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(72) Inventor; and

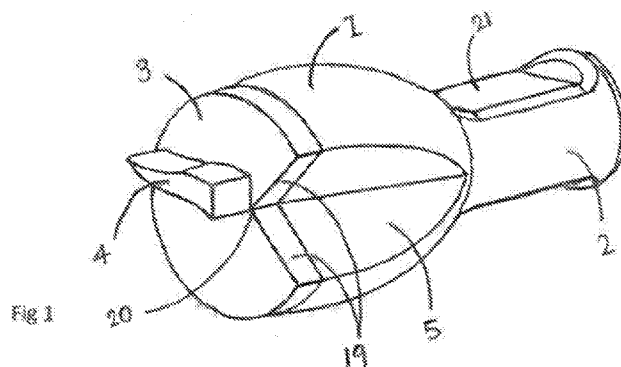
(71) Applicant: **REZA, Dewan Syed Ahsanur** [GB/GB]; 7
Belvoir Drive, Loughborough LE11 2SN (GB).

(74) Agent: **VAUGHAN, Jennifer** et al.; Adamson Jones,
BioCity Nottingham, Pennyfoot Street, Nottingham Not-
tinghamshire NG1 1GF (GB).

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(54) Title: COSMETIC APPLICATOR



(57) Abstract: A cosmetic applicator for applying a cosmetic product to a region of the face, the applicator comprises a head (3) mounted on a handle (2), the head (3) having a first surface and a second surface. A protrusion (4) for receiving a quantity of cosmetic composition is located on the first surface, while the handle (2) extends away from the second surface of the head (3). A cavity defining a viewing guide extends through a portion of the head (3). The applicator can be used to apply a quantity of makeup according to the shape or design of the protrusion (4), at the outer edge of an eye.



COSMETIC APPLICATOR

FIELD OF THE INVENTION

- 5 The present invention generally relates to a cosmetic applicator, and more specifically an applicator for applying a cosmetic composition to the outer edges of the eyes to create a flick-shaped design on a person's face. This type of design is known as the feline flick or the cat's eye flick.

10 BACKGROUND TO THE INVENTION

- Applying makeup can be difficult, especially when applying eye makeup and in particular when creating a flick at the outer edges of the eyelids. The flick can be applied using a pencil, pen or brush, which is then dipped into a gel-, ink-, wax- or powder-based makeup. The main
15 aim is to create symmetrical matching flicks at the outer edge of each eyelid, starting off with a thicker line adjacent the eye which tapers off to a point as the flick extends away from the eye. Flick designs can vary in shape and style depending on the occasion as the flick can be applied on a day-to-day basis; a thin flick during the day, or a thicker (bolder) design when entertaining or going out for the evening.

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- Regardless of the method of application or the style of the flick, it can be very difficult to apply symmetrical matching flicks at the outer edges of each eyelid. A very steady hand is needed and very good hand to eye coordination required, not to mention also being able to apply different styles of flicks depending on the occasion. A person therefore needs to be able to
25 adjust the stroke of the pen/pencil/brush to be able to create the various flick styles accordingly. The correct application of the flick can be difficult furthermore due to the location of where the flick is being applied, as the flick naturally starts from the outer edge of an eyelid so visibility of the area in a mirror is crucial in order to apply the flick correctly. The crossing over of e.g. the left hand of a user to apply makeup to the right eye (or vice versa)
30 can also be an issue, as potentially the hand holding any makeup applicator would block visibility and so further diligence is required when applying. The whole process can be very time consuming and stressful as both flicks need to be matching, meaning that they are

applied at the same point and have the same width, diameter or length in order to achieve the “perfect” look.

It would be advantageous to provide an easy to use device which would address the problems faced with the application of eye makeup in a quick and easy manner. This would give a user the freedom to apply a wide choice of flick styles ensuring that the application is perfect, matching symmetrically on both the left and right eyes, and ensuring visibility is maintained throughout the application process.

10 SUMMARY OF THE INVENTION

The present invention is directed to a cosmetic applicator for applying cosmetics to a region of the face, the applicator comprising:

- a head having a first surface and a second surface, the head having a protrusion for receiving a quantity of cosmetic composition located on the first surface; and
 - a handle extending away from the second surface;
- wherein the head has a cavity defining a viewing guide extending through a portion of the head.

- The handle may be hinged in order to allow a user to hold the applicator at an angle to suit the application of a cosmetic product, and more preferably the handle maybe hinged to the second surface of the body to facilitate this. The handle preferably has a finger grip so that the applicator can be held easily and securely. Preferably the handle comprises a body portion permitting the head to be mounted thereon. In such circumstances, the head is preferably detachable from the handle, or from the body portion of the handle, to allow a user to select a variety of flick designs from head pieces with different protrusions.

- The applicator is preferably coated with a suitable cosmetic product via the protrusion on the head, which is then imprinted onto the outer edges of an eyelid, preferably a right-flick applicator for the right eye and a left-flick applicator for the left eye. The region of the face where the outer edges of both top and bottom eyelids meet, for either eye, is known as the lateral canthus, which is the preferred location to imprint a flick style design on the face.

Preferably the protrusion is formed from a resilient material in order to absorb or to be coated with a cosmetic product. More preferably, the material is silicone, rubber, foam or sponge.

The head preferably has a curved surface to ensure that as the applicator is being applied to the corner of the eye region the head does not come into contact with the upper eye lid and so that only the protrusion on the head comes into contact with the skin. The curved surface on the head ensures there is a gap between the eye lid/skin and the head of the applicator when imprinting the applicator to the corner of the eye. For example, the surface of the applicator may curve away from the protrusion in one or more, or all directions, increasing the gap between the skin around the point of contact with the protrusion, and the head of the applicator. Alternatively, the head may be angled away from the protrusion, for the same reason.

A key feature of the present invention is that a cavity defining a viewing guide extends through a portion of the head to avoid obscuring a user's visibility when the applicator is being used. For example, in use, a user will typically apply a flick-style design to their face when they are sat in front of a mirror. The viewing guide increases the ability of the user to effectively see through, or past, the device in order to see what they are doing, without the applicator obscuring their view. This improves the accuracy in applying a flick design to a user's face.

The viewing guide is defined by a cavity in the head of the applicator. When viewed in cross-section, the innermost region of the cavity defines a point which can be used as a guide to position the applicator against the outer edges of the eyes prior to applying cosmetic to the face. Preferably the cavity has two mutually inclined internal walls. The two walls converge to a point at the innermost region of the cavity such that the two internal walls preferably define a central angle of between 40°-120°. This ensures the flick is applied at the correct location due to the angle and position of the cavity. The central angle may be any angle in the range of 40°-120°; for example, it may be an angle of 40° up to, for example 115°, 110°, 105°, 100°, 95°, or 90°. Preferred angles may lie in the range of from 40° to 90°; for example, about 40°, about 45°, about 50°, about 55°, about 60°, about 65°, about 70°, about 75°, about 80°, about 85°, or about 90°.

The two mutually inclined walls which creates a central point and preferably a V shape cavity groove, also ensures that the user can place the applicator at the right angle to ensure the flick application is applied correctly and at the right angle for both eyes. The V groove ensures that when applying the flick the angle of the flick on both eyes are symmetrical and extends out in an upwards direction at the same angle. The V groove also assists as a guide to align the applicator on both eyes as it indicates a point of application.

Preferably the protrusion is mounted adjacent the central angle on the head, and more preferably the protrusion extends outwards from the central angle. This allows a user to position the protrusion as close as possible to the outer edges of an eye. The applicator may have detachable heads permitting different styles or thicknesses of 'flick' protrusions to be easily interchanged according to a user's needs.

Preferably the protrusion may have a curved cross-section, and more preferably the protrusion may taper towards a point. The protrusion may be in any shape desired to allow a user to apply any shape/design of flick to the outer edge of their eyes, this would include the flick having a straight, curved, wavy or triangular shape. The protrusion may also have a single, double or triple ended point depending on the flick design.

Preferably the applicator further comprises a lid detachably mounted on the head, in order to protect the protrusion when not in use.

In another embodiment, a pair of mirror-image applicators is provided: one applicator for the right eye and a second applicator for the left eye.

In another embodiment of the invention the applicator may hold a quantity of cosmetic product in an internal reservoir in the applicator body. It is anticipated that the internal reservoir would be connected to the protrusion via an internal passage, and that cosmetics may be dispensed onto or through the protrusion by compression of the applicator body or a plunger acting on the reservoir. This would urge the cosmetic composition towards the protrusion ready for immediate use.

In an alternative embodiment of the invention, there is provided a case storing a pair of applicators and or a kit comprising pairs of mirror image cosmetic applicators, as defined herein. Preferably one of the respective pairs of applicators is configured to be used for applying a cosmetic product to a region adjacent the left eye and the other of the respective pair of applicators is configured to be used for applying a cosmetic product to a region adjacent the right eye. Each pair of applicators would allow a user to apply a different flick style for use on different occasions, and would be labelled accordingly. An ink pad, gel or wax based cosmetic may also be included in the kit for use with the applicators.

- 10 The invention also provides for a method for applying a cosmetic composition to a region of the face with a cosmetic applicator as defined herein, the method comprising the steps of:
- applying a quantity of cosmetic composition to the protrusion;
 - aligning the viewing guide close to an eye region of the face so as to position the protrusion adjacent the outer edge of an eyelid; and
 - 15 pressing the applicator into the eye region so as to transfer the cosmetic composition to the outer edge of the eye.

Preferably the region of the face is the lateral canthus, and more preferably the step of applying cosmetic composition to the protrusion comprises dipping, coating or brushing the protrusion with a cosmetic composition.

BRIEF DESCRIPTION OF DRAWINGS

- FIG. 1 is a perspective view of a first embodiment of the cosmetic applicator for use on the left eye;
- 25 FIG. 2 is a perspective view of a first embodiment of the cosmetic applicator for use on the right eye;
- FIG. 3 is a front view of the applicators of FIG.1 and FIG.2;
- FIG. 4 is a front view of an alternative embodiment of the cosmetic applicator for use on the left and right eyes;
- 30 FIG. 5 is a perspective view of the cosmetic applicator with a detachable head;
- FIG. 6 is a side view of the cosmetic applicator prior to use;
- FIG. 7 is a perspective view of the cosmetic applicator in use;

FIG. 8 is a perspective view of a person after the cosmetic applicator has been used;

FIG. 9a-d show front views of different embodiments of cosmetic applicators;

FIG. 10 is a side view of a further embodiment of the cosmetic applicator;

FIG. 11 shows a kit comprising a number of cosmetic applicators;

5 FIG. 12 shows a pair of cosmetic applicators in a case;

FIG. 13 shows a cosmetic applicator comprising a handle hinged to the body;

FIG. 14 shows a cosmetic applicator comprising a detachable lid; and

FIG. 15 is a side view of an alternative embodiment of the applicator case;

FIG. 16a-d is a perspective view of different embodiments of the protrusion.

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DETAILED DESCRIPTION OF THE INVENTION

Embodiments of the invention are described below, as illustrated in the accompanying drawings.

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FIG. 1 shows a cosmetic applicator for use on the left eye. The applicator comprises a body portion 1 and a handle 2, extending away from the body 1, with a finger grip 21 for ease of use. The head 3 includes a protrusion 4, mounted on a first surface of the head 3, which is coated with a suitable cosmetic makeup for application onto the outer edge of where the two
20 eyelids meet to imprint the flick design of the protrusion 4. A cavity 5, defining a viewing guide, extends through the head 3 and the body portion 1 to improve visibility to a user when using the applicator to apply cosmetics to the face. The cavity 5 has two mutually inclined internal walls 19 which converge at an innermost region 20 of the cavity 5, and which define a central angle of the cavity 5. The protrusion 4 is mounted adjacent the innermost region 20
25 of the cavity 5, and extends outwards from the innermost region 20 towards the outer edge of the head 3. In the embodiment of Fig. 1, the protrusion 4 has a curved cross-section and tapers towards a point at the outer edge of the head 3.

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FIG. 2 shows a mirror image device of the applicator shown in Fig. 1, which can be used on
30 the right eye to apply makeup to the outer edge of the eyes.

FIG. 3 shows a front view of the applicators of FIG. 1 and FIG. 2 respectively.

Fig. 4 shows the corresponding front views of applicators according to an embodiment of the invention having alternatively shaped protrusions 4 on the heads 3 of the applicators.

5 FIG. 5 is a perspective view of an alternative embodiment of the cosmetic applicator, showing a detachable head 3. The applicator of this embodiment has interchangeable heads 3 which include a variety of protrusions 4 suitable for applying cosmetic makeup to the outer edge of an eyelid in order to apply a flick design to the face according to the protrusion 4. The interchangeable heads 3 can be releasably attached to the main body 1 using any suitable
10 connection means 6. In the embodiment of Fig. 5 this is shown as a simple push-fit connection means, but other means will be known to the person skilled in the art.

FIG. 6 is a side view of the applicator prior to use. The main body 1 is held in the fingers 7 of a user via the finger grip 21 of the handle 2. The protrusion 4 on the head 3 is inserted into a
15 makeup pot 8, which can be for example a wax, gel, ink or powder composition. The protrusion 4 is then coated with the cosmetic make-up.

FIG. 7 shows the applicator in use, the main body 1 being held by the fingers 7 via the finger grip 21. The head 3 including the protrusion 4, which has been coated with makeup, is then
20 aligned and positioned at the outer edge of where the two eyelids meet 9. The cavity 5 (viewing guide) extends through the head 3 and main body 1 and allows for a clear line of sight so that the applicator can be positioned correctly for imprinting the protrusion 4 onto the face. The central angle 20 defined by the internal walls 19 of the cavity 5 is aligned with the outer edge of where the two eyelids meet 9 in order to achieve this.

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FIG. 8 is an example of the result of using the applicator to imprint a flick-shaped design according to the protrusion onto the face.

FIGs. 9a-d show front views of alternative embodiments of the cavity in the head of the
30 applicator. FIG 9a illustrates a cavity with straight edges defining a "V"-shape, also referred to as a triangular shape; FIG 9b illustrates a cavity with a curved edge, defining a "C", or semi-circular, shape; FIG 9c illustrates a cavity with three straight edges, joined in this particular

illustration at right angles; and FIG 9d illustrates a cavity with two curved edges. Other types of edges, such as wavy edges, and combinations of different edges, may be used, the illustrations of FIGs. 9a-d being given as examples only.

- 5 FIG. 10 shows an alternative embodiment of the cosmetic applicator device. The protrusion 4, and head 3, are angled relative to the handle 2 of the applicator in order to provide for further ease of use of the applicator.

FIG. 11 shows a number of mirror-image applicators arranged in a kit 12. The kit 12 includes
10 a series of applicator holders 13, each holder 13 configured to retain a pair of detachable heads with different protrusions for use with applicators for the left and right eye respectively. Above each pair of holders 13 is a name tag 14 which describes the flick style of the protrusion 4 on the different heads. An ink pad 15, gel or wax based cosmetic may also be included in the kit 12 for use with the imprinting of the flick designs.

15

FIG. 12 shows a pair of applicators in a case 12. The case 12 may have a thread 16 in the centre for sealing and unsealing the case 12 to remove the flick stamping devices 1,2.

FIG. 13 is a perspective view of an applicator where the handle 2 is hinged 17 to the body
20 portion 1 of the applicator, in order that the handle 2 can be held at a comfortable angle for the user or can be kept out of the line of sight of the user.

FIG. 14 is a perspective view of an applicator having a releasably attachable lid 18 to cover
25 and protect the head 3 and protrusion 4. The lid 18 is attached to the head 3 by way of a simple push-fit connection means.

FIG. 15 is a perspective view of an alternative embodiment of FIG. 12. The case 12 that is
used to store and protect the applicator has a separate makeup storage chamber 8, which can house an amount of cosmetic makeup prior to use, and is protected by a lid 18.

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Finally, FIGs. 16a-d shows front views of different embodiments of the protrusion on the applicator head. In the illustrated embodiments, the protrusion has a curved 22 (FIG 16a),

wavy 23 (FIG 16c), or triangular 24 (FIG 16b), shape. Furthermore, FIG 16a illustrates a protrusion with a single point 25; and FIG 16d illustrates a protrusion with a double point 26. In alternative embodiments, the protrusion may have, for example, a triple ended point. Any combination of shapes and number of points is possible.

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While not illustrated, the head 3 of the applicator may have a shape such that it curves, or is angled, away from the protrusion, thereby increasing a gap between the skin around the point of contact with the protrusion, and the head of the applicator.

CLAIMS:

1. A cosmetic applicator for applying cosmetics to a region of the face, the applicator comprising:

5 a head having a first surface and a second surface, the head having a protrusion for receiving a quantity of cosmetic composition located on the first surface; and

a handle extending away from the second surface;

wherein the head has a cavity defining a viewing guide extending through a portion of the head.

10 2. A cosmetic applicator according to claim 1, wherein the handle is hinged.

3. A cosmetic applicator according to claim 2, wherein the handle is hinged to the second surface.

15 4. A cosmetic applicator according to any of claim 1 to claim 3, wherein the handle comprises a body portion.

5. A cosmetic applicator according to any preceding claim, wherein the head is
20 detachable from the handle.

6. A cosmetic applicator according to any preceding claim, wherein the head has a curved surface.

25 7. A cosmetic applicator according to any preceding claim, wherein the protrusion is formed from a resilient material.

8. A cosmetic applicator according to claim 7, wherein the material is selected from silicone, rubber, foam or sponge.

30 9. A cosmetic applicator according to any preceding claim, wherein the cavity has two mutually inclined internal walls

10. A cosmetic applicator according to claim 9, wherein the internal walls define a central angle of between 40°-120°.

5 11. A cosmetic applicator according to claim 10, wherein the central angle defines a V groove cavity in a portion of the head.

12. A cosmetic applicator according to claim 10 or 11, wherein the protrusion is mounted adjacent the central angle.

10

13. A cosmetic applicator according to claim 12, wherein the protrusion extends outwards from the central angle.

14. A cosmetic applicator according to claim 12 or claim 13, wherein the protrusion has a
15 curved cross-section.

15. A cosmetic applicator according to any of claim 12 to claim 14, wherein the protrusion tapers towards a point.

20 16. A cosmetic applicator according to any of claim 12 to claim 15, wherein the protrusion has a curved, straight, triangular or wavy cross section.

17. A cosmetic applicator according to any of claim 12 to claim 16, wherein the protrusion has a single, double or triple ended point(s).

25

18. A cosmetic applicator according to any preceding claim, further comprising a lid detachably mounted on the head.

19. A case comprising a pair of mirror image cosmetic applicators with or without a
30 cosmetic chamber containing a suitable cosmetic product, each applicator being defined according to any of claim 1 to claim 18.

20. A kit according to claim 19 comprising of a number of pairs of cosmetic applicators with an ink/gel/wax or any cosmetic product, wherein one of the respective pair of applicators is configured to be used for applying cosmetics to a region adjacent the left eye and the other of the respective pair of applicators is configured to be used for applying cosmetics to a region adjacent the right eye.

21. A method for applying a cosmetic composition to a region of the face with the cosmetic applicator according to any of claim 1 to claim 20, the method comprising the steps of:

applying a quantity of cosmetic composition to the protrusion;
aligning the viewing guide close to an eye region of the face so as to position the protrusion adjacent the outer edge of an eyelid; and
pressing the applicator into the eye region so as to transfer the cosmetic composition to the outer edge of the eye.

22. A method according to claim 21, wherein the region of the face is the lateral canthus.

23. A method according to claim 21 or claim 22, wherein the step of applying cosmetic composition to the protrusion comprises dipping, coating or brushing the protrusion with a cosmetic composition.

24. A cosmetic applicator substantially as described herein and with reference to the drawings.

Fig 1

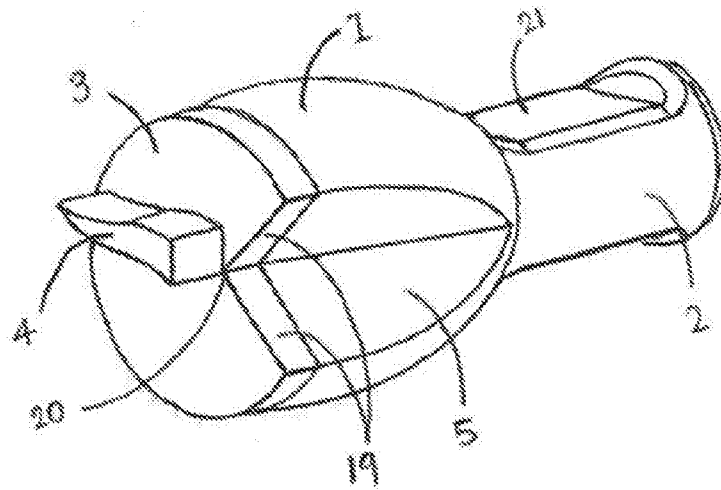


Fig 2

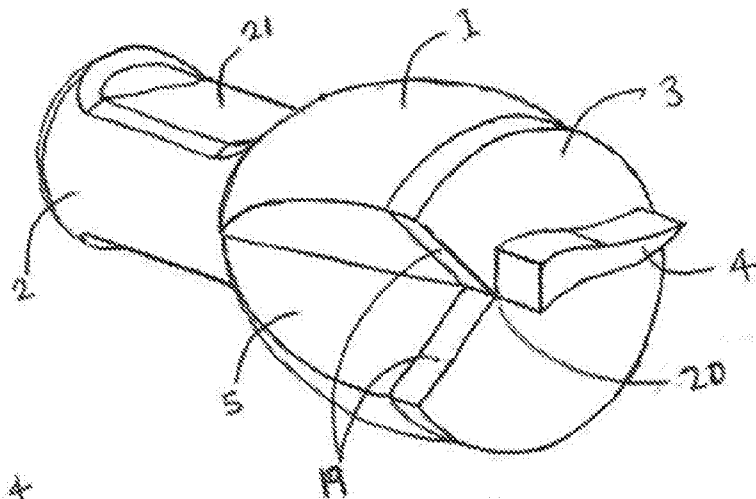
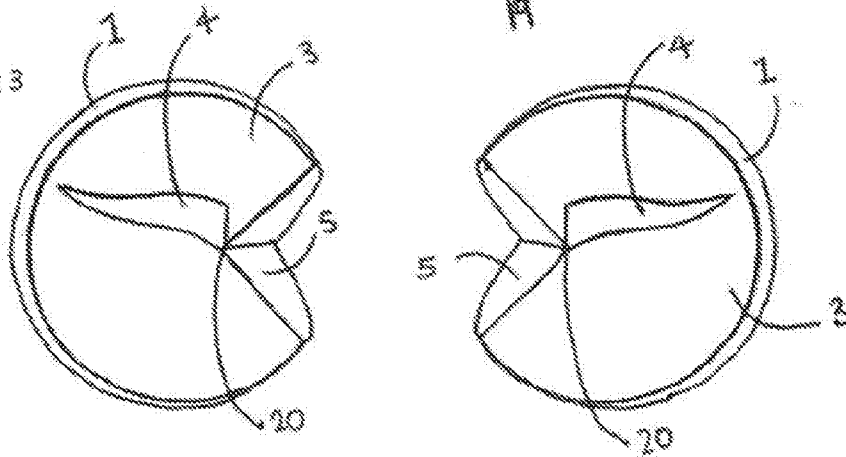


Fig 3



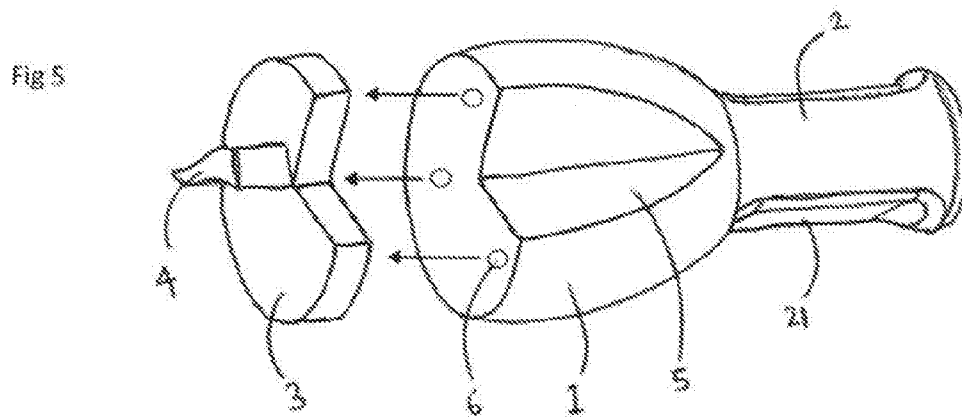
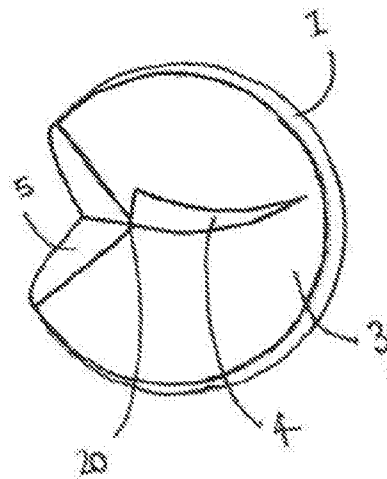
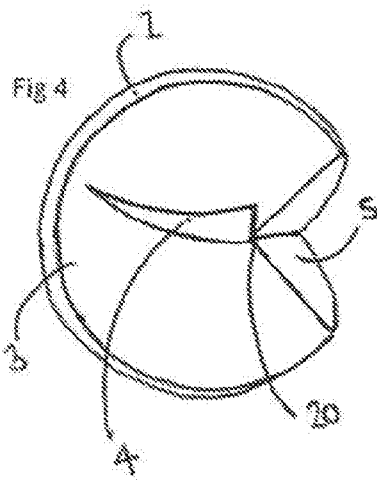
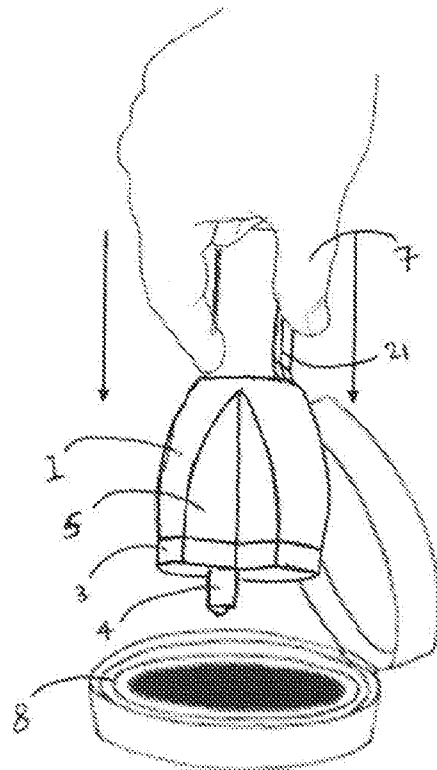


Fig 6



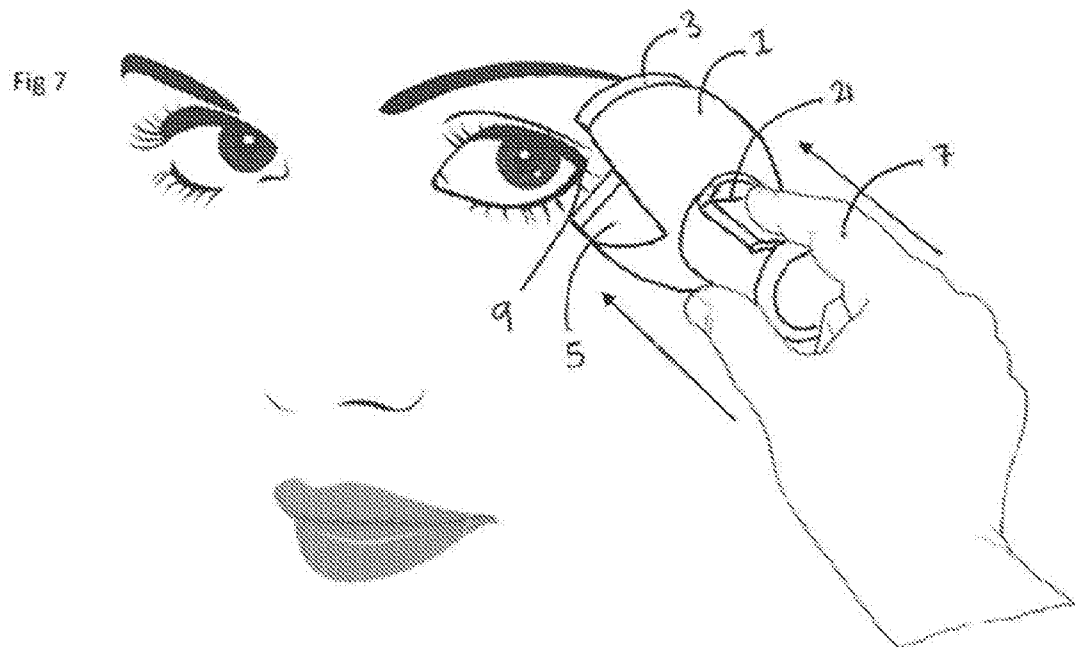


Fig 9

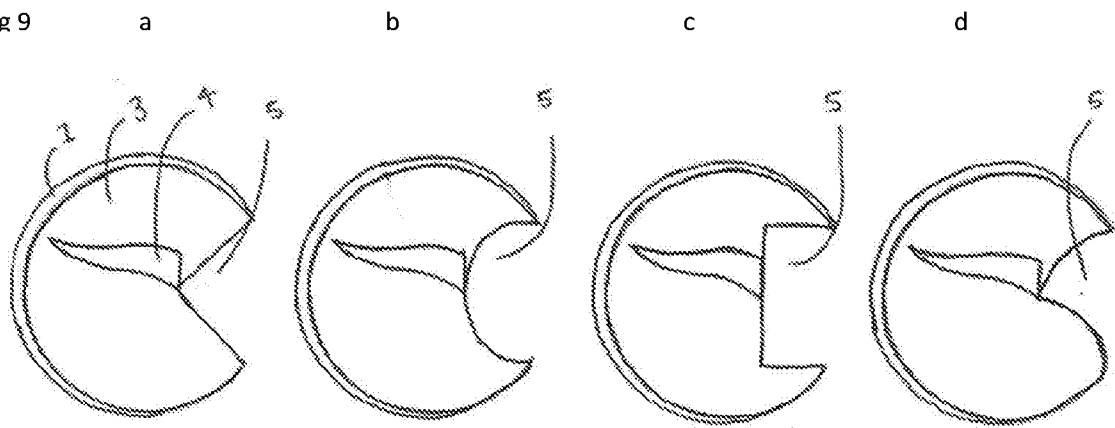


Fig 10

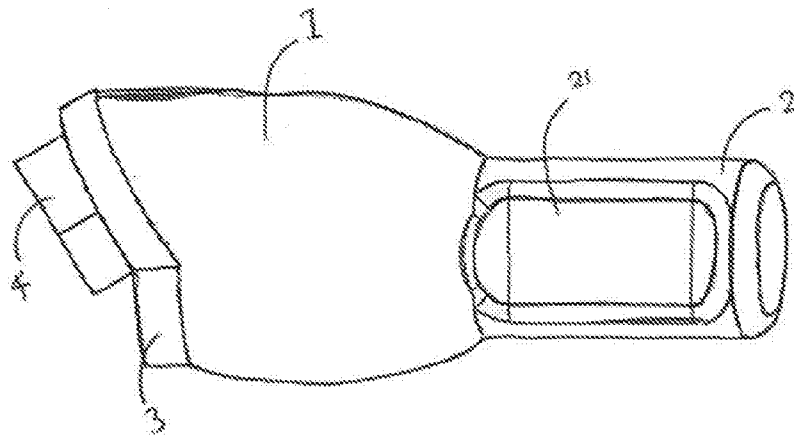


Fig 11

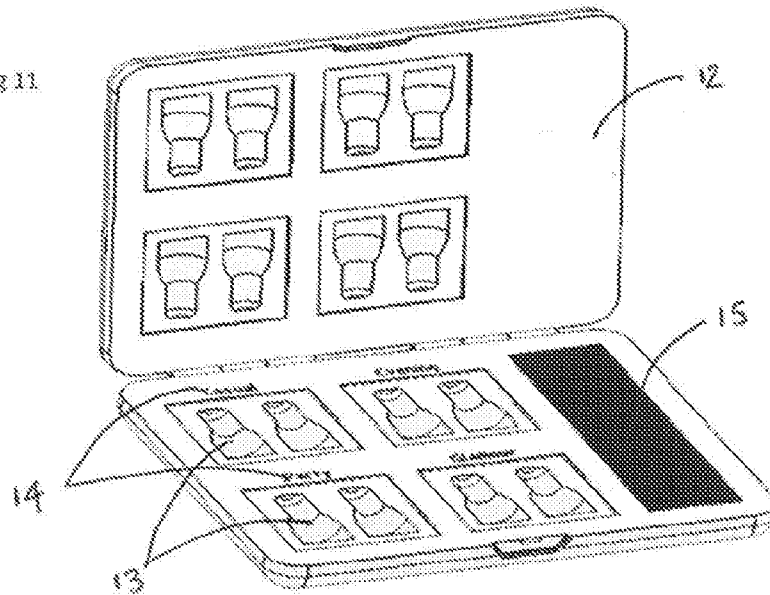


Fig 12

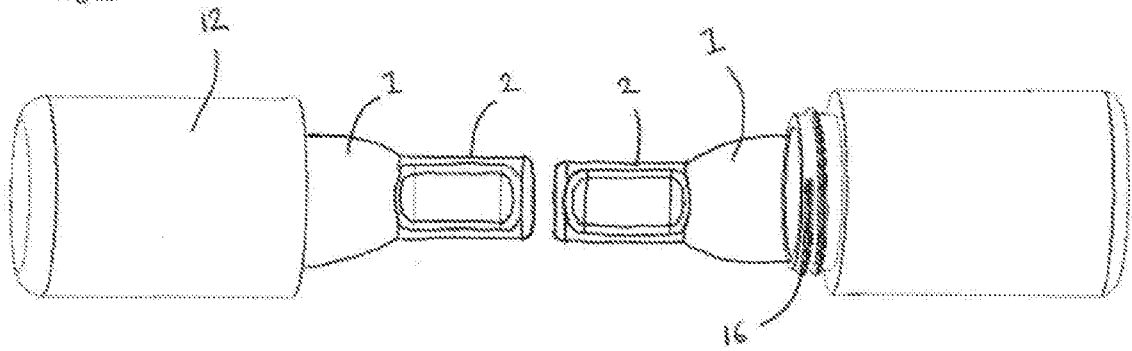


FIG 13

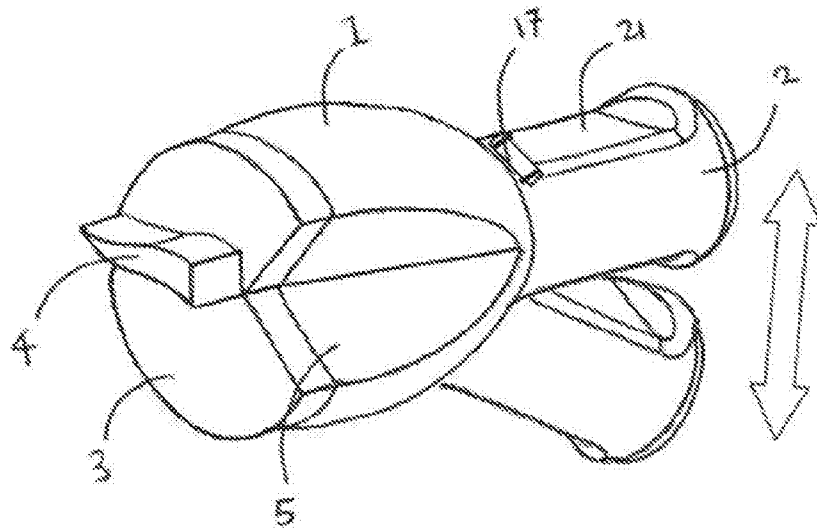


FIG 14

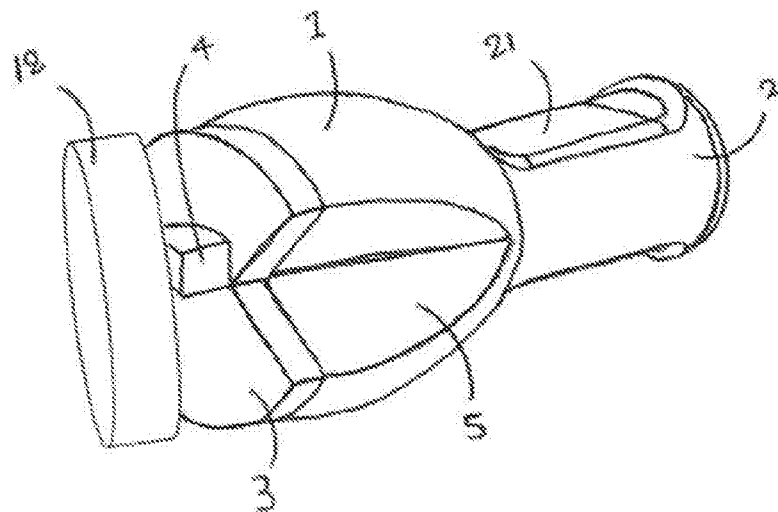


FIG 15

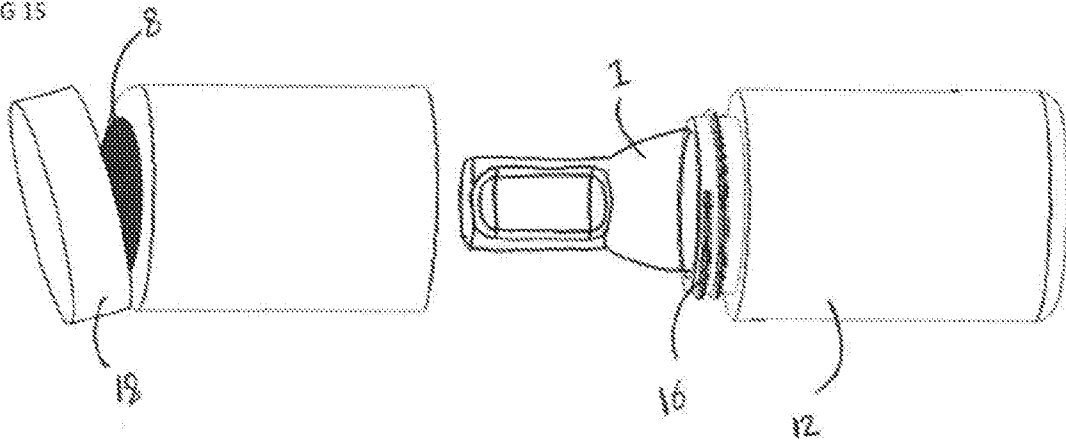
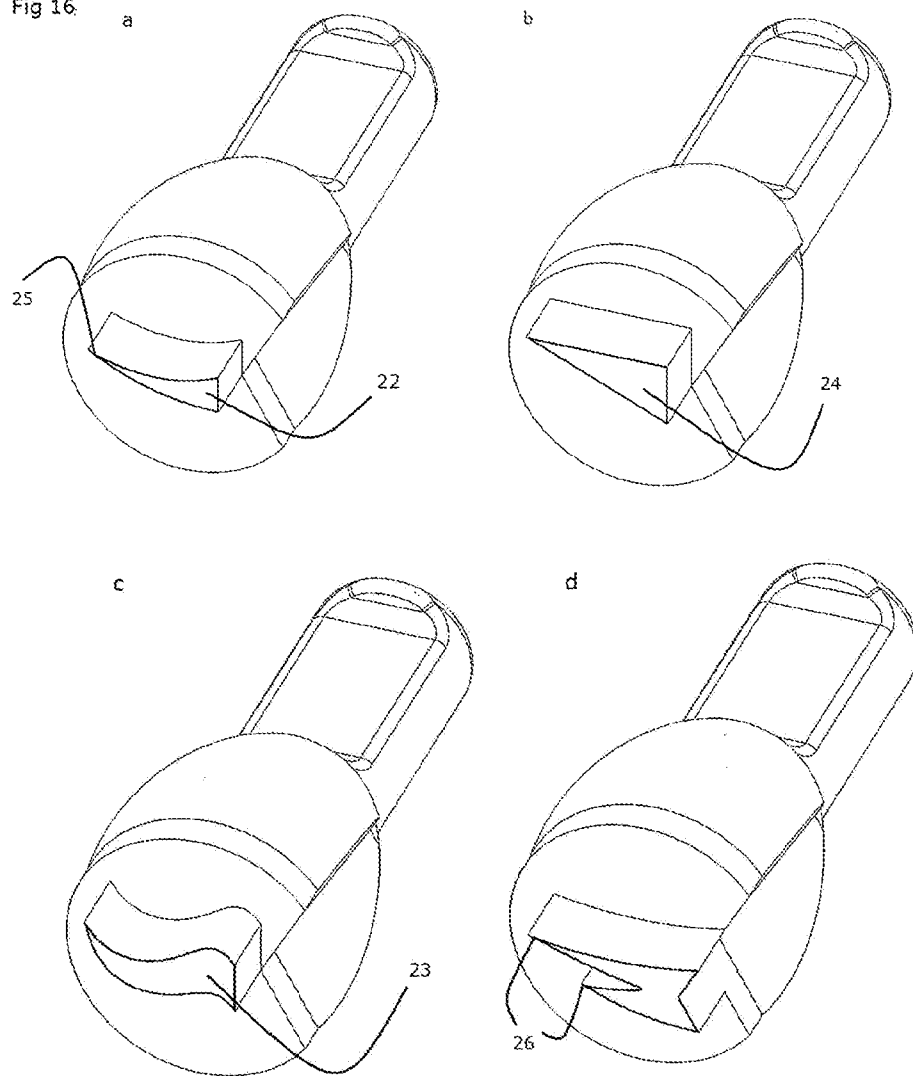


Fig 16



INTERNATIONAL SEARCH REPORT

International application No
PCT/GB2018/050026

A. CLASSIFICATION OF SUBJECT MATTER

INV. A45D40/30 A45D40/26
ADD.

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

A45D

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

EPO-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2016/081456 A1 (GRUND BOBBIE LYNN [US] ET AL) 24 March 2016 (2016-03-24)	1,4,6,7, 9-18, 21-23
Y	paragraphs [0129] - [0139]; figures 1-13,17B,17C,23-26	3
X	WO 2014/001754 A1 (KAUSER SHABANA [GB]) 3 January 2014 (2014-01-03) figures 1,2,5	1,2,4, 6-23
X	US 2013/152962 A1 (PIRES LEO CLIFFORD [US] ET AL) 20 June 2013 (2013-06-20) abstract; figures 11b,10b paragraphs [0003], [0077], [0078]	1,4,5, 7-9
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☒ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

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"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

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Date of the actual completion of the international search

9 April 2018

Date of mailing of the international search report

16/04/2018

Name and mailing address of the ISA/

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NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040,
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INTERNATIONAL SEARCH REPORT

International application No
PCT/GB2018/050026

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	<p>US 2013/284197 A1 (YEO YASIV MARTIN RAFAELA [CA] ET AL) 31 October 2013 (2013-10-31) abstract; figures 1-4 paragraphs [0039], [0048], [0058] -----</p>	3

INTERNATIONAL SEARCH REPORT

International application No.
PCT/GB2018/050026

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☒ Claims Nos.: 24
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
see FURTHER INFORMATION sheet PCT/ISA/210
3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying an additional fees, this Authority did not invite payment of additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

Continuation of Box II.2

Claims Nos.: 24

Claim 24 relies on reference to the drawings for the definition of its subject-matter, which is contrary to the requirements of rule 6.2(a) PCT, therefore claim 24 was not searched.

The applicant's attention is drawn to the fact that claims relating to inventions in respect of which no international search report has been established need not be the subject of an international preliminary examination (Rule 66.1(e) PCT). The applicant is advised that the EPO policy when acting as an International Preliminary Examining Authority is normally not to carry out a preliminary examination on matter which has not been searched. This is the case irrespective of whether or not the claims are amended following receipt of the search report or during any Chapter II procedure. If the application proceeds into the regional phase before the EPO, the applicant is reminded that a search may be carried out during examination before the EPO (see EPO Guidelines C-IV, 7.2), should the problems which led to the Article 17(2) declaration be overcome.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No
PCT/GB2018/050026

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2016081456 A1	24-03-2016	NONE	
WO 2014001754 A1	03-01-2014	GB 2503461 A WO 2014001754 A1	01-01-2014 03-01-2014
US 2013152962 A1	20-06-2013	NONE	
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