

Dec. 1, 1964

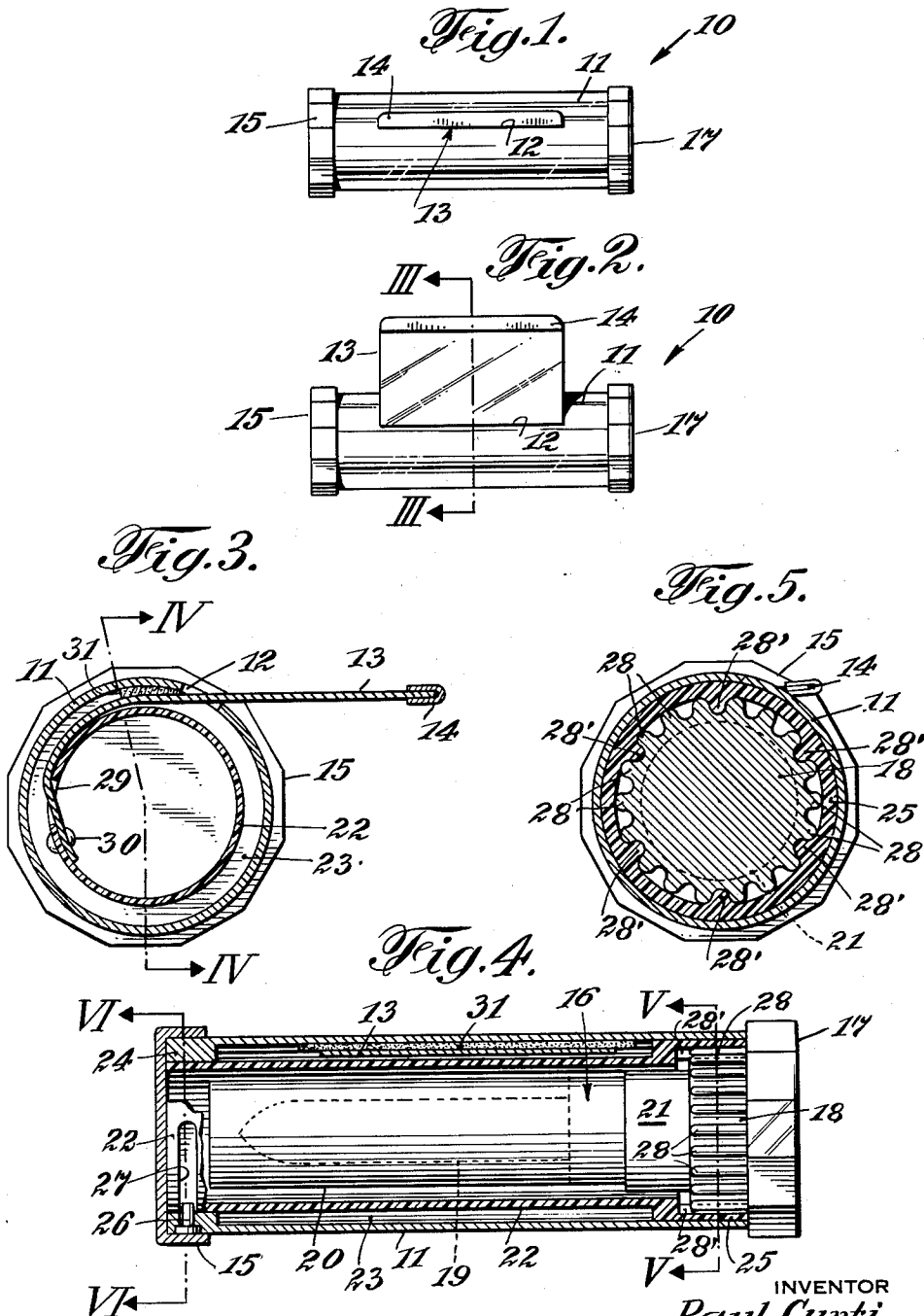
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3,159,163

COSMETIC APPLICATOR WITH MIRROR

Filed April 7, 1960

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Fig. 6.

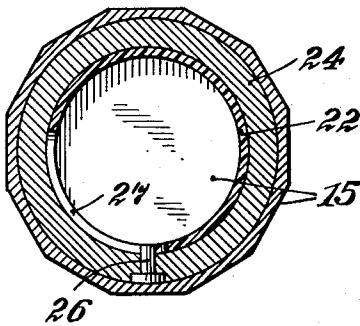


Fig. 7.

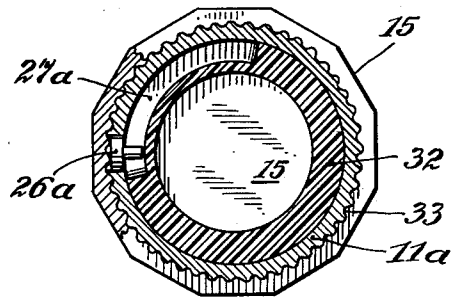


Fig. 8.

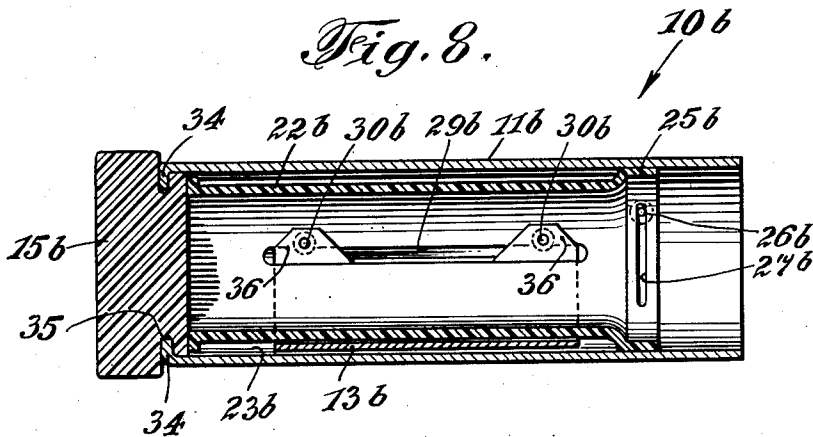
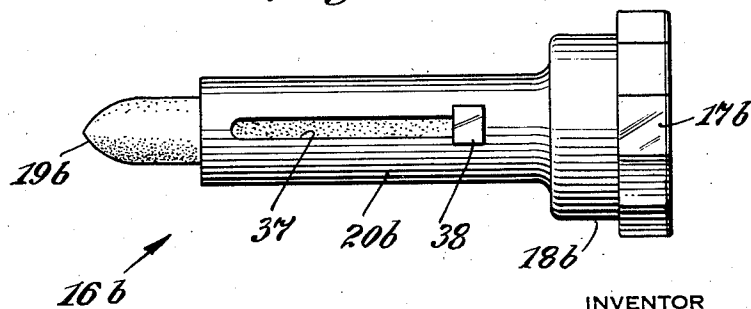


Fig. 9.



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Fig. 10.

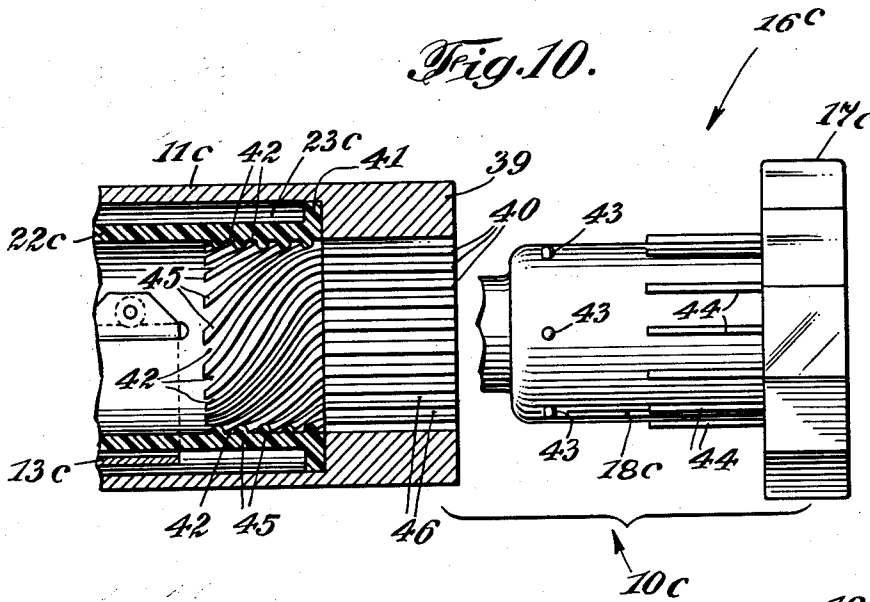
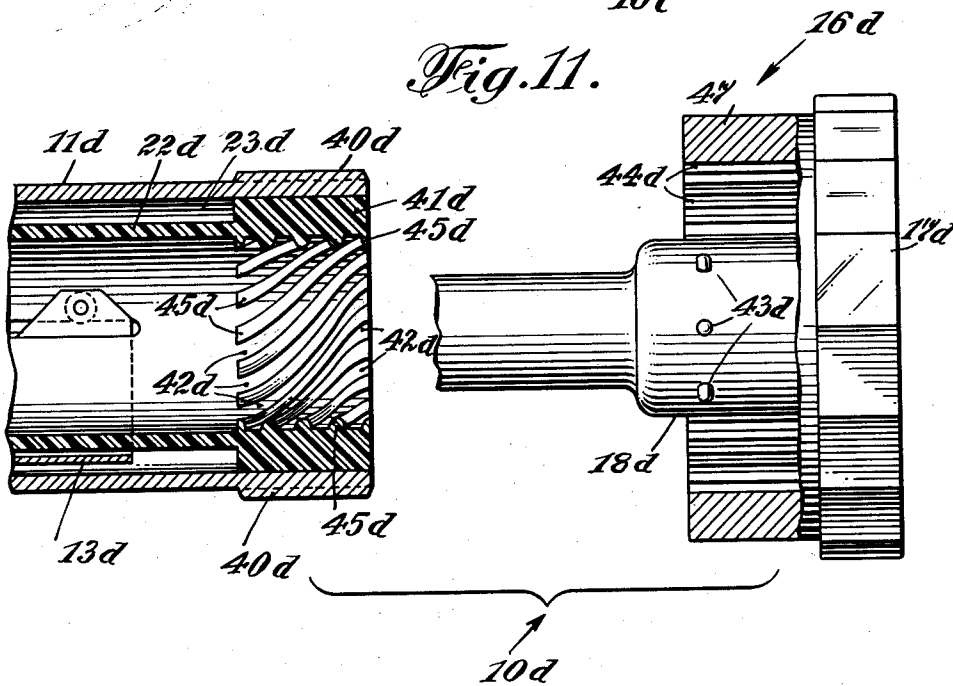


Fig. 11.



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COSMETIC APPLICATOR WITH MIRROR

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75,690

14 Claims. (Cl. 132-79)

The present invention relates to containers for lipsticks, perfume bottles, perfume dispensers, mascara applicators and the like, and more particularly to a container for cosmetic appliances which embodies a retractable mirror.

This application is a continuation-in-part of patent application Serial No. 824,317 filed July 1, 1959 and a continuation-in-part of patent application Serial No. 830,789 filed July 31, 1959, both applications are now abandoned.

An important object of the invention is to provide a container which is adapted to fully conceal a plate-like mirror of elastic metallic material when the cosmetic appliance for whose storage the improved container is intended is not in actual use, and which may be expelled, either automatically or in a separate step, when the cosmetic appliance is withdrawn from the container and is about to be applied by the user, whereby the person utilizing the appliance may observe her reflection in the mirror during the application of a lipstick, or perfume, of an eyebrow pencil or the like.

Another important object of the invention is to provide a container of the above outlined characteristics which is constructed and assembled in such a way that at least one side of the mirror is automatically cleaned when the mirror is expelled into operative position.

A further object of the invention is to provide a container of the above described type in which the mirror is mounted in such a way that it occupies space which normally would remain empty so that the provision of the mirror in no way adds to the bulkiness and does not detract from the eye-pleasing appearance of the article.

With the above objects in view, the invention resides essentially in the provision of a container which comprises a cylindrical outer casing, a supporting member preferably assuming the form of a coaxial inner casing which is rotatable with respect to the outer casing, an elastic plate mirror which is fixed to the inner casing and extends through a longitudinal slot in the outer casing, and gripping means operatively connectable with or permanently connected to the inner casing and adapted to engage and to rotate the same whereby the mirror is either expelled from or withdrawn into the outer casing depending on the direction in which the gripping means rotates. The diameter of at least a portion of the inner casing is smaller than the diameter of the outer casing so that the casings define an annular compartment which receives the rolled mirror when the latter is in retracted position.

The gripping means may assume the form of a knob which is permanently mounted in one end of and is rotatable with respect to the outer casing. Alternately, the gripping means may constitute the knob or base of a lipstick holder or another cosmetic appliance. The knob is formed with suitable coupling means adapted to co-operate with complementary coupling means in the inner casing so that the knob may rotate the inner casing when the holder is inserted into the outer casing.

According to a further modification of my invention, the arrangement of the coupling means on the holder for a cosmetic appliance and in the inner casing may be such that the inner casing is rotated in a fully automatic way whenever the holder is inserted into or withdrawn from the outer casing, i.e. the mirror is automatically expelled

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from the outer casing when the holder is withdrawn and is automatically retracted when the holder is reinserted into the outer casing.

Certain other features of the invention reside in the provision of means which automatically cleans at least one side of the mirror during each expulsion from and withdrawal into the outer casing, in the provision of means which limits the extent to which the inner casing may be rotated with respect to the outer casing, in the provision of means which prevents complete withdrawal of the mirror into the annular compartment between the inner casing and the outer casing, in a readily separable connection between the inner casing and the mirror, and in the provision of specific coupling means which brings about rotation of the inner casing with respect to the outer casing but prevents rotation of the gripping means with respect to the outer casing.

The novel features which are considered as characteristic for the invention are set forth in particular in the appended claims. The invention itself, however, both as to its construction and its method of operation, together with additional objects and advantages thereof, will be best understood from the following detailed description of certain specific embodiments when read in connection with the accompanying drawings, in which:

FIG. 1 is a side elevational view of a fully assembled lipstick container in which the mirror is operable by the lipstick holder, the mirror being shown in retracted position;

FIG. 2 is a similar view of the container with the mirror exposed;

FIG. 3 is an enlarged transverse section taken along the line III-III of FIG. 2 as seen in the direction of arrows;

FIG. 4 is an enlarged longitudinal axial section through the fully assembled container, the section being taken along the line IV-IV of FIG. 3, as seen in the direction of arrows;

FIG. 5 is an enlarged transverse section taken along the line V-V of FIG. 4, as seen in the direction of arrows, showing the separable coupling assembly which is adapted to move the mirror between the position of FIGS. 1 and 2;

FIG. 6 is an enlarged transverse section taken along the line VI-VI of FIG. 4, as seen in the direction of arrows, showing the arrangement for limiting angular movements of the inner casing with respect to the outer casing;

FIG. 7 is a section similar to the section of FIG. 6, but showing a slightly modified construction of the casings and a different limiting arrangement;

FIG. 8 is a longitudinal axial section through a modified container in which the mirror is movable by separate gripping means;

FIG. 9 is a side elevational view of a holder for a cosmetic appliance which is receivable in the container of FIG. 8;

FIG. 10 is a fragmentary partly elevational and partly sectional view of a modified container in which the expulsion or retraction of the mirror occurs in a fully automatic way in response to extraction or insertion of the lipstick holder; and

FIG. 11 is a similar view of a container which constitutes a modification of the container shown in FIG. 10.

Referring now in greater detail to the illustrated embodiments, and first to FIGS. 1 and 2, there is shown a container 10 which is adapted to store a lipstick holder, a bottle of perfume, a perfume dispenser, a mascara applicator, an eyebrow pencil, or any other suitable cosmetic appliance. In the following description, the container 10 is assumed to contain a lipstick holder, preferably of the type which is adapted to progressively expel the lipstick

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either upon rotation of certain components of the holder or by causing straight linear movement of the lipstick in the axial direction of the holder.

The container 10 comprises a cylindrical outer casing 11 which is formed with an axially parallel narrow closed slot 12 whose longitudinal ends are preferably equally spaced from the respective longitudinal ends of the casing 11. The slot 12 is of such width that it permits the passage of a flexible, metallic, plate-like mirror 13 but is too narrow to permit the passage of a strip-like reinforcing member or stop 14 which is applied to the free longitudinal outer edge portion of the mirror and prevents the user from completely withdrawing the mirror into the outer casing 11. The mirror 13 preferably assumes the form of a highly polished rectangular steel plate. The open left-hand end of the casing 11 is closed by a cup-like cover or cap 15 which may but need not be soldered, welded, screwed, glued or otherwise non-removably secured to the outer casing. For example, it is normally sufficient to provide a tight friction fit between the parts 11 and 15. The open right-hand end of the outer casing is sealable by the knob-shaped gripping means of a lipstick holder 16 which is shown in FIG. 4. The exact construction of the lipstick holder 16 forms no part of the present invention excepting that it is formed with a toothed or ribbed portion 18 (see FIG. 5) which constitutes one half of a separable coupling utilized for moving the mirror 13 between the positions of FIGS. 1 and 2. For example, the lipstick 19 may be received in an elongated cartridge 20 which, when rotated with respect to its base 21, will expel the lipstick longitudinally in a direction away from the handgrip member 17.

The outer casing 11 rotatably mounts a supporting member preferably assuming the form of a smaller-diameter coaxial inner casing 22 so that the parts 11, 22 define an annular space 23. The inner casing 22 is centered in an internal annular flange 24 at the left-hand end of the outer casing 11 and is formed with a larger-diameter end portion 25 of which is slidably received in the bore of the outer casing. The extent to which the inner casing may be rotated with respect to the outer casing 11 is determined by a radial pin 26 (see FIG. 6) which is anchored in the flange 24 and extends into an arcuate transverse closed slot 27 formed in the inner casing. The length of the arcuate slot 27 corresponds to the length of that portion of the mirror 13 which is projectable through the slot 12, i.e. to the length of the mirror portion between the slot 12 and the abutment or stop means 14 in FIG. 2. The pin 26 may be inserted into or withdrawn from the flange 24 upon removal or prior to the application of the cap 15.

Referring now in greater detail to FIG. 5, there is shown a separable coupling assembly which enables a user to move the mirror 13 between the positions of FIGS. 1 and 2 merely by rotating the gripping means 17 of the lipstick holder 16. The holder portion or boss 18 is formed with first coupling means in the form of axially parallel teeth or corrugations 28 which mesh with second coupling means in the form of spaced internal teeth or corrugations 28' in the hollow end portion 25 of the inner casing 22. Of course, it will be readily understood that the number of teeth in the end portion 25 may correspond to the number of teeth on the boss 18, or that the boss may be formed with widely spaced teeth, say six in number, and that the interior of the end portion 25 may be formed with an uninterrupted series of circularly arranged corrugations. When the lipstick holder is in the position of FIG. 4, the teeth 28 mesh with the teeth 28' so that any rotation of the gripping means 17 with respect to the outer casing will bring about rotation of the inner casing with respect to the member 11, the maximum extent of angular movements performable by the inner casing 22 being determined by the length of the arcuate slot 27 in the inner casing. As the inner casing is caused to rotate with respect to the outer casing 11, the flexible mirror 13 whose inner longitudinal edge is anchored in the inner casing is

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caused to advance outwardly and through the slot 12 into the position of FIG. 2, or inwardly into the position of FIG. 1, depending upon whether the gripping means 17 is rotated in clockwise or anticlockwise direction. As is best shown in FIG. 3, that portion of the mirror 13 which is expelled from the container 10 extends substantially tangentially with respect to the outer casing, this being due to natural tendency of the elastic mirror to assume the form of a flat plate as soon as it moves out of the confines of the annular compartment 23, as well as because the point of its connection with the inner casing 22 is always at least slightly spaced from the slot 12 so that a portion of the mirror is always deformed by passing through the annular compartment 23.

FIG. 3 illustrates in greater detail the connection between the longitudinal inner edge portion of the mirror 13 and the inner casing 22. The inner casing is formed with an axially parallel slot 29 through which the innermost longitudinal edge portion of the mirror extends into the interior of the hollow inner casing. The actual connection between the parts 13, 22 consists of one or more rivets 30 which secure the inner edge portion of the mirror to the inner surface of the inner casing, the mirror thereupon extending through the slot 29, through a portion of the annular compartment 23, and through the slot 12 in the outer casing 11. Thus, that portion of the mirror which is received in the annular space 23 is always compelled to assume the curvature of the casings 11 and 22. By guiding the mirror through the slot 29 in the inner casing 22, the mirror is subjected to an increased bending force, i.e. it has a stronger tendency to assume the form of a flat plate and thereby bears against that edge portion of the outer casing 11 which is adjacent to the slot 12 and to the outer side of the mirror.

Of course, it is equally possible to secure the inner edge portion of the mirror 13 to the outer side of the inner casing 22; however, the construction of FIG. 3 is preferred because the heads of rivets 30 are then subjected to lesser stresses, this being due to inherent tendency of the mirror to bear against the inner surface of the inner casing when its inner edge portion extends through and beyond the slot 29.

As is shown in FIG. 3, the left-hand edge portion of the outer casing adjacent to the slot 12 supports an elongated strip 31 of soft, preferably leather-like material which acts as a wiper and cleans the outer side of the mirror whenever the latter is moved with respect to the outer casing. Thus, if a user is about to apply the lipstick 19 subsequent to a movement of the mirror into the position of FIG. 2, the mirror is already wiped clean and will reflect a user's features with full clarity. Similarly, when the mirror is withdrawn into the outer casing, and more particularly into the annular compartment 23, its outer side is again cleaned by the wiper 31 to remove all traces of dust, fingerprints or other impurities so that the foreign matter cannot harden on and cannot permanently dull the reflecting outer mirror surface. If desired, the wiper 31 may assume the form of an elongated roller or the like. Of course, it will be readily understood that a similar wiper may be glued or otherwise secured to the other longitudinal edge of the slot 12 to clean the inner side of the mirror, for example, in the manner as known in connection with cartridges for photographic films, with the exception that the strip 31 not only prevents entry of foreign matter into the annular compartment 23 but simultaneously wipes clean both sides of the mirror. The soft wiper also prevents direct contact between the mirror and the metallic or plastic outer casing 11 so that the mirror cannot be scratched regardless of how often it is moved between the positions of FIGS. 1 and 2.

FIG. 7 shows a slight modification of the means for limiting the extent of angular movements of the inner casing. According to this modification, the internal flange 24 is omitted and the inner casing is formed with an external collar 32 which has a sliding fit with the inner

surface of the tubular outer casing 11a. The arcuate transverse guide slot 27a is formed in the periphery of the collar 32 and need not extend all the way through said collar. The head of the pin 26a is recessed into the outer casing 11a and the stem of the pin projects into the arcuate slot 27a to thereby restrict the inner casing to angular movements whose length corresponds to the length of the arcuate slot 27a. It will be noted that the periphery of the outer sleeve 11a is fluted, as at 33, which enables a user to obtain a better grip when the casing 11a is held by, say, the left hand and the gripping means 17 is rotated by the right hand in order to move the mirror between the positions of FIGS. 1 and 2.

FIGS. 8 and 9 illustrate a modified container 10b wherein the mirror 13b is movable by a gripping member 15b which is rotatable with respect to but is permanently mounted in the outer casing 11b. The left-hand end of the outer casing is formed with a plurality of inwardly extending lugs or with a continuous annular flange 34 which is received in a peripheral groove 35 of the gripping member or knob 15b. The left-hand end of the shorter supporting member or inner casing 22b is glued, soldered, welded or otherwise secured to the inner end face of the gripping member 15b so that the parts 11b, 22b form a unit which is freely rotatable with respect to the outer casing 11b to the extent permitted by a pin 26b which is fixed to the outer casing 11b and extends radially inwardly into an arcuate transverse guide slot 27b formed in the larger-diameter right-hand end portion 25b of the inner casing. This end portion 25b is slidable in the bore of the outer casing 11b and acts as a means for centering the inner casing. The diameter of the inner casing between the end portion 25b and the knob 15b is smaller than the diameter of the bore in the outer casing so that the parts 11b, 22b define an annular compartment 23b which receives a portion of or the entire mirror 13b. The mirror is formed with two spaced projections or lugs 36 which form part of its longitudinal inner edge portion and are fixed to the inner surface of the inner casing 22b by a pair of modified retaining members in the form of headed pins 30b. The lugs 36 extend through the closed longitudinal slot 29b in the inner cylinder 22b and the mirror is deformed by passing through the annular compartment 23b toward and through the slot in the outer casing 11b, not shown. The slot in the outer casing and the stop means along the outer edge portion of the mirror may be the same as shown in FIGS. 1 and 2. The retaining pins 30b are of a construction similar to that of the pin 26 or 26a shown in FIGS. 6, 7, respectively. Their stems extend through aligned openings formed in the projections 36, and their heads are adjacent to the outer side of the inner casing. Thus, the lugs 36 are merely suspended on the stems of pins 30b and may readily separated therefrom upon removal of the pin 26b and upon subsequent withdrawal of parts 15b, 22b from the outer casing by forcing the flange 34 out of the annular groove 35. Such arrangement has certain advantages in that the mirror is more readily separable from the inner casing without any damage to either of these parts. When the modified container 10b is fully assembled, the mirror cannot become separated from the pins 30b because of natural tendency of its lugs 36 to bear against the inner surface of the inner casing 22b, this being due to the fact that the main portion of the mirror 13b is deformed by passing through the annular compartment 23b.

The open right-hand end of the outer casing 11b may be sealed by the portion 18b of a slightly modified lipstick holder 16b which is provided with faceted or knurled gripping means in the form of a knob 17b by means of which the holder portion or boss 18b may be inserted into or withdrawn from the right-hand end of the outer casing 11b. The boss 18b may be held by friction in the right-hand end of the member 11b. The elongated cartridge 20b of the lipstick holder 16b is formed

with a longitudinal slot 37 for the passage of a head 38 which latter is connected with the lipstick 19b so that the lipstick may be expelled from its cartridge 20b merely by advancing the head 38 in a direction away from the handgrip member 17b. The diameter of the cartridge 20b is selected in such a way that it may extend into the interior of the hollow inner casing 22b without interfering with the lugs 36. When in retracted position, the lipstick 19b cannot reach the inner end wall of the left-hand gripping means 15b.

Of course, the modified container 10b is also provided with one or two wipers which are fixed to the inner side of the outer casing 11b in the same way as explained in connection with FIG. 3. The material of the wiper is preferably chamois leather or any other material of satisfactory cleaning characteristics.

FIG. 10 illustrates a further modification of my invention embodied in a container 10c whose mirror-expelling and retracting action is fully automatic. Thus, whenever the lipstick holder 16c is withdrawn from the open right-hand end of the outer casing 11c, the mirror 13c is automatically expelled from the annular compartment 23c, while a subsequent insertion of the holder 16c brings about automatic withdrawal of the mirror into the outer casing. The right-hand end of the outer casing 11c comprises a reinforced zone or internal flange 39 which is formed with axially parallel internal teeth or ribs 40. The supporting member or inner casing 22c is of smaller diameter and comprises a right-hand end portion in the form of a collar 41 which is rotatable along the inner surface of the outer casing 11c adjacent to the latter's flange 39, i.e. the collar 41 centers the inner casing in the outer casing so that the parts 11c, 22c define the annular compartment 23c which receives a smaller or larger portion of the elastic metallic mirror 13c, depending whether the mirror is in exposed or retracted position. The interior of the right-hand end portion 41 of the inner casing 22c is formed with coupling means in the form of inclined cam grooves 42 and similarly inclined corrugations 45 whose inclination with respect to the axially parallel ribs 40 is such that a coupling member formed as a follower pin 43 on the boss-shaped portion 18c of the lipstick holder 16c will cause the inner casing 22c to perform a predetermined angular movement with respect to the outer casing 11c whenever the follower pin 43 travels from the one toward the other longitudinal end of a selected cam groove 42.

In order to prevent a rotation of the lipstick holder 16c with respect to the outer casing 11c, the boss 18c is provided with one or more axially parallel ribs or teeth 44 whose forward ends begin to mesh with ribs or teeth 40 in the flange 39 before a follower pin 43 reaches the outer end of an inclined cam groove 42. Of course, each follower pin 43 is aligned with a tooth 44 or, if the number of teeth 44 is less than the number of pins 43 and less than the number of teeth 40 in the flange 39, the spacing of follower pins 43 is such that each tooth 44 is automatically advanced into a recess 46 between two adjacent teeth 40 when the pins 43 travel in their own recesses 46 toward the cam grooves 42. It is preferred to form the ridges or corrugations 45 between the cam grooves 42 in such a way that each ridge has a short axially parallel portion adjacent to the teeth 40 so that the ridges 45 are in proper alignment with the teeth 40 when the pins 43 advance from the interior of the flange 39 into the end portion of the inner casing 22c, or vice versa. In other words, the outer end of each cam groove 42 must be aligned with the inner end of a corresponding recess 46 when the pins 43 travel from the recesses 46 into the grooves 42 or inversely.

The modified container 10c is operated as follows:

It is assumed in FIG. 10 that the mirror 13c is expelled and that it extends tangentially from the outer casing 11c. The lipstick holder 16c is separated from the outer casing and the user has completed the application of a

coat of lipstick to her lips while looking at her reflector holder 16c into the outer casing by grasping the knob-shaped gripping means 17c, the pins 43 travel in axially parallel recesses 46 between the teeth 40 in the inner flange 39 and thereupon enter the inclined cam grooves 42 between the equally inclined ridges 45. However, before the pins 43 can enter the grooves 42, the teeth 44 enter the corresponding recesses 46 in the flange 39 and thus guide the portion 18c axially of the member 11c by preventing a rotation of the lipstick holder 16c with respect to the outer casing. During subsequent advance of the lipstick holder, i.e. while the gripping means 17c is pushed all the way into abutment with the flange 39, the follower pins 43 cause the inner casing 22c to perform an angular movement which is sufficient to retract the mirror 13c into the annular compartment 23c.

When the lipstick holder is withdrawn from the outer casing 11c, the procedure is reversed in that the axially parallel teeth 40, 44 again prevent a rotation of the lipstick holder with respect to the flange 39 while the follower pins 43 bring about necessary angular displacement of the inner casing 22c which causes expulsion of the mirror 13c into operative position.

An important advantage of the construction shown in FIG. 10, in addition to its fully automatic mirror expelling or retracting action, is that the limiting means of FIG. 5 or 6 may be omitted because the follower pins 43 determine the extent of necessary angular displacement of the inner casing with respect to the outer casing.

FIG. 11 illustrates a space-saving modification of the container 10c. The modified container 10d comprises an outer casing 11d whose open right-hand end is formed with a series of axially parallel external teeth or ribs 40d. The right-hand end portion of the inner casing or supporting member 22d is formed as a collar 41d which is freely rotatable in the outer casing and which spaces the periphery of the inner casing from the inner surface of the outer casing so that the parts 11d, 22d define an annular compartment 23d for the mirror 13d. The interior of the collar 41d is formed with first coupling means in the form of alternating inclined cam grooves 42d and corrugations 45d so that the second coupling means, shown as follower pins 43d on the portion 18d of the lipstick holder 16d, always brings about a rotary movement of the inner casing when the lipstick holder is inserted into the inner casing and is held against rotation with respect to the outer casing 11d. The gripping means 17d supports an annular member or ring 47 which is coaxial with and surrounds the holder portion 18d. The inner surface of the ring 47 is formed with axially parallel teeth 44d which are adapted to mesh with the teeth 40d on the periphery of the outer casing 11d so that the lipstick holder 16d cannot rotate with respect to the outer casing once the teeth 40d, 44d come into mesh with each other. It will be noted that the follower pins 43d are located closer to the gripping means 17d than the free ends of teeth 44d; therefore, the pins cannot enter the cam grooves 42d before the teeth 44d engage with the teeth 40d. Consequently, the inner casing 22d must rotate with respect to the outer casing 11d whenever the pins 43d travel in the cam grooves 42d in a direction toward the mirror 13d.

By placing the means 40d, 44d which prevents rotation of the lipstick holder 16d with respect to the outer casing 11d to the outer side of the outer casing, the inner casing may extend all the way to the right-hand end of the outer casing and the length of the assembled container 10d may be reduced accordingly. Here, too, the follower pin or pins 43d limit the extent to which the inner casing 22d may be rotated with respect to the outer casing. The friction between the end portion 41d and the outer casing as well as between the wiper in the outer casing and the mirror 13d is sufficient to retain the cam grooves 42d in such position that the pins 43d automatically enter the

same shortly after the teeth 40d engage with the teeth 44d.

In all embodiments of my invention, the inner and/or the outer casing may consist of a metallic or synthetic plastic material. The holder preferably consists of the material of the outer casing.

Without further analysis, the foregoing will so fully reveal the gist of the present invention that others can, by applying current knowledge, readily adapt it for various applications without omitting features that, from the standpoint of prior art, fairly constitute essential characteristics of the generic and specific aspects of this invention and, therefore, such adaptations should and are intended to be comprehended within the meaning and range of equivalence of the following claims.

What is claimed as new and desired to be secured by Letters Patent is:

1. A cosmetic applicator comprising, in combination, a tubular outer casing having an open end and an elongated axially parallel slot; an elongated cosmetic applicator arranged in said tubular outer casing spaced from the inner face thereof so as to form an annular space between itself and the inner face of said tubular outer casing; a supporting member rotatably mounted in the outer casing within said annular space between said cosmetic applicator and the inner face of said tubular outer casing; an elastic plate mirror; connecting means for securing one end of said elastic plate mirror to said supporting member, a portion of said elastic plate mirror being movable through said slot with respect to the outer casing upon turning of said supporting member; and gripping means in the open end of said outer casing for engaging with the supporting member to rotate the same and wind said elastic plate mirror at least partly thereon, whereby the mirror is retractable into and may be expelled from the outer casing.

2. A cosmetic applicator comprising, in combination, a tubular outer casing having an open end and an elongated axially parallel slot; a coaxial tubular inner casing of smaller diameter rotatably received in and defining an annular compartment with the outer casing; a cosmetic applicator arranged in said coaxial tubular inner casing; an elastic plate mirror; connecting means for securing one end of said elastic plate mirror to said inner casing, a portion of said elastic plate mirror being movable through said slot with respect to the outer casing; and gripping means in the open end of said outer casing for engaging with the inner casing to rotate the same and wind said elastic plate mirror at least partly thereon, whereby the mirror is retractable into said compartment and may be expelled through said slot to project from the outer casing.

3. A cosmetic applicator as set forth in claim 2, in which said gripping means is permanently connected with the inner casing.

4. A cosmetic applicator comprising, in combination, a cylindrical outer casing having an open end and an elongated axially parallel slot; a coaxial cylindrical inner casing of smaller diameter rotatably received in and defining an annular compartment with the outer casing, said inner casing having an inner surface and an elongated axially parallel slot; a cosmetic applicator arranged in said coaxial tubular inner casing; an elastic plate mirror having an outer edge portion and an inner edge portion, said mirror extending through the slot in the outer casing into said compartment and through the slot in and into the interior of the inner casing; means fixing the inner edge portion of the mirror to the inner surface of the inner casing; stop means fixed to the outer edge portion of said mirror for preventing complete withdrawal of the mirror into said compartment; and gripping means in the open end of said outer casing for engaging with the inner casing to rotate the same and wind said elastic plate mirror partly thereon whereby the mirror, with the exception of said outer edge portion, is retractable into said com-

partment and may be expelled through the slot in the outer casing to project from the outer casing.

5. A cosmetic applicator as set forth in claim 4, wherein said means fixing said inner edge portion of the mirror to said inner surface of the inner casing comprises at least one rivet-shaped member.

6. A cosmetic applicator comprising, in combination, a cylindrical outer casing having an open end and an elongated axially parallel slot; a cosmetic applicator arranged in said cylindrical outer casing spaced from the inner face thereof so as to form an annular space between itself and said inner face of said cylindrical outer casing; a supporting member rotatably mounted in the outer casing within said annular space between said cosmetic applicator and said inner face of said cylindrical outer casing; an elastic plate mirror; connecting means for securing one end of said elastic plate mirror to said supporting member, a portion of said elastic plate mirror being movable through said slot with respect to the outer casing upon turning of said supporting member; gripping means in the open end of said outer casing for engagement with the supporting member to rotate the same and wind said elastic plate mirror at least partly thereon, whereby the mirror is retractable into and may be expelled from the outer casing; and means for limiting the extent to which the supporting member is rotatable with respect to the outer casing.

7. A cosmetic applicator comprising, in combination, a cylindrical outer casing having an open first end, an open second end and an elongated axially parallel slot; a cosmetic applicator arranged in said cylindrical outer casing spaced from the inner face thereof so as to form an annular space between said cosmetic applicator and said inner face of said cylindrical outer casing; a supporting member rotatably mounted in the outer casing within said annular space between said cosmetic applicator and said inner face of said cylindrical outer casing; an elastic plate mirror; connecting means for securing one end of said elastic plate mirror to said supporting member, a portion of said elastic plate mirror being movable through said slot with respect to the outer casing upon turning of said supporting member; gripping means rotatably received in the first end of the outer casing and fixed to said supporting member for rotating the same and wind said elastic plate mirror at least partly thereon, whereby the mirror is retractable into and may be expelled from the outer casing; and a holder for a cosmetic appliance removably received in the second end of said outer casing.

8. A cosmetic applicator comprising, in combination, a cylindrical outer casing having an open end and an elongated axially parallel slot; a coaxial cylindrical inner hollow casing rotatably received in said outer casing and comprising first coupling means adjacent to the wall of said open end of said outer casing, said first coupling means having an opening therethrough; an elongated cosmetic applicator arranged in said coaxial cylindrical inner hollow casing; an elastic plate mirror; connecting means for securing one end of said elastic plate mirror to said inner casing, a portion of said elastic plate mirror being movable through said slot with respect to the outer casing upon turning of said inner casing; and a holder for a cosmetic appliance insertable into said inner casing, said holder having gripping means and second coupling means adjacent to said gripping means and insertable into said opening of said first coupling means for engagement therewith, said first and second coupling means adapted to rotate the inner casing with respect to the outer casing when the holder is inserted into said inner casing and said gripping means is rotated with respect to the outer casing whereby the mirror is retractable into and may be expelled from said outer casing.

9. A cosmetic applicator comprising, in combination, a cylindrical outer casing having a closed end, an open end, and an elongated axially parallel slot; a coaxial inner hollow casing rotatably received in said outer casing, said

inner casing having an end portion adjacent to the wall of said open end of said outer casing and formed with axially parallel internal teeth defining an opening therethrough; a cosmetic applicator arranged in said coaxial inner hollow casing; an elastic plate mirror; connecting means for securing one end of said elastic plate mirror to said inner casing, a portion of said elastic plate mirror being movable through said slot with respect to the outer casing upon turning of said inner casing; and a holder for a cosmetic appliance, said holder having gripping means and a boss rigidly connected with said gripping means, said boss formed with axially parallel external teeth adapted to mesh with said first mentioned teeth when the boss is inserted into said opening defined by said internal teeth in the end portion of said inner casing whereby the mirror is retractable into and may be expelled from said outer casing when the gripping means is rotated to rotate said boss and said inner casing.

10. A cosmetic applicator comprising, in combination, a cylindrical outer casing having an open end and an elongated axially parallel slot; a coaxial inner casing rotatably received in said outer casing, said inner casing having an end portion adjacent to the open end of said outer casing and formed with inclined internal groove means; an elastic plate mirror connected to said inner casing and movable through said slot with respect to the outer casing when rotated by said inner casing; and a holder for a cosmetic appliance, said holder comprising gripping means and a portion rigidly connected with said gripping means, said portion of the holder formed with follower means adapted to be received in said groove means; and means for axially guiding the holder with respect to said outer casing whereby, when said portion of the holder is inserted into the end portion of said inner casing and is moved in the axial direction of said outer casing, the follower means travels in said groove means and rotates the inner casing with respect to the outer casing, the inclination of said groove means being such that the mirror is retractable into the outer casing when said portion of the holder is moved into said end portion and that the mirror is expelled through said slot when said portion of the holder is retracted from said end portion.

11. A cosmetic applicator as set forth in claim 10, wherein said means for axially guiding said holder comprises internal axially parallel teeth formed in said outer casing and external axially parallel teeth on said portion of the holder.

12. A cosmetic applicator as set forth in claim 10, wherein said means for axially guiding said holder comprises external axially parallel teeth provided on and surrounding said open end of said outer casing, and a ring coaxially surrounding said portion of the holder and fixed to said gripping means, said ring being formed with axially parallel internal teeth adapted to engage with said external teeth.

13. A cosmetic applicator comprising, in combination, a cylindrical outer casing having an open end and an elongated axially parallel slot; a coaxial cylindrical inner hollow casing of smaller diameter rotatably received in and defining an annular compartment with the outer casing; an elongated cosmetic applicator arranged in said coaxial cylindrical inner hollow casing; an elastic plate mirror; connecting means for securing one end of said elastic plate mirror to said inner casing, a portion of said elastic plate mirror being movable through said slot with respect to the outer casing; and gripping means in the open end of said outer casing for engaging with the inner casing to rotate the same and wind said elastic plate mirror at least partly thereon, whereby the mirror is retractable into said compartment and may be expelled through said slot to project from the outer casing, the point of connection between said mirror and said inner casing being spaced from the slot in said outer casing whereby the exposed portion of the mirror extends sub-

stantially tangentially with respect to the outer casing.

14. A cosmetic applicator comprising, in combination, a cylindrical outer casing having an open end and an elongated axially parallel slot; a coaxial inner casing rotatably received in said outer casing, said inner casing having an end portion adjacent to the open end of said outer casing and formed with inclined internal groove means; an elastic plate mirror connected to said inner casing and movable through said slot with respect to the outer casing when rotated by said inner casing; and a holder for a cosmetic appliance, said holder comprising gripping means and a portion rigidly connected with said gripping means, said portion of the holder formed with a plurality of radially extending follower pins adapted to be received in said groove means; and means for axially guiding the holder with respect to said outer casing whereby, when said portion of the holder is inserted into the end portion of the inner casing and is moved in the axial direction of the outer casing, the follower pins travel in said groove means and rotate the inner casing and the mirror with respect to the outer casing, the inclination of said groove

means being such that the mirror is retractable into the outer casing when said portion of the holder is moved into said end portion and that the mirror is expelled through said slot when said portion of the holder is retracted from said end portion.

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