

Title (en)
ADVERTISING SAMPLER AND METHOD OF MANUFACTURE

Publication
EP 0263327 A3 19900214 (EN)

Application
EP 87113420 A 19870914

Priority
US 91707986 A 19861008

Abstract (en)
[origin: EP0263327A2] A thin, paper sheet cosmetic advertising sampler (10) formed from a continuous web, comprising a paper sheet having printed advertising thereon referring to a cosmetic advertised product; small sampling area on the sheet which has a smooth non-porous impermeable surface on which material can be deposited, and which will prevent bleed-through; a thin, dry, cohesive and applicable transfer layer film (24, 27, 30) of a powder bearing cosmetic material which lightly adheres to the smooth non-porous surface without bleeding through the paper, and accurately matches the color and to some degree general characteristics of the cosmetic product referred to in the printed advertising; a transfer layer (24, 27, 30) having a thickness slightly greater than that of the paper sheet, and adhering slightly to the smooth surface of the sampling area such that a light rub from a receiving surface will cause the layer to leave the smooth surface of the sampling area and to stick to the receiving surface, and from which it is readily spreadable onto the skin of the user; a cover sheet (16) integrally connected to the paper sheet so as to overlie the top surface of the transfer layer (24, 27, 30) and away from which it can be readily moved to provide access to the transfer layer surface; and the cover sheet (16) surface adjacent the transfer layer top surface being sufficiently smooth to preclude adherence to the dry transfer layer surface when they come into contact, so as not to disturb the transfer layer surface.

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