

Title (en)

PACKAGE WITH EXTERNAL SENSORY ELEMENTS

Title (de)

VERPACKUNG MIT ÄUSSEREN SENSORELEMENTEN

Title (fr)

EMBALLAGE DOTÉ D'ÉLÉMENTS SENSORIELS EXTERNES

Publication

EP 2403773 A1 20120111 (EN)

Application

EP 10707970 A 20100219

Priority

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- US 15735809 P 20090304

Abstract (en)

[origin: WO2010100579A1] A novel razor cartridge package for storing razor cartridges is disclosed where the package comprises at least one sensory element (12) incorporated onto an exterior surface of the cartridge package. The sensory elements include stimuli to one or more senses: visual, touch, olfactory, auditory, taste, and combinations thereof. The exterior package sensory elements or stimuli may correspond to characteristics and/or indicia of use of the razor cartridges and thus assist in communicating these characteristics and/or uses of the razor cartridge to a user to enhance or improve the shaving experience.

IPC 8 full level

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CPC (source: EP)

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Citation (search report)

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DOCDB simple family (publication)

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