COSMETIC DISPLAY SYSTEM

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ABSTRACT

A cosmetic display system comprising an applicator or an image of an applicator, a secondary package, and optionally a container and/or a handle. The applicator comprises a substantially longitudinal stem, a core, optionally a handle, and a plurality of protrusions surrounding a core. At least one of the plurality of protrusions, the stem, the handle, and the core are comprised of a chromatic color or colors having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L); and a hue value of from about 0 to about 360. At least one of the plurality of protrusions and the core comprise contrasting colors relative to the stem. The container is structured to house a product and accept the applicator, and the secondary package is structured to house the applicator by itself or the applicator and the container together such that the applicator and the container are displayed separately.
COSMETIC DISPLAY SYSTEM

CROSS REFERENCE TO RELATED APPLICATION

[0001] This application claims the benefit of provisional application No. 60/837,682, filed Aug. 15, 2006.

FIELD OF THE INVENTION

[0002] The present invention relates to a cosmetic display system comprising an applicator or an image thereof, a secondary package, and optionally a container and/or a handle.

BACKGROUND OF THE INVENTION

[0003] The cosmetic market is complex and sometimes confusing to consumers due to a variety of products that vary in form, benefits, implements, shades, pricing, and brands. Specifically, the mascara market may be confusing to consumers as they have to choose between product forms of regular, waterproof, washable waterproof, etc.; product benefits of lengthening, volume, curl, wear, etc.; and brush types of traditional, molded, straight, curved, etc. When questioned, over more than half of consumers indicated that they wished there was additional information at the store shelf to help figure out which mascara is right for them.

[0004] Specifically in the area of brush performance, most consumers agree that the mascara brush plays an important part in getting their desired look. Traditionally, cosmetic companies have placed a small image of the brush on the front of the secondary package to showcase brush design. However, few consumers agree that they can tell by looking at the monochromatic image of the mascara brush on the front of the package whether they will be able to achieve their desired look. A mascara brush is a small object having a lot of confusing surfaces that are hard for the naked eye to discern due to the close proximity of the protrusions and their wide range of radial angles. In recent years, molded brushes have become popular, in part due to the superior performance of some designs. The benefit of the superior designs can often be inferred from the elements of the applicator like the stem or the protrusions. In the past, mascara applicators have used low chroma surfaces—various greyscale colors that cannot fully show the complicated geometry of many brushes. It has been discovered that color differences between different brushes can help consumers see the differences that exist.

[0005] Testing used to track eye movements of consumers when shown cosmetic display walls indicates that displaying the brush outside the mascara container garnered attention of consumers. Displaying a colored brush outside the mascara container clearly communicated a point of difference.

[0006] Now, it has been discovered that cosmetic display systems, such, for example, as those used for mascara application to eyelashes, can be improved by providing a cosmetic display system that highlights the brush to signal the benefit of the brush to the consumer. The present invention is directed to the representation of a cosmetic applicator in print on the package or in printed or project form on a surface in proximity to the product or a cosmetic applicator that is packaged outside the product container in order to provide a representation of the brush, thus giving consumers more of the information that they are seeking to assist in the purchase decision. Furthermore, the addition of color to the brush enables the individually defined protrusions or other elements on the brush to be more visible, and thus, more clearly convey the benefit of the shape thereof.

SUMMARY OF THE INVENTION

[0007] The present invention is directed to a cosmetic display system comprising an applicator or an image of an applicator, a secondary package, and optionally a container and/or a handle. The applicator of the present invention may comprise a substantially longitudinal stem having a proximal end and a distal end and a plurality of protrusions or indentations at the distal end of the stem surrounding a core, wherein the protrusions and/or the core are comprised at least one chromatic color having a luminance value of greater than about 10; a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360; and a handle at the proximal end of said stem. The container of the present invention is structured to house a product and accept the applicator, and the secondary package of the present invention is structured to house the applicator by itself or the application and the container together such that the applicator and the container are displayed separately in the secondary package or a visual representation of the applicator shown at actual size in lieu of showing the actual applicator.

BRIEF DESCRIPTION OF THE DRAWING

[0008] FIG. 1 is one possible schematic embodiment of the cosmetic display system according to the invention.

[0009] FIG. 2 is one possible schematic embodiment of the cosmetic display system according to the invention.

DETAILED DESCRIPTION OF THE INVENTION

[0010] FIG. 1 shows an embodiment of a cosmetic display system 10 of the present invention comprising an applicator 20 comprising a substantially longitudinal stem 30 having a proximal end and a distal end having plurality of protrusions 70 extending therefrom. The protrusions surround a core 40. The protrusions are comprised at least one chromatic color having a luminance value of greater than about 10; a chroma value of greater than about 5; and a hue value of from about 0 to about 360. FIG. 1 also has an optional handle 90 at the proximal end of the stem 30. FIG. 1 shows a container 60 structured to house a product and accept the applicator 20. FIG. 1 shows a secondary package 50 structured to house the applicator 20 and the container 60 such that the applicator 20 and the container 60 are displayed separately.

[0011] FIG. 2 schematically shows an embodiment of a cosmetic display system of the present invention comprising an applicator 20 comprising a substantially longitudinal stem 30 having a proximal end and a distal end having plurality of protrusions 70 extending therefrom. The protrusions surround a core 40. FIG. 2 shows an optional magnifying element 80 to magnify at least a portion of an applicator 20.

[0012] FIG. 1 and FIG. 2 show only one applicator, but one skilled in the art understands that two or more applicators may be packaged together.

[0013] As used herein, “chromatic color” shall mean a color having a luminance value of greater than about 10; a chroma value of greater than about (22-0.22 L), wherein L; and a hue value of from about 0 to about 360.

[0014] As used herein, “non-chromatic color” shall mean a color having a luminance value of less than about 10; “non-chromatic color” shall also mean a coloring having a luminance value less than about 10.
nance value of greater than about 10 and a chroma value of less than about (22-0.22 L), wherein L is the luminance.

As used herein, “contrasting color” shall mean a non-chromatic color compared to a chromatic color; “contrasting color” shall also mean at least two chromatic colors having a hue difference of greater than 45 degrees, specifically greater than 75 degrees, more specifically greater than 90 degrees; “contrasting color” shall also mean a chromatic color or a non-chromatic color compared to a transparent or translucent object; “contrasting color” shall also mean a where the delta L, is greater than 3 or the delta C is greater than 5.

As used herein, “matching color” shall mean at least two chromatic or non-chromatic colors having a hue difference of less than 40 degrees, specifically less than 30 degrees, more specifically less than 20 degrees.

As used herein, “applicant” shall mean a device structured to transfer product from a container to an eyelash; the “applicant” comprises a core and protrusions and optionally a stem; the protrusions make up the applicant surface.

As used herein, “stem” shall mean the portion of the applicant that separates the application area from the handle to enable easy application. The stem can be in the form of, but is not limited to, a rod of various cross sectional shapes and sizes, a yoke, etc. The stem may also be one and the same with the handle if it is a continuous surface leading to the surface that contacts the eyelashes.

As used herein, “protrusions” shall mean the portions of the applicant structured and designed to deposit the product onto the lashes and separate the lashes. Any and all types of protrusions known in the art are included in the present invention. Protrusions also include those formed by creating depressions, or “notching” a core, forming indentations. The protrusions may comprise a plurality of discrete “bristles”; a continuous, helical protrusion (not shown); or a plurality of annular protrusions (not shown).

As used herein, “core” shall mean that part of the applicant from which the protrusions extend; the protrusions may be integral with the core, alternatively or additionally, or may be attached to the core. The protrusions typically project radially away from the core to create adjacent surfaces for transferring mascara to the eyelashes and grooming the eyelashes.

As used herein, “brush” shall mean the combination of the protrusions and the core.

As used herein, “secondary package” shall mean the packaging component for protecting the package/product and communicating the product benefits to the consumer. It can be in the form of, but not limited to, a box, card, shrink wrap, etc.

As used herein, “handle” shall mean the portion of the package that consumer holds; it may be attached to the stem.

As used herein, “container” shall mean the portion of a package that house a product (cosmetic composition) and accept the applicant.

The cosmetic display system of the present invention is a unitary package comprising an applicant or an image thereof which comprises a display portion which connotes the ability of the package to clearly show to the consumer not only the package contents, but also the structure of the applicant, specifically the brush protrusions. The image of the applicant may be a real-life photo or any graphic representation. More specifically, the consumer may clearly discern shape, color, texture, and other components of the applicant.

For example, the consumer can recognize the contrast between the applicator, protrusions, core, stem, handle, and container. The display system may show the actual applicator or an image thereof.

Thus, the present invention is directed to a cosmetic display system that highlights the applicator to disclose not only the overall geometry of the applicator, but also the details of its applicator portion, including the configuration of the protrusions or the relative size difference between the protrusions, if they are present, and the stem. The present invention is directed to a cosmetic applicator that is packaged outside the product container or an image thereof on the package or other medium in order to provide a real-life representation of the applicator, thus giving consumers more information at the wall that they are seeking to assist in the purchase decision. Furthermore, the addition of color to the various parts of the applicator enables the individually defined protrusions on the brush to be more visible. Hence, the colored protrusions or core promotes product recall for product identification. The colored protrusions or core can also act as a mechanism to communicate primary benefits (i.e., a pink brush may be marketed to indicate lengthening; red may indicate volume, blue may indicate waterproof, etc.).

Because the present invention relates to the same aspects, a measurement technique is used to define the color parameters involved in the present invention. One such measurement technique involves the CIELoch color space where L is Luminance, C is Chroma, and h is Hue.

In this measurement technique, L refers to the perception of light intensity from no intensity to high intensity and may also be thought of as brightness. Black is the absence of light and would ideally have an L value of 0. Pure bright white is an intense, equal mixture of all visible wavelengths of light and would therefore have an L value of 100.

C, or chroma, is the saturation or purity of color. This number may be considerations as the strength of a color, or its distance from gray. For instance, one can move from a light pink to medium pink to red as the chroma number increases.

The value h refers to the hue, or basic color, such as red, yellow or blue. Hue is defined in a plane with red, yellow, green, and blue being 90 degrees apart from one another. A color’s hue is an angle in that plane.

These three variables of L, C, and h can be plotted in a three dimensional space using polar components where L is an axis, h is an angle, and C is the distance away from the L axis along the h axis as defined in the CIELoch color space system. It is important to note that both the illuminant and observer must be specified when describing the color of an object since both impact the color (i.e., a standardized observer, or reaction to spectrum, set of tolerances to different wavelengths of light and standard illuminant). CIELAB color space is used as a standard color space. When measuring color, controlled conditions are used with a standard observer (set of equations to standardize the sensitivity of a standard person for perceiving color spectra, and a standard illuminant, light source spectra). For purposes of this invention, a two degree observer is assumed and a D50 light source, but other light sources may be used such as incandescent and fluorescent. Various pieces of equipment may be used for the measurement of color. One skilled in the art would use a spectrophotometer which is a device that will emit a standard light source, like D65, to the sample through a specific aperture and record the reflected spectra, preferably where the gloss angle is excluded. This spectra is then converted to an LCh color.
using standard observed curves like a 2 degree or 10 degree standard observer. Potential measurement devices include, but should not be limited to, an Ocean Optics’ US4000 fiber optic spectrophotometer or a Datalogic Microflash integrating sphere spectrophotometer. It is important to make sure that the device’s aperture covers the entire measurement surface and that no light is allowed to either leave or enter the measurement area. If elements of an applicator can be separated and massed together, then a large aperture device can be used to characterize color whereby multiple bristles, for instance, are massed together to form an opaque pile whose color is then measured. This requires no color change be imparted to the applicator elements being measured (i.e., whitening caused by bending or deformation). Alternatively, a very small aperture device can be used to measure the LCh color directly on an applicator surface so long as source light is not lost from the sample (i.e., through gaps between the object surface and measurement device).

In the present invention, at least one part of the applicator (i.e. the protrusions, the core, the stem) is comprised of at least one chromatic color having a luminance value of greater than about 10; a chroma value of greater than about (22-0.22 L); and a hue value of from about 0 to about 360. Specifically, the protrusions or stem or core comprise at least one chromatic color having a luminance value of greater than about 15; a chroma value of greater than about (22-0.22 L) and a hue value of from about 0 to about 360. More specifically, the protrusions or stem or core comprise at least one chromatic color having a luminance value of greater than about 20; a chroma value of greater than about (22-0.22 L) and a hue value of from about 0 to about 360. More specifically, the protrusions or stem or core comprise at least one chromatic color having a luminance value of greater than about 25; a chroma value of greater than about (22-0.22 L) and a hue value of from about 0 to about 360.

The protrusions or stem or core of the present invention may also comprise two or more chromatic colors each having a luminance value of greater than about 10; a chroma value of greater than about (22-0.22 L); and a hue value of from about 0 to about 360. The multiple chromatic colors may be on separate portions of the protrusions or stem or core or on the same protrusion or stem or core.

The chromatic color of the stem may be the same chromatic color as the protrusions and/or core, or the chromatic color of the stem may be a different color than the protrusions and/or core. The stem may also be a non-chromatic color.

Also, the handle may be comprised of at least one chromatic color having a luminance value of greater than about 10; a chroma value of greater than about (22-0.22 L); and a hue value of from about 0 to about 360. The chromatic color of the handle may be the same color as the protrusions and/or core and/or stem or the chromatic color of the handle may be a different chromatic color than the protrusions and/or core and/or stem.

Further, the container may be comprised of at least one chromatic color having a luminance value of greater than about 10; a chroma value of greater than about (22-0.22 L); and a hue value of from about 0 to about 360. The chromatic color of the container may be the same chromatic color as the protrusions and/or the core and/or the stem and/or the handle or the color of the container may be a different chromatic color than the protrusions and/or the core and/or the stem and/or the handle.

The secondary packaging may be comprised of at least one chromatic color having a luminance value of greater than about 10; a chroma value of greater than about (22-0.22 L); and a hue value of from about 0 to about 360. Preferably, the secondary packaging is at least partially transparent or translucent.

An additional aspect of the cosmetic display system of the present invention includes a design where the handle, the container, and the protrusions are comprised of at least one color having a luminance value of greater than about 10; a chroma value of greater than about (22-0.22 L); and a hue value of from about 0 to about 360. Further, the colors of the protrusions, handle, and container may all be the same.

The various components of the cosmetic display system may be of matching or contrasting colors as defined herein. For example, the bristles and core may be contrasting colors; the bristles and stem may be contrasting colors; the stem and core may be contrasting colors; the bristles and secondary package may be contrasting colors; the core and secondary package may be contrasting colors; the stem and secondary package may be contrasting colors; the handle and container may be contrasting colors; the handle and stem may be contrasting colors; etc. Likewise, the bristles and core may be matching colors; the bristles and stem may be matching colors; the stem and core may be matching colors; the bristles and secondary package may be matching colors; the core and secondary package may be matching colors; the stem and secondary package may be matching colors; the handle and container may be matching colors; the handle and stem may be matching colors; etc.

Preferred protrusions of the present invention have the following LCh values: pink bristles: L=39.90; C=38.43; h=332.11; yellow bristles: L=79.57; C=88.74; h=87.78; black bristles: L=14.96; C=0.133; h=339.90; red bristles: L=29.37; C=39.80; h=20.05; green bristles: L=47.35; C=65.45; h=157.66.

The applicator may comprise multiple stems for example, but not limited to, an applicator with two application surfaces where there are two stems projecting from two opposing ends of a cylindrical handle. Alternatively, multiple applicators may be sold together where one or more of them contains color at the distal end. There can optionally be more than one container packaged in the cosmetic display system.

The brush of the present invention can be made by using a variety of techniques known in the art such as assembly of stacked disks, layer additive photocuring of suitable materials (for example stereolithography (SL)), or single/multiple part “injection molding.” Particularly, injection molding is, in essence, a process wherein molten plastic is deposited under pressure, or injected, into a closed form having a cavity of a desired shape, to fill the cavity, then cooled to solidify in the cavity, and then released from the cavity. One skilled in the art will appreciate that using the injection molding process, it is possible to form virtually any desired configuration of the protrusions, including the selected protrusions of the present invention. In addition, the injection molding technique allows one to control the length of individual protrusions, so that trimming of the finished brush may not be needed in order to form a certain cross-sectional profile of the brush.

The brush of the present invention, having discrete protrusions, can be made by an injection-molding process, for example using a multi-component molding injection machine. First, a hollow stem can be provided. The hollow
stem can be made from any suitable material, for example, plastic or resin such as polypropylene, and may include any suitable thermoplastic or thermosetting materials. The hollow stem can be formed by injection-molding or any other means known in the art. The hollow stem may comprise any suitable shape in its cross-section perpendicular to the major axis, for example, cylindrical, rectangular, triangular, circular, polygonal, or any combination thereof, or any other shape, including irregular geometric shape.

Then, the stem can be disposed in an injection-molding form comprising a plurality of protrusion-forming channels. The protrusion-forming channels are disposed so that their entrances abut the hollow stem in predetermined locations in which the protrusions of the brush being constructed should be disposed after the brush has been constructed. The overall configuration and geometry of the protrusion-forming channels corresponds to the desired overall geometry and configuration of the brush being made. Each of the protrusion-forming channels terminates with an end and has a predetermined length. Depending on the size and length of the protrusion-forming channels, the protrusion-forming channels can be made by any means known in the art, for example using conventional drilling techniques, laser, chemical erosion, wire electrical discharge machine (EDM), or any other suitable means. The protrusion-forming channels can be formed, for example, by a plurality of coated plates disposed consecutively adjacent to one another, wherein mutually adjacent plates have surface patterns that form, in combination, a desired profile of the protrusion-forming channels.

In the next step, a second moldable material having a predetermined color can be injected, under pressure, into the hollow stem, to form the protrusions. The second moldable material can comprise the material identical to the first moldable material, or, alternatively, may differ therefrom, including in color. Only for the purposes of example, the second moldable material can comprise any suitable thermoplastic elastomer (TPE), such as, for example, styrene-ethylene-butylene-styrene (SEBS) block copolymer. In the described embodiment of the process, the pressure under which the second moldable material is injected should be sufficient to capture the hollow stem and form perforations in locations corresponding to the protrusion-forming channels and further to fully fill the protrusion-forming channels with the second moldable material so that the second moldable material assumes the shape of the protrusion-forming channels. These perforations formed in the stem serve, in effect, as spinners for the second moldable material. The second moldable material that fills, under pressure, the selected protrusion-forming channels forms the selected protrusions that have external depressions described herein above, the depressions being a "negative" of the protruberances of the selected protrusion-forming channels.

After the second moldable material solidify in the protrusion-forming channels, the brush comprising the stem and the plurality of protrusions extending therefrom can be released from the injection machine. If the plurality of plates is used to form the protrusion-forming channels, the plates can be moved apart from one another, thereby releasing the formed protrusions.

If desired, an optional step of injecting a third moldable material into the hollow stem to fill the stem, can be used. When the process is completed, the protrusions are securely bound to the third material that has filled the stem. The third moldable material can comprise a material identical to at least one of the first moldable material or the second moldable material, or can be chosen to be different from either the first moldable material or the second moldable material.

This exemplary, non-limiting method of forming the applicator allows one to easily construct the applicator wherein the stem and the protrusion are formed of different colors.

The process of making the applicator as well as preferred brush types are described in U.S. Publication No. 2006/0070635 A1; WO 02/03831 A1; German patent application DE 10201635.6; German patent application DE 10212701.8; German patent application 10221869.2; U.S. Pat. No. 4,993,440; U.S. Pat. No. 5,762,432; U.S. Publication No. 2003/0163884 A1; U.S. Publication No. 2006/056903 A1; U.S. Publication No. 2006/002758 A1; European Patent No. EP 01157632 B1; European Publication No. EP 01454561 A1; U.S. Pat. No. 6,591,842.

The dimensions and values disclosed herein are not to be understood as being strictly limited to the exact numerical values recited. Instead, unless otherwise specified, each such dimension is intended to mean both the recited value and a functionally equivalent range surrounding that value. For example, a dimension disclosed as "40 mm" is intended to mean "about 40 mm."

All documents cited in the Detailed Description of the Invention are, in relevant part, incorporated herein by reference; the citation of any document is not to be construed as an admission that it is prior art with respect to the present invention. To the extent that any meaning or definition of a term in this document conflicts with any meaning or definition of the same term in a document incorporated by reference, the meaning or definition assigned to that term in this document shall govern.

While particular embodiments of the present invention have been illustrated and described, it would be obvious to those skilled in the art that various other changes and modifications can be made without departing from the spirit and scope of the invention. It is therefore intended to cover in the appended claims all such changes and modifications that are within the scope of this invention.

What is claimed is:

1. A cosmetic display system comprising an applicator and a secondary package structured to house the applicator, wherein the applicator comprises:
   (a) a substantially longitudinal core having two opposite ends;
   (b) a plurality of protrusions attached to and surrounding the core between the ends thereof; and
   (c) a substantially longitudinal stem having a proximal end and a distal end, the stem being attached to the core at the distal end, wherein at least one of the plurality of protrusions, the core, and the stem comprises a chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360, and wherein at least one of the plurality of protrusions and the core are contrasting colors relative to the stem.

2. The cosmetic display system of claim 1, further comprising a container structured to house a cosmetic product and accept the applicator.

3. The cosmetic display system of claim 2, wherein the secondary package is structured to house the applicator and
the container such that the applicator and the container are displayed separately in the secondary package.

4. The cosmetic display system of claim 1, wherein at least one of the core and the plurality of protrusions comprises at least one chromatic color having a luminance value of greater than about 15, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

5. The cosmetic display system of claim 1, wherein at least one of the core and the plurality of protrusions comprises at least one chromatic color having a luminance value of greater than about 20, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

6. The cosmetic display system of claim 2, wherein the stem is comprised of at least one chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

7. The cosmetic display system of claim 6, wherein the chromatic color of the stem is the same as the chromatic color of at least one of the core and the plurality of protrusions.

8. The cosmetic display system of claim 6, wherein the chromatic color of the stem is different from the chromatic color of at least one of the core and the plurality of protrusions.

9. The cosmetic display system of claim 1, wherein the applicator has a handle comprised of at least one chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

10. The cosmetic display system of claim 9, wherein the chromatic color of the handle is the same as the color of at least one of the core and the plurality of protrusions.

11. The cosmetic display system of claim 9, wherein the chromatic color of the handle is different from the color of at least one of the core and the plurality of protrusions.

12. The cosmetic display system of claim 2, wherein the container is comprised of at least one chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

13. The cosmetic display system of claim 12, wherein the chromatic color of the container is the same as the color of at least one of the core, the plurality of protrusions, and the handle.

14. The cosmetic display system of claim 12, wherein the chromatic color of the container is contrast color relative to the color of at least one of the core, the plurality of protrusions, and the handle.

15. The cosmetic display system of claim 1, wherein the core is comprised of at least one chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

16. The cosmetic display system of claim 15, wherein the chromatic color of the plurality of protrusions is contrast relative to the chromatic color of the core.

17. The cosmetic display system of claim 1, wherein the plurality of protrusions comprise at least two contrasting chromatic colors.

18. The cosmetic display system of claim 1, further comprising at least one magnifying element structured to magnify at least a portion of the applicator.

19. The cosmetic display system of claim 1, wherein the secondary package and at least one of the core and the plurality of protrusions comprises contrasting colors.

20. The cosmetic display system of claim 1, wherein the secondary package and at least one of the core and the plurality of protrusions comprises matching colors.

21. A cosmetic display system comprising an image of an applicator displayed on a secondary package to house the applicator,

wherein the image comprises a depiction of an applicator including:

(a) a substantially longitudinal core;
(b) a plurality of protrusions extending from and surrounding the core; and
(c) a substantially longitudinal stem attached to the core,

wherein at least one of the plurality of protrusions and the core comprise a chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360, and wherein at least one of the plurality of protrusions and the core comprise contrasting colors relative to the stem.

22. The cosmetic display system of claim 21, wherein the image comprises a depiction of a container structured to house a cosmetic product and accept the applicator.

23. The cosmetic display system of claim 22, wherein the image depicts the applicator and the container displayed separately.

24. The cosmetic display system of claim 21, wherein the image depicts at least one of the core and the plurality of protrusions comprising at least one chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

25. The cosmetic display system of claim 21, wherein the image depicts at least one of the core and the plurality of protrusions comprising at least one chromatic color having a luminance value of greater than about 20, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

26. The cosmetic display system of claim 22, wherein the image depicts the stem comprised of at least one chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

27. The cosmetic display system of claim 26, wherein the image depicts the stem having the same chromatic color as the chromatic color of at least one of the core and the plurality of protrusions.

28. The cosmetic display system of claim 26, wherein the image depicts the stem having the chromatic color different from the chromatic color of at least one of the core and the plurality of protrusions.

29. The cosmetic display system of claim 21, wherein the image depicts the applicator having a handle comprised of at least one chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

30. The cosmetic display system of claim 29, wherein the image depicts the handle having the same chromatic color as the color of at least one of the core and the plurality of protrusions.
31. The cosmetic display system of claim 29, wherein the image depicts the handle having the chromatic color different from the color of at least one of the core and the plurality protrusions.

32. The cosmetic display system of claim 22, wherein the depiction of a container comprises at least one chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

33. The cosmetic display system of claim 22, wherein the image depicts that the container has the same chromatic color as the color of at least one of the core, the plurality of protrusions, and the handle.

34. The cosmetic display system of claim 22, wherein the image depicts that the container has the chromatic color different from the color of at least one of the core, the plurality of protrusions, and the handle.

35. The cosmetic display system of claim 21, wherein the image depicts the core comprised of at least one chromatic color having a luminance value of greater than about 10, a chroma value of greater than about (22-0.22 L), and a hue value of from about 0 to about 360.

36. The cosmetic display system of claim 25, wherein the image depicts that the chromatic color of the plurality of protrusions is different from the chromatic color of the core.

37. The cosmetic display system of claim 21, wherein the image depicts the plurality of protrusions comprised of at least two different chromatic colors.

38. The cosmetic display system of claim 21, wherein the secondary package and the depiction of at least one of the core and the plurality of protrusions comprise contrasting colors.

39. The cosmetic display system of claim 21, wherein the secondary package and the depiction of at least one of the plurality of protrusions and the core comprise matching colors.

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