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(54) Title: ERGONOMIC COSMETIC BRUSH

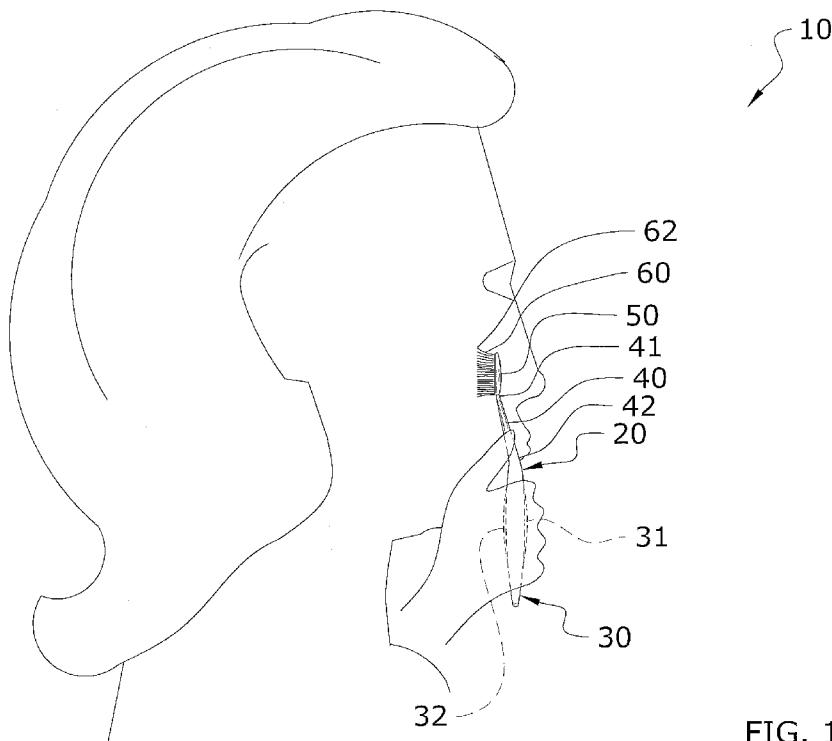


FIG. 1

(57) Abstract: An ergonomic cosmetic brush for efficient self-application of cosmetics and makeup. The ergonomic cosmetic brush generally includes a handle, a neck tapering inwardly and extending at a downward angle relative to the handle, and a head extending at an upward angle relative to the neck, wherein the head is offset heightwise with respect to the handle. A bundle of fibers perpendicularly extends from the head for applying the cosmetic product.

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Ergonomic Cosmetic Brush

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BACKGROUND OF THE INVENTION

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Field of the Invention

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The present invention relates generally to a cosmetic brush and more specifically it relates to an ergonomic cosmetic brush for the efficient self-application of cosmetics and makeup.

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Description of the Related Art

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Any discussion of the related art throughout the specification should in no way be considered as an admission that such related art is widely known or forms part of common general knowledge in the field.

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Makeup brushes are configured in a plurality of different styles and configurations. Traditional makeup brushes are designed for one individual to apply product to another individual, wherein the lasting origin for the brushes stems from artist's brushes that were meant to aid the artist in applying products to a secondary surface or medium, such as a canvas or fresco surfaced wall. Traditional designs of makeup brushes generally make it difficult for a single user to use the brush for self-application purposes due to the need to hold the brush at an odd angle relative on one's own face.

1

2 Another problem with traditional brushes is that because the brush has to be
3 held at an odd angle, the user must typically make more strokes than necessary and
4 continuously move product around in order to achieve a blended result thus drastically
5 increasing the time and work needed to apply makeup to one's self. Because of the
6 inherent problems with the related art, there is a need for a new and improved
7 ergonomic cosmetic brush for efficient self-application of cosmetics and makeup.

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1

2 **BRIEF SUMMARY OF THE INVENTION**

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4 A system for efficient self-application of cosmetics and makeup. The invention
5 generally relates to a brush that includes a handle, a neck tapering inwardly and
6 extending at a downward angle relative to the handle, and a head extending at an
7 upward angle relative to the neck, wherein the head is offset heightwise with respect to
8 the handle. A bundle of fibers perpendicularly extends from the head for applying the
9 cosmetic product.

10

11 There has thus been outlined, rather broadly, some of the features of the invention in order that the detailed description thereof may be better understood, and in
12 order that the present contribution to the art may be better appreciated. There are
13 additional features of the invention that will be described hereinafter and that will form
14 the subject matter of the claims appended hereto. In this respect, before explaining at
15 least one embodiment of the invention in detail, it is to be understood that the invention
16 is not limited in its application to the details of construction or to the arrangements of
17 the components set forth in the following description or illustrated in the drawings.
18 The invention is capable of other embodiments and of being practiced and carried out
19 in various ways. Also, it is to be understood that the phraseology and terminology
20 employed herein are for the purpose of the description and should not be regarded as
21 limiting.

23

BRIEF DESCRIPTION OF THE DRAWINGS

Various other objects, features and attendant advantages of the present invention will become fully appreciated as the same becomes better understood when considered in conjunction with the accompanying drawings, in which like reference characters designate the same or similar parts throughout the several views, and wherein:

FIG. 1 is a side view of a first embodiment of the present invention being used to self-apply cosmetic product to one's face.

FIG. 2 is an upper perspective view of a first embodiment of the present invention.

FIG. 3 is a side view of the first embodiment with the bristles exploded from the head of the body.

FIG. 4 is a side sectional view of the first embodiment.

FIG. 5 is a top view of a second embodiment of the present invention.

FIG. 6 is a top view of a third embodiment of the present invention.

FIG. 7 is a top view of a fourth embodiment of the present invention.

FIG. 8 is a top view of a fifth embodiment of the present invention.

FIG. 9 is a side view of a sixth embodiment of the present invention.

FIG. 10 is a side view of a seventh embodiment of the present invention.

FIG. 10 is a side view of a seventh embodiment of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

A. Overview

4 Turning now descriptively to the drawings, in which similar reference
5 characters denote similar elements throughout the several views, FIGS. 1 through 10
6 illustrate an ergonomic cosmetic brush **10**, which comprises a handle **30**, a neck **40**
7 tapering inwardly and extending at a downward angle relative to the handle **30**, and a
8 head **50** extending at an upward angle relative to the neck **40**, wherein the head **50** is
9 offset heightwise with respect to the handle **30**. A bundle of fibers **60** perpendicularly
10 extends from the head **50** for applying the cosmetic product.

12 The brush **10** may be designed for self-applying various types of makeup or
13 cosmetic products. For example, the brush **10** may be used for corner eye shadow, eye
14 contour, eyeliner, eye shadow, lip products, powder or blush. The brush **10** may be
15 manufactured in multiple different sizes include different size handles **30**, heads **50**,
16 bundles of fibers **60**, different length necks **40** or other to correlate with the type of
17 brush **10** used. It is appreciated that the term “cosmetic” herein may refer to makeup,
18 lotions, or any product that is to be applied to oneself with the brush **10**.

B. Body

21 The body **20** of the brush **10** is generally comprised of an elongated sleek design
22 to provide an ergonomic configuration. The body **20** may be comprised of various
23 types of materials, such as but not limited to plastic, resin, rubber, wood, metal, or
24 various other configurations that are lightweight and durable. The body **20** may further
25 vary in length, texture, and tensile strength as desired with the particular application
26 and user preferences. The outer surface of the body **20** is also generally comprised of a
27 smooth configuration to provide comfort for the user to grasp. The body **20** may
28 further include antimicrobial treatments to inhibit microbial growth, may include a
29 coating to provide ultraviolet ray blocking, or may employ other filtering treatments.

1 The body **20** includes a handle **30**, a neck **40** extending from the handle **30** and a
2 head **50** extending from the neck **40**. The handle **30**, neck **40**, and head **50** are
3 preferably integrally formed; however, it is appreciated that the body **20** may be
4 comprised of a plurality of separate structures.

5

6 The handle **30** may be comprised of various shapes and sizes. The handle **30**
7 may be comprised of a slightly flattened ovular shaped configuration in one
8 embodiment of the present invention. In another embodiment, the handle **30** may be
9 comprised of a cylindrical shaped configuration. The handle **30** may be comprised of
10 various colors and styles preferred by the user to increase the aesthetic qualities of the
11 handle **30**.

12

13 Then handle **30** may also include a first insert **31** and a second insert **32**
14 positioned within an upper depression extending within the top surface of the handle **30**
15 and a lower depression extending within the bottom surface of the handle **30**. The first
16 insert **31** and the second insert **32** are preferably comprised of a rubberized, soft touch
17 finish or foam, the same material as the handle **30**, or a different material than the
18 handle **30**, all which provide the user with a grippable surface to grasp while holding
19 onto the handle **30**. It is appreciated that the first insert **31** and the second insert **32** are
20 preferably comprised of similar configuration. The first insert **31** and the second insert
21 **32** may be removably attached or fixedly attached within the handle **30**. The color of
22 the first insert **31** and the second insert **32** can contrast with the remainder of the handle
23 **30** or body **20** for aesthetic purposes.

24

25 The neck **40** extends from a forward end of the handle **30**. The neck **40** is
26 comprised of an elongated configuration and extends at a downward angle from the
27 handle **30**. The neck **40** preferably extends in a similar direction as the handle **30**, just
28 at a downward angle. The downward angle is important to add distance, in a
29 perpendicular direction between the handle **30** and the head **50** of the body **20** so that
30 the user may more easily self-apply cosmetic upon themselves and hold the handle **30**

1 parallel to the user's face without engaging the face with their hand or the handle **30**.
2 The user may keep the head **50** next to and parallel with the face of user's body **20**
3 while comfortably holding the handle **30** at a distance from the user's body **20** via the
4 elongated and angled handle **30**. The downward angle is preferably approximately 30
5 degrees, however other angles may be appreciated.

6

7 The neck **40** also preferably comprises a substantially smaller diameter or cross-
8 sectional perimeter than the handle **30**. The neck **40** further generally tapers inwardly
9 from an inner end **41** (adjacent the handle **30**) to an outer end **42** (opposite the handle
10 **30**) so as to narrow as the neck **40** reaches the head **50**. The shape and size of the neck
11 **40** creates a profile that minimizes the possibility of the neck **40** catching on the face or
12 facial features of the user while using the brush **10**. The neck **40** also allows for easy
13 tilting and/or rotation of the fibers **60** while using the brush **10**.

14

15 The head **50** of the body **20** extends from the outer end **42** of the neck **40**. The
16 head **50** may be removably attached to the neck **40** or fixedly attached as deemed
17 necessary. When initially attaching the head **50** to the neck **40**, an opening may extend
18 within an end of the head **50** is received by the outer end **42** of the neck **40** and the two
19 are adjoined together with various types of fasteners or adhesives.

20

21 The head **50** is generally smooth, curved, and rounded with no sharp edges to
22 minimize any potential damage should the head **50** come into contact with a sensitive
23 area of the eye or face. The head **50** is preferably comprised of a slightly flattened
24 ovular or circular shaped configuration to mimic the handle **30** of the body **20** so that
25 the head **50** and the handle **30** appear compatible. It is appreciated that other shapes
26 may be appreciated.

27

28 The head **50** is also generally positioned in a parallel manner with the handle **30**
29 so as to run parallel to the user's face along with the handle **30** while applying the
30 cosmetic product to the user's face with the fibers **60**. Thus the head **50** generally

1 extends at an upward angle from the neck **40** to mimic the downward angle between the
2 handle **30** and neck **40**. However, in at least one embodiment, the lip applicator brush
3 embodiment, the head **50** is oriented at an upward angle with respect to the handle **30**
4 to allow for a more efficient lip product or substance application process. The
5 orientation of the head **50** with respect to the handle **30** aids in the ease of self-
6 application of the cosmetic, makeup, or other products.

7

8 The head **50** is further preferably comprised of a substantially smaller diameter
9 or perimeter than the handle **30**. Extending within the lower end of the head **50** is
10 preferably a recessed portion **53** to receive the fibers **60** of the brush **10**. The recessed
11 portion **53** is comprised of an ovular shape to match the outer perimeter of the bundle
12 of fibers **60**. The shape and outer perimeter size of the head **50** further preferably
13 mimic the outer perimeter of the bundle of fibers **60** attached underneath.

14

15 **C. Fibers**

16 The brush **10** includes a mass of fibers **60** or bristles to perform various
17 cosmetic application tasks. The fibers **60** are attached to the underside of the head **50**
18 of the body **20** and thus perpendicular to a plane of the head **50**. The perpendicular
19 alignment of the fibers **60** to the head **50**, handle **30**, and user's face further allows the
20 brush **10** to be more easily used as a self-applicator tool.

21

22 The fibers **60** may be comprised of various types of configurations or materials
23 depending on the particular cosmetic application that the brush **10** is to be used. The
24 fibers **60** can be animal hair, but are generally fabricated or man-made fibers **60**. The
25 fiber **60** length, tensile characteristics, filament surface, color, material, and shape are
26 unique to each brush **10**.

27

28 The fibers **60** each include a blunt end **61** to attach to a flexible pad **64** that
29 serves to hold them into a particular shape and angle with respect to the head **50** of the
30 body **20**. The pad **64** is adhered to the blunt end **61** of the fibers **60** and then affixed

1 within the recessed portion **53** of the head **50**. The pad **64** may include an adhesive
2 surface to assist in attaching the fibers **60** to the head **50** or utilize various other
3 fasteners.

4

5 **D. Operation of Preferred Embodiment**

6 In use, the brush **10** is to be used for self-application of cosmetics, makeup, or
7 other products to the user. The brush **10** may be used to self-apply the cosmetic
8 product to various portions of a user including their face or other body parts. The user
9 holds the handle **30** between the fingers and thumb. The user then strokes the fibers **60**
10 across a cosmetic product, such as pressed powder eye shadow or other compatible
11 cosmetic, and picks up a portion of the cosmetic. The user then aligns the handle **30** of
12 the brush **10** parallel to the plane of the portion of the face (or other body part) onto
13 which the cosmetic product is to be applied. It is appreciated that the handle **30** length
14 is shorter than conventional brushes so that the handle **30** can be held more easily in the
15 hand and closer to the body **20**.

16

17 The fibers **60** are oriented perpendicular to the skin and when the user pulls the
18 handle **30** and head **50** parallel to the planes of the face, the tips **62** of the fibers **60** drag
19 across the surface of the skin and leave behind the cosmetic product that was
20 temporarily held on the tip **62** of the fibers **60**. The user can either pull in one direction
21 or move the brush **10** in a back and forth motion to apply the cosmetic product.

22

23 The user maintains a perpendicularly offset distal separation of the handle **30**
24 from the portion of the face while applying the cosmetic product via the downward
25 angle of the neck **40**. In other words, the handle **30** is distanced from the face of the
26 user perpendicularly so that the handle **30** and the face of the user are parallel yet
27 distally separated.

28

29 The user can control the amount of cosmetic product being applied to the face
30 by placing pressure onto the head **50** through a slight tilt of the handle **30** angle. The

1 elongated neck **40** provides sufficient leverage for the tilt and provides adequate
2 distance between the head **50** that is next to the user's face and the handle **30** that the
3 user must hold. This further prevents the user from engaging their face with their hand
4 while holding the handle **30** and positioning the head **50** parallel to the face.

5

6 Unless otherwise defined, all technical and scientific terms used herein have the
7 same meaning as commonly understood by one of ordinary skill in the art to which this
8 invention belongs. Although methods and materials similar to or equivalent to those
9 described herein can be used in the practice or testing of the present invention, suitable
10 methods and materials are described above. All publications, patent applications,
11 patents, and other references mentioned herein are incorporated by reference in their
12 entirety to the extent allowed by applicable law and regulations. In case of conflict, the
13 present specification, including definitions, will control. The present invention may be
14 embodied in other specific forms without departing from the spirit or essential
15 attributes thereof, and it is therefore desired that the present embodiment be considered
16 in all respects as illustrative and not restrictive. Any headings utilized within the
17 description are for convenience only and have no legal or limiting effect.

18

19

CLAIMS

The invention claimed is:

1. A brush for applying a cosmetic product, comprising:
 - a handle;
 - a neck extending at a downward angle relative to said handle;
 - a head extending at an upward angle relative to said neck; and
 - wherein said head is perpendicularly offset with respect to said handle;
 - a bundle of fibers perpendicularly extending from said head for applying said cosmetic product; and
 - a facial cosmetic product positioned upon said bundle of fibers to be applied to of a user.

2. The brush of Claim 1, wherein said handle is parallel to said head.

3. The brush of Claim 1, wherein said head is oriented at an upward angle relative to said handle.

4. The brush of Claim 1, wherein said neck extends from an outer end of said head and wherein said head extends from an outer end of said neck opposite said neck.

5. The brush of Claim 1, wherein said neck tapers inwardly from an outer end connected to said handle to an inner end connected to said head.

1

2 6. The brush of Claim 1, wherein a shape of said head mimics a shape of said
3 handle.

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6 7. The brush of Claim 1, wherein said handle is comprised of substantially flat
7 configuration.

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10 8. The brush of Claim 1, wherein said head is comprised of substantially flat
11 configuration.

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14 9. The brush of Claim 1, wherein said handle is comprised of an ovular shape.

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17 10. The brush of Claim 1, wherein said handle is comprised of a cylindrical
18 shape.

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21 11. The brush of Claim 1, wherein said bundle of fibers are secured together via
22 a pad at an upper end of said bundle of fibers.

23

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25 13. The brush of Claim 12, wherein said head includes a recessed portion
26 extending within a lower end, wherein said pad is secured within said recessed portion.

27

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29 14. The brush of Claim 1, including at least one insert for gripping positioned
30 within said handle.

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3 15. The brush of Claim 1, wherein said neck and said handle define a 30 degree
4 angle between thereof.

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7 16. A brush for applying a cosmetic product, comprising:
8 an integral body including a handle, a neck, and a head;
9 at least one insert for gripping positioned within said handle;
10 wherein said neck extends at a downward angle relative to said handle;
11 wherein said head extends at an upward angle relative to said neck;
12 wherein said head is perpendicularly offset with respect to said handle;
13 wherein said neck extends from an outer end of said handle and wherein said
14 head extends from an outer end of said neck opposite said handle;
15 wherein said neck tapers inwardly from an outer end connected to said handle to
16 an inner end connected to said head; and
17 a bundle of fibers perpendicularly extending from said head for applying said
18 cosmetic product; and
19 a facial cosmetic product positioned upon said bundle of fibers to be applied to
20 a face of a user.

21

22

23 17. The brush of Claim 16, wherein said handle is parallel to said head.

24

25

26 18. The brush of Claim 16, wherein said head is oriented at an upward angle
27 relative to said handle.

28

29

1 19. The brush of Claim 16, wherein a shape of said head mimics a shape of said
2 handle.

3

4

5 20. A method of self-applying a cosmetic product, comprising:

6 providing a cosmetic brush including a handle, a neck extending at a downward
7 angle relative to said handle, a head extending at an upward angle relative to said neck,
8 and a bundle of fibers perpendicularly extending from said head;

9 positioning a facial cosmetic product upon an outer end of said bundle of fibers;

10 orienting said handle parallel to a portion of a face of a user where said facial
11 cosmetic product is to be applied;

12 orienting said bundle of fibers perpendicular to said portion said face;

13 applying said cosmetic product to said portion said face with said bundle of
14 fibers;

15 maintaining a perpendicularly offset distal separation of said handle from said
16 portion said face of said user during said applying step via said downward angle of said
17 neck; and

18 maintaining a parallel orientation of said handle to said portion said face during
19 said applying step.

20

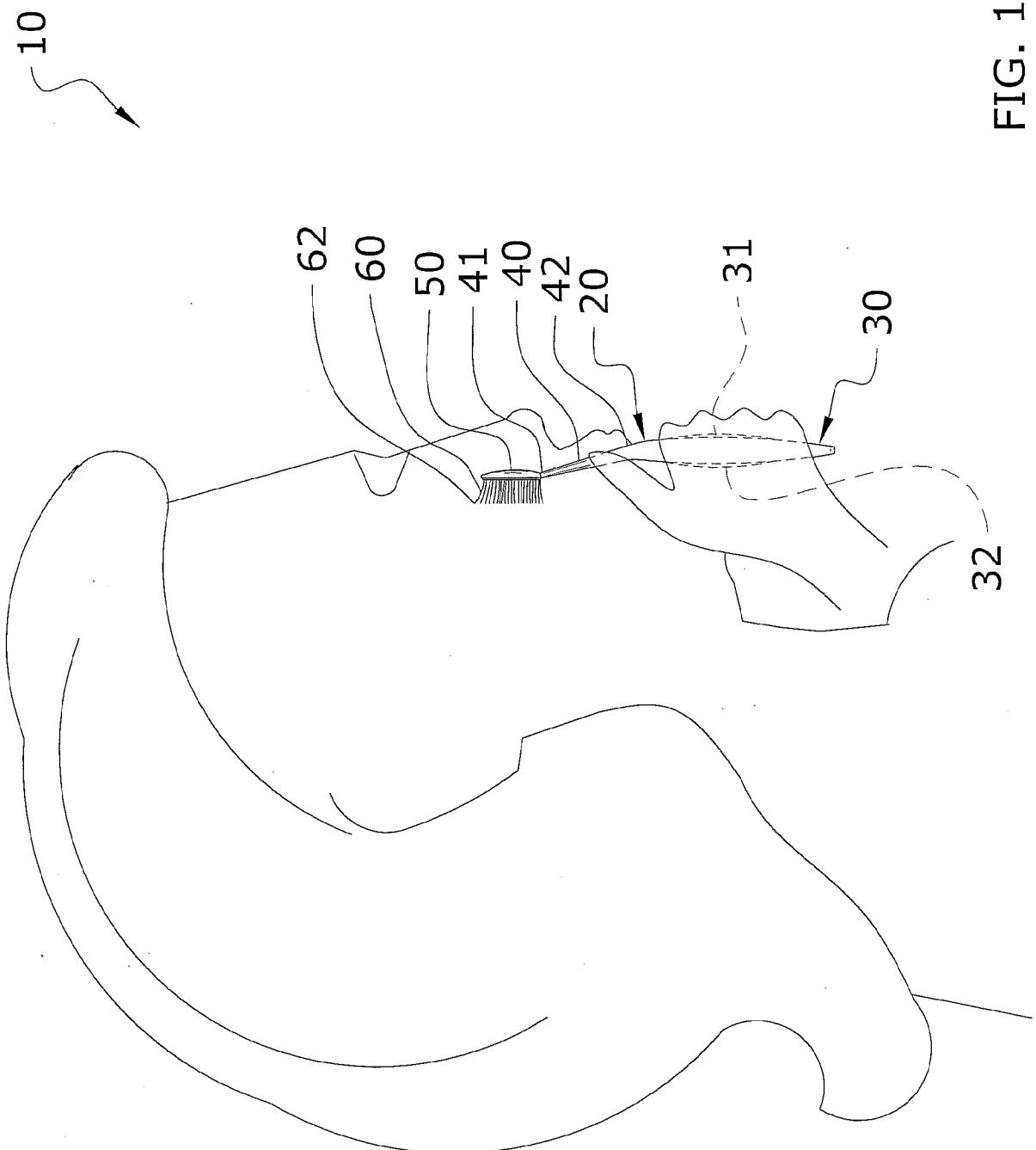


FIG. 1

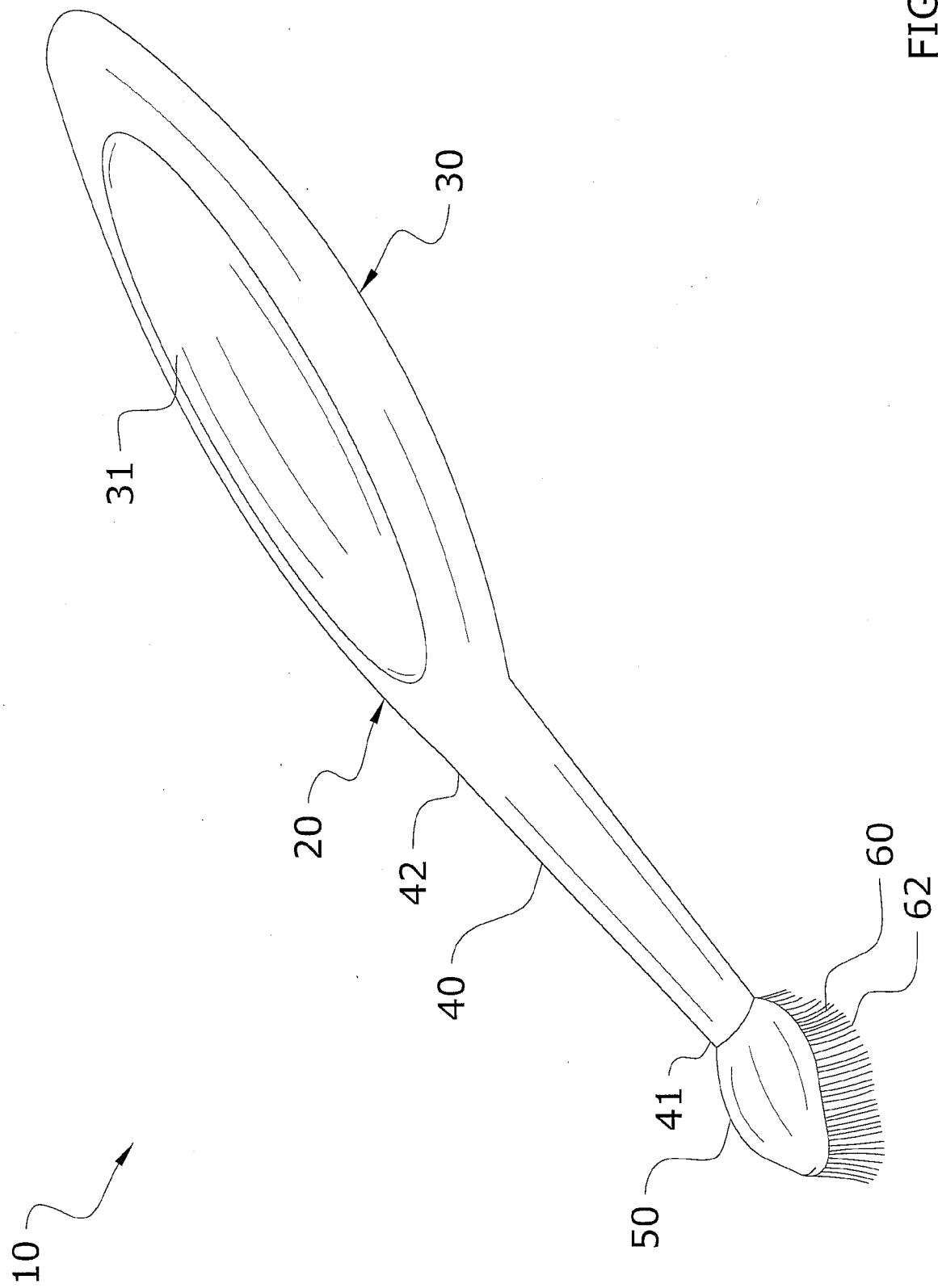
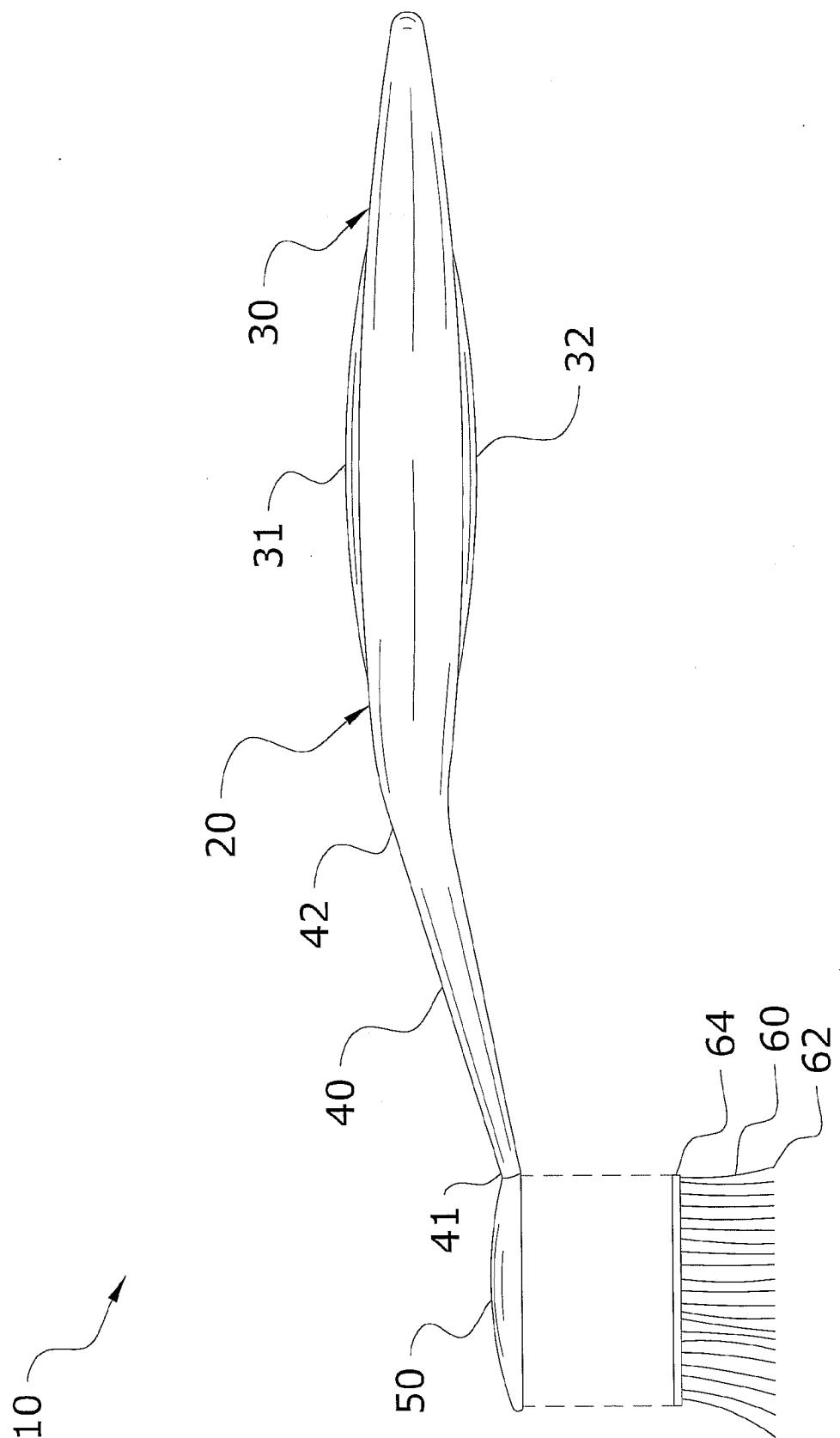


FIG. 2



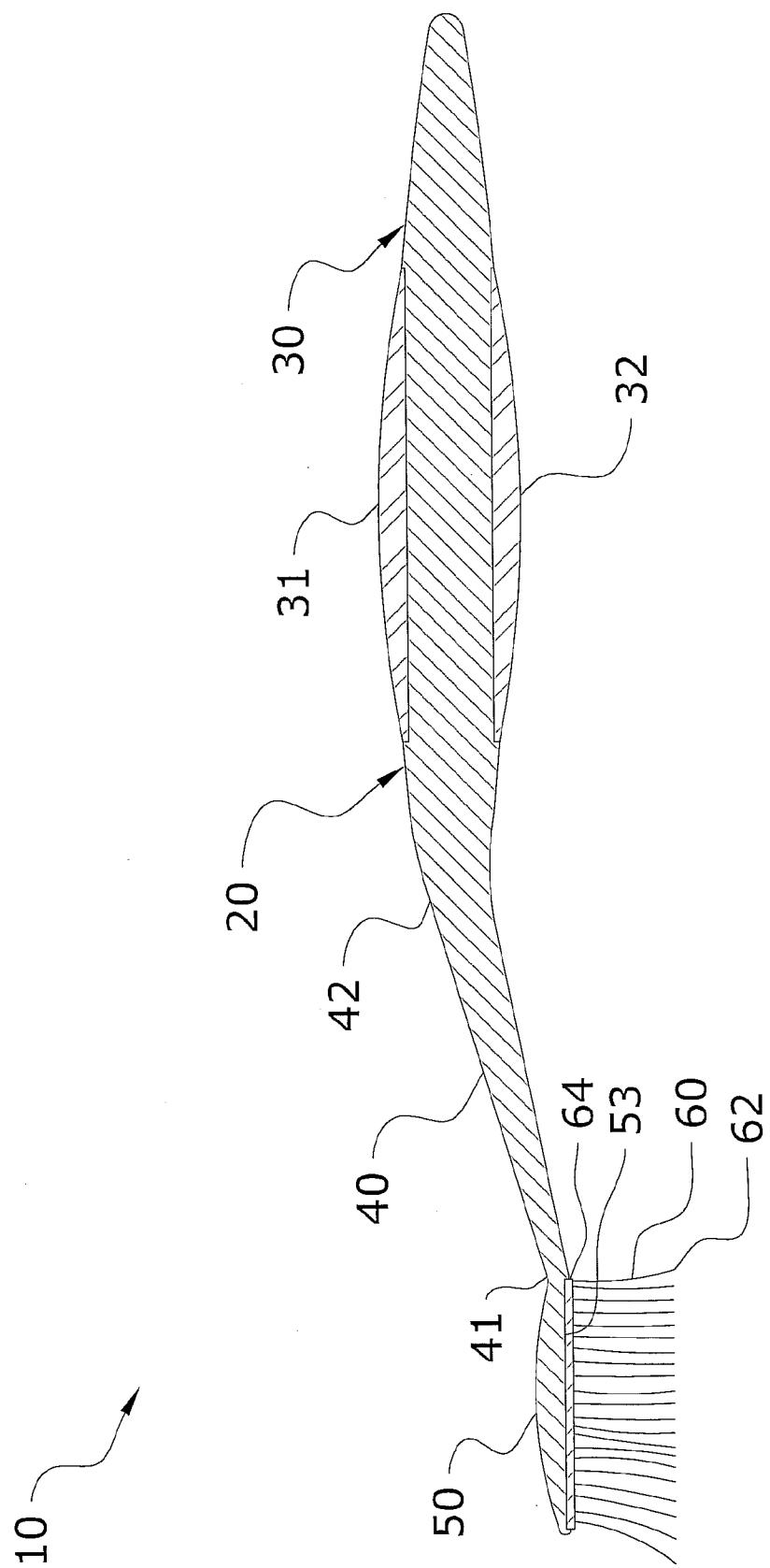


FIG. 4

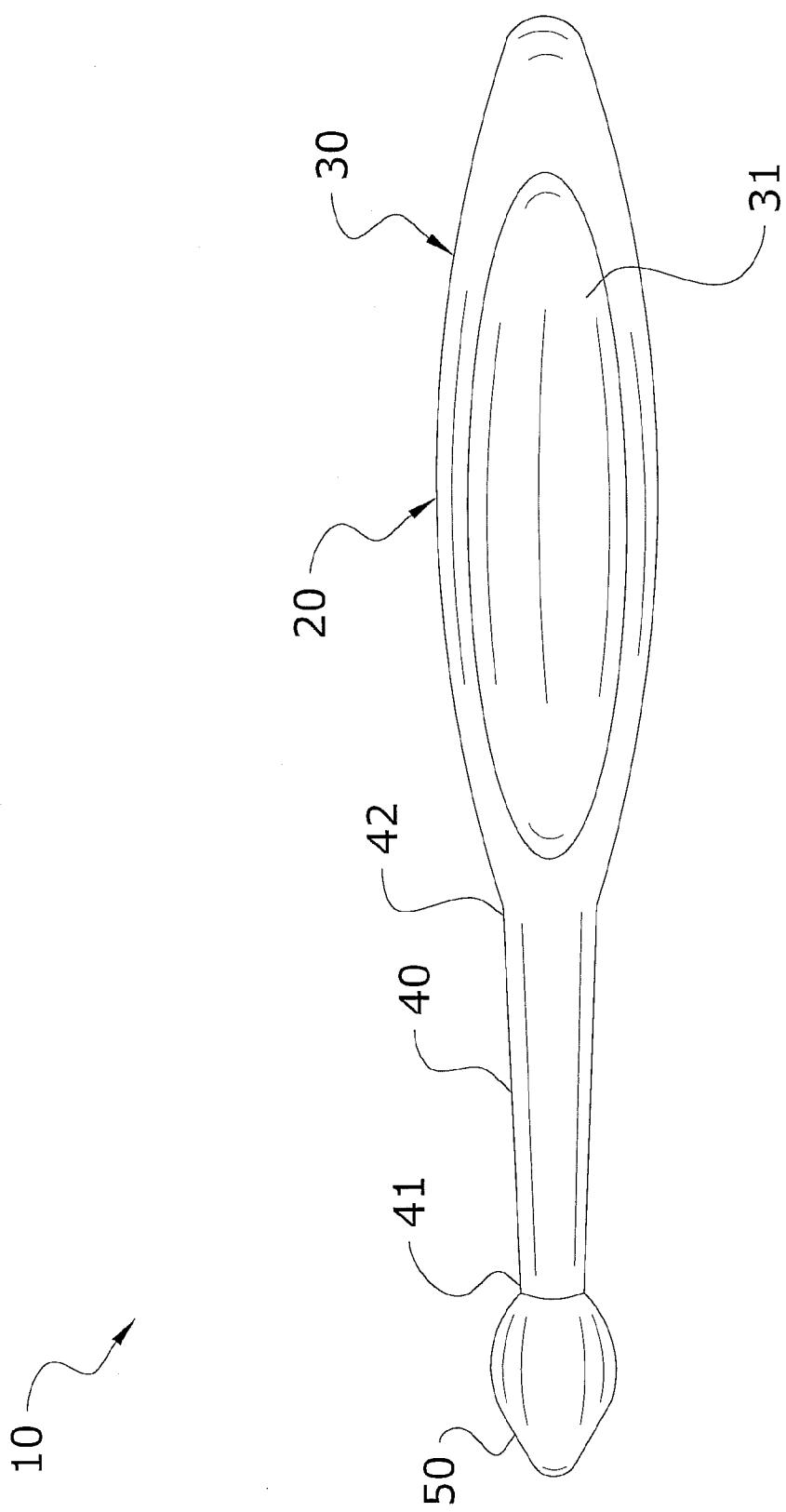


FIG. 5

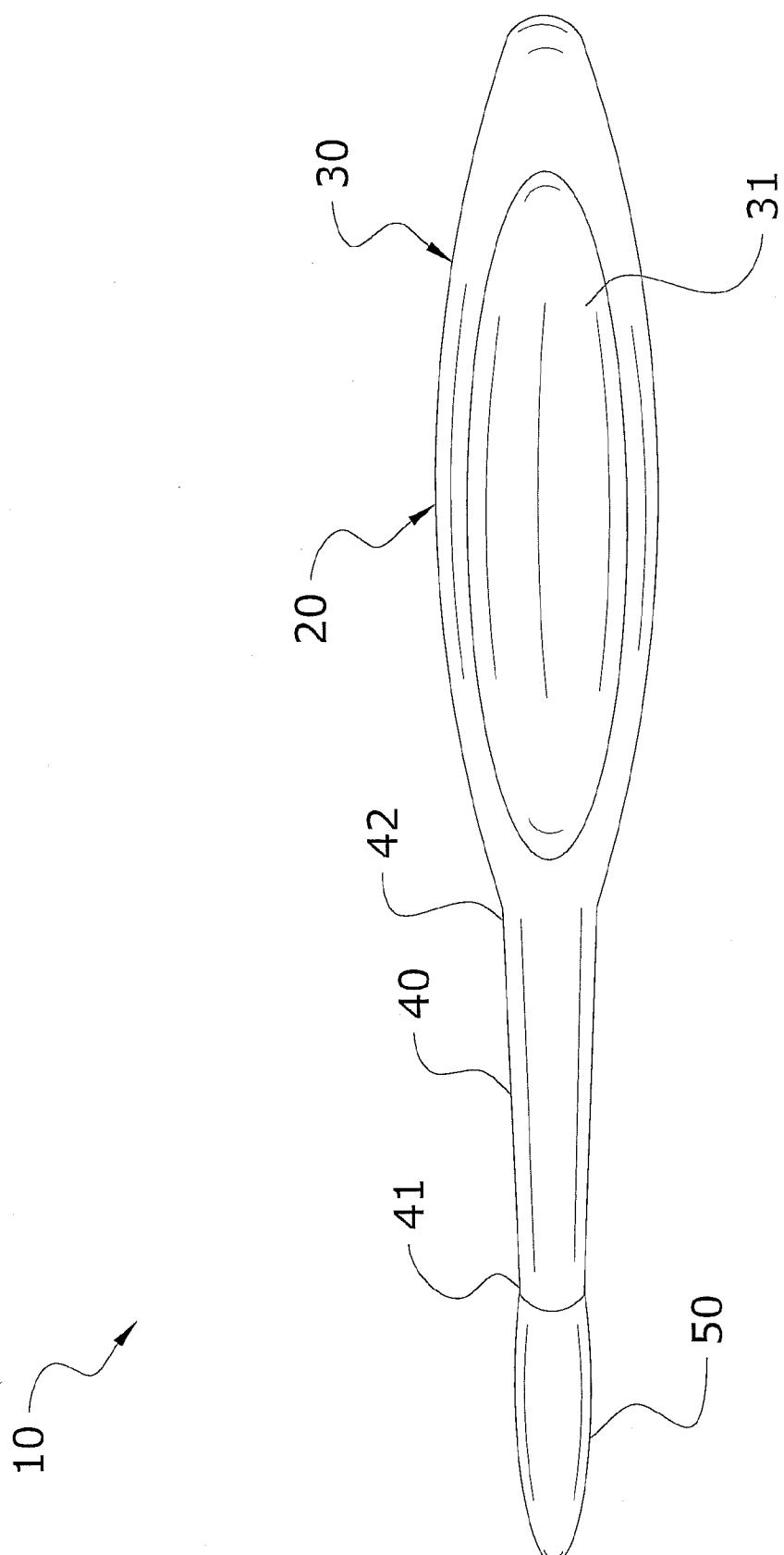


FIG. 6

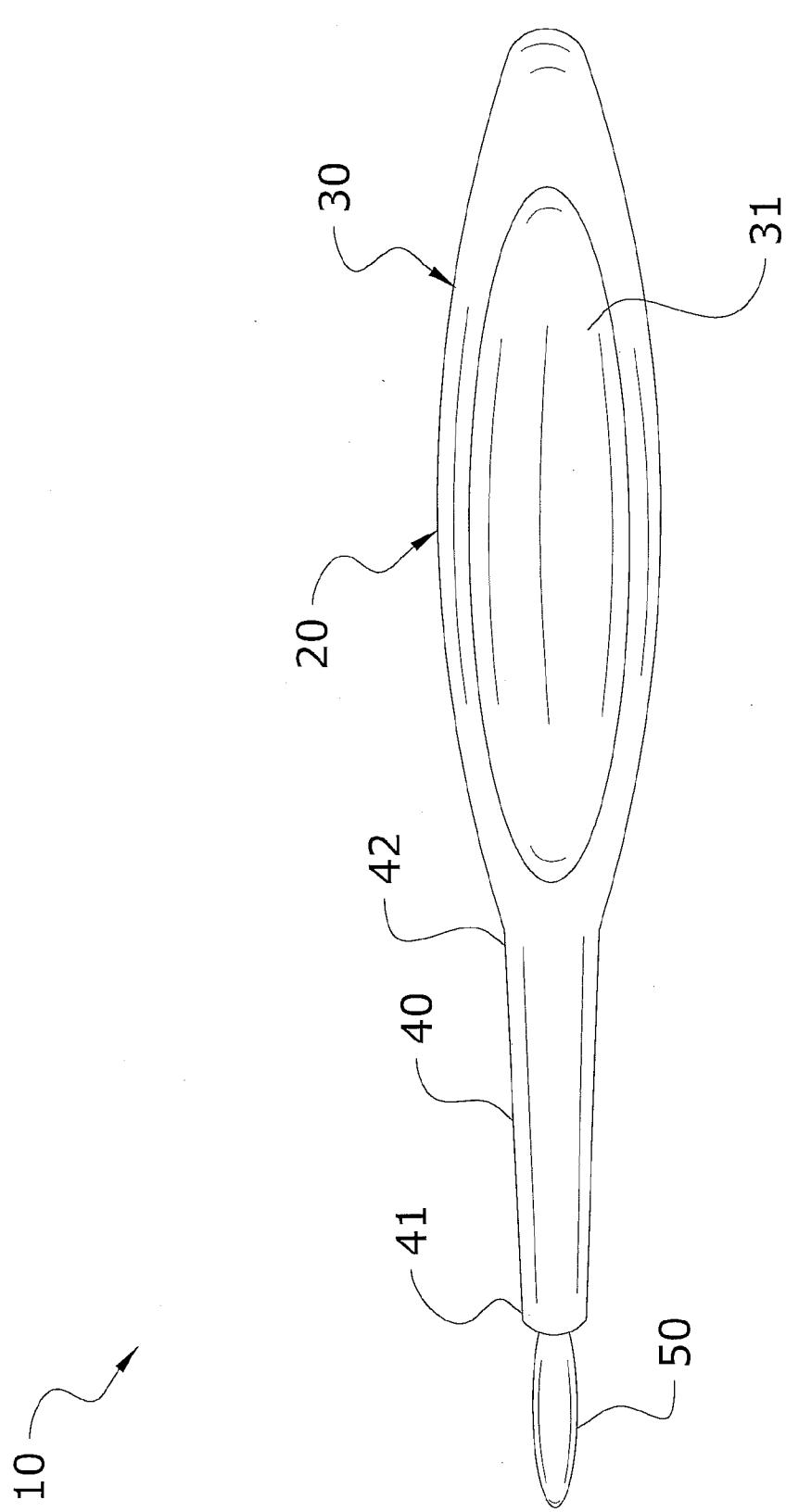


FIG. 7

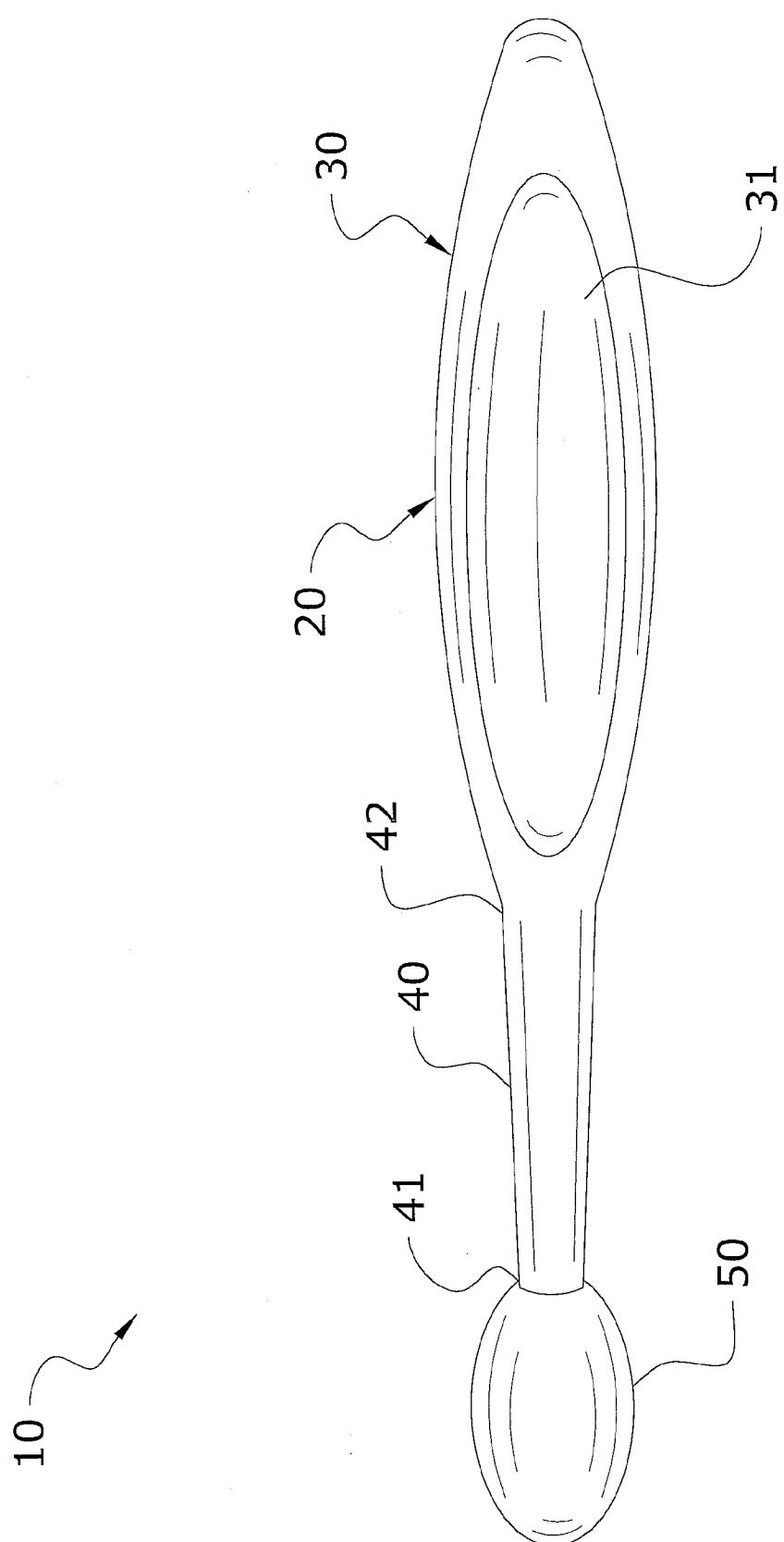
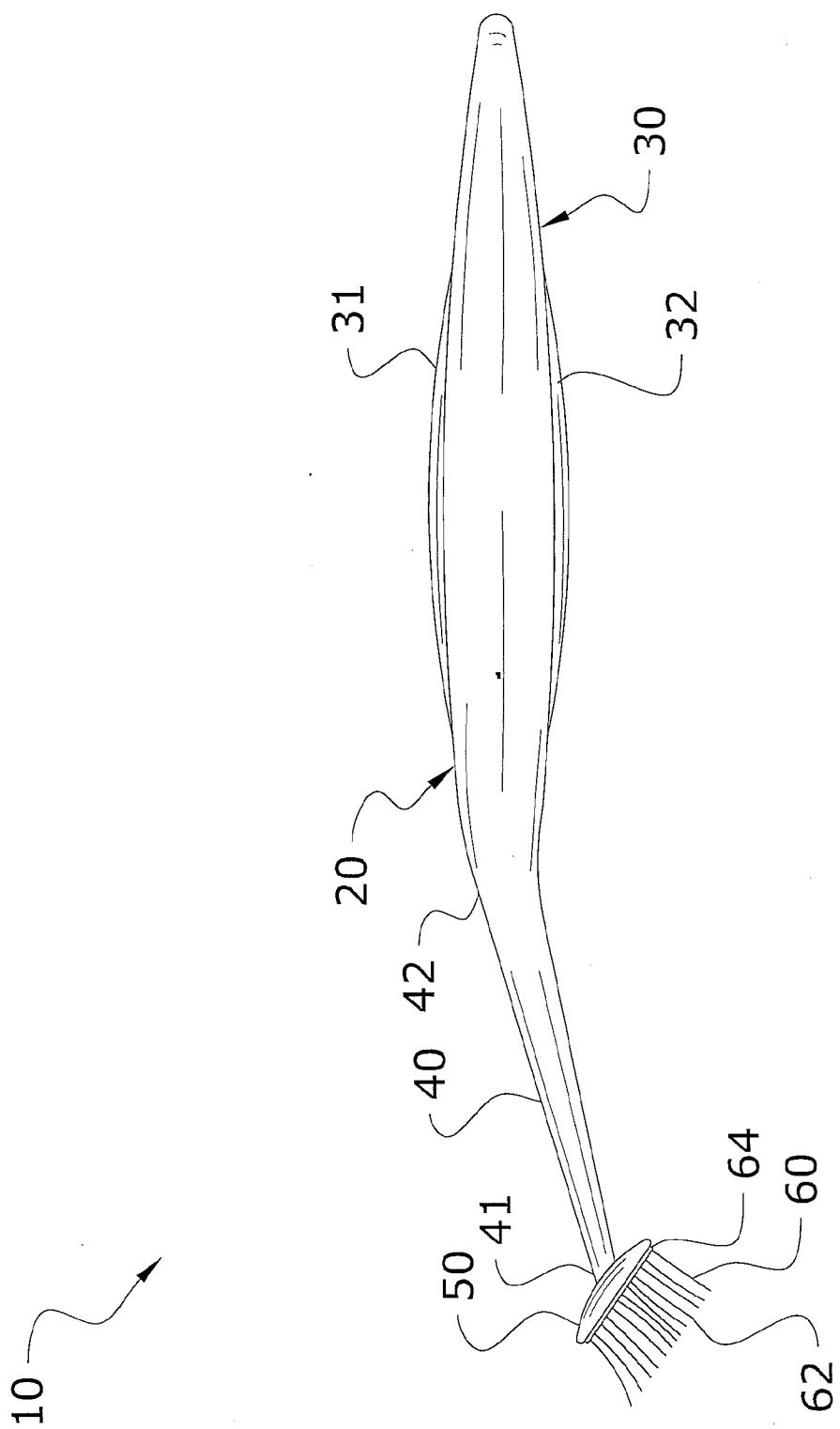


FIG. 8

FIG. 9



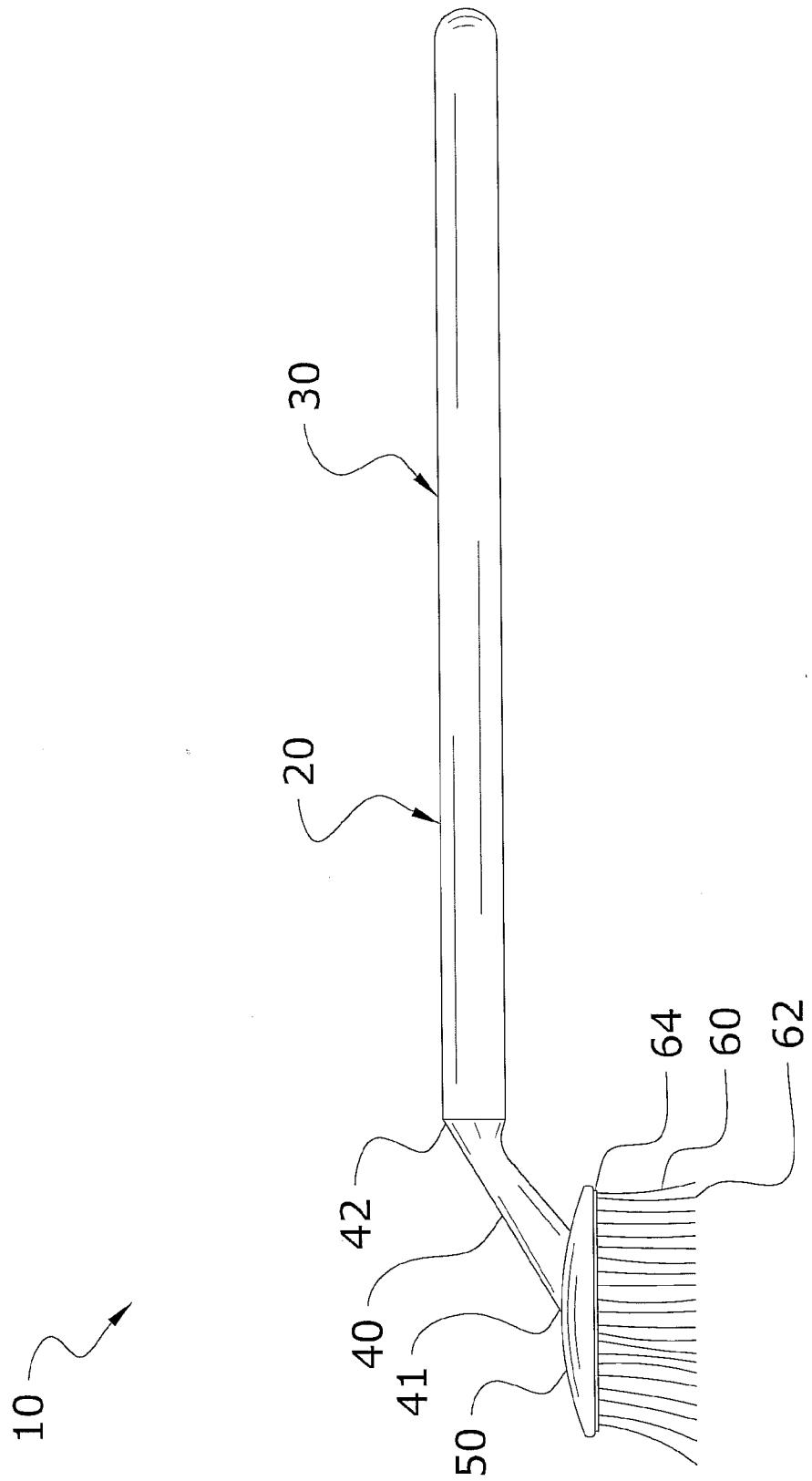


FIG. 10