be rounded if desired so as not to present any sharp points or angles which might tend to scratch the skin. By the use of this device, rouge may be conveniently and scientifically applied to the face by any girl or woman unskilled in the art of facial make-up to enhance her facial attractiveness without requiring the assistance of a beautician or the necessity of visiting a beauty parlor, as the width of the device, shape of the rouge receiving opening and straight edge or gage at the top thereof insures accurate and proper placement of the rouge on the face of the user, which result cannot be accomplished when rouge is daubed on the face at random with a powder puff or cloth as is now the general practice.

The stencils may be manufactured and sold as a complete entity or may be marketed in association with any style or kind of cosmetic and in which event they may be enclosed within or accompany the boxes containing the rouge. The devices may be made in different sizes and shapes and the size of the rouge receiving opening varied without departing from the spirit of the invention.

Having thus described the invention, what is claimed as new is:

1. A device for applying cosmetics to the cheeks comprising a body portion adapted to be held against the face of the user approximately over the cheek bone, said body portion having a tapered cosmetic receiving opening formed therein, whereby to permit a deposit of cosmetic on the face with the small end of the cosmetic deposit extending either vertically or horizontally of the face.

2. A device for applying cosmetics to the cheeks comprising a flat reversible body portion adapted to be pressed against the face of the user approximately over the cheek bone, said body portion having a substantially triangular shaped cosmetic receiving opening formed therein whereby to permit a deposit of cosmetic on the face with the apex of the cosmetic deposit extending either toward the jaw or ear of the user.

3. A device for applying rouge to the cheeks comprising a thin flexible body portion substantially triangular in marginal outline and having smooth flat oppositely disposed faces, the body portion being provided with a downwardly tapered rouge receiving opening, said body portion being of a width to fit between the eye and ear of the user and adapted to lie flat against the face, whereby to permit a deposit of rouge on the face with the small end of the rouge deposit extending either toward the jaw or ear of the user.

4. A device for applying cosmetics to the cheeks comprising a substantially triangular shaped reversible body portion having oppositely disposed flat faces, one marginal edge of the body portion constituting a gage of a width to fit between the ear and eye of the user, there being a substantially triangular shaped rouge receiving opening formed at substantially the center of the body, one face of said body portion being adapted to be pressed against the face of the user with the rouge receiving opening approximately over the cheek bone and with the marginal edge constituting the gage extending in a substantially horizontal line between the ear and eye.

5. A device for applying rouge to the cheeks comprising a relatively thin flexible reversible body portion substantially triangular in shape and having a tapered rouge receiving opening formed therein, the wide end of the body portion constituting a gage and the small end of the body portion constituting a supporting handle, said body portion being adapted to be pressed against the face with the rouge receiving opening positioned approximately over the cheek bone whereby to permit a deposit of rouge on the face with the tapered end of the rouge deposit extending either toward the jaw or ear of the user.

6. A device for applying rouge to the cheeks

comprising a relatively thin substantially triangular shaped reversible body portion having oppositely disposed flat parallel faces and provided with a substantially triangular shaped rouge receiving opening, the wide end of the body portion constituting a gage and the narrow end of the body portion having its side walls notched to form finger engaging recesses, said body portion being adapted to be pressed against the face of the user approximately over the cheek bone, whereby to permit a deposit of rouge on the face with the apex of the rouge deposit extending either toward the jaw or ear of the user.

ALICE JEFFERIS.