

(19)



Europäisches Patentamt
European Patent Office
Office européen des brevets



(11) Publication number:

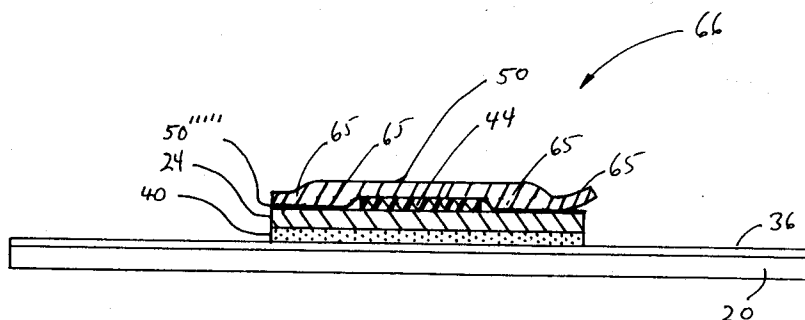
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(12)

EUROPEAN PATENT APPLICATION(21) Application number: **92112157.0**(51) Int. Cl.⁵: **B65D 75/30, G09F 5/04, A45D 37/00**(22) Date of filing: **16.07.92**(30) Priority: **16.07.91 US 730653****Woburn Massachusetts 01888-1799(US)**(43) Date of publication of application:
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A-6020 Innsbruck(AT)(54) **Perfume samplers and process for their manufacture.**

(57) Label-like, hermetically-sealed perfume pouch samplers with artwork on their top surface and a pressure sensitive adhesive bottom surface. The adhesive bottom surface may be employed to attach the pouch labels to pages of a magazine or other mailer, providing an efficient method of mass distribution of perfume samples. The fragrance is stored in a perfume-releasing article such as an

ultraviolet radiation-cured perfume-doped polymer, surrounded by two perfume impervious sealed barrier layers. There is disclosed a method of manufacturing the perfume pouch labels on a support web that can be wound onto rolls from which the pouch labels may be readily released and applied rapidly and precisely to advertising pages.

Fig. 3

BACKGROUND OF THE INVENTION

The field of this invention is distribution systems for sampling perfume, particularly sample pouches designed to carry small amounts of perfume for advertising purposes, for example as inserts in fashion magazines or as point-of-purchase samplers.

Compositions and devices designed to distribute a "sample" amount of a fragrance to potential customers are known. These known devices generally hold a perfume sample in a magazine where they either emit the fragrance continuously or contain the perfume in a fragile package. However, each of the known devices has some disadvantage which may include high cost, inadequate rate of and/or premature release of fragrance, difficulty in forming and maintaining a desired shape, or difficulty in preserving the quality of the fragrance in the sampling device.

One established device for sampling perfume delivered in magazines is known in the trade as the "Scent Strip". The process for making these devices involves microencapsulation of the fragrance in a manner similar to the microencapsulation of inks in carbonless forms. One drawback of these microcapsules is that they are fragile and tend to burst during shipping and handling of the magazines, resulting in unintentional release of fragrance.

Processing conditions for making devices which encapsulate perfume, such as heat, pressure, and chemical agents may make it difficult to maintain the integrity of the desired fragrance within the device. These disadvantages have led to a continuing search for improvements in fragrance-sample containers or devices.

When used in conjunction with a mailed article such as a magazine, a perfume pouch must remain firmly secured during transport. Firm adherence ensures that the pouch will actually reach the user. Further, it must remain sealed until opened by the user, to protect the user from unwanted release of fragrance. Of course, a good seal protects the perfume from leakage or contamination that could degrade the fragrance and quality of the pouch itself.

One possible method of securing a perfume emitting article to the page of a mailer is by an adhesive layer on the bottom side of the article. However, many known fragrances or perfumes used in conjunction with perfume emitting devices, especially oil based fragrances, can migrate to and/or through the adhesive layer that attaches the article to its position on a surface. The fragrance oil can mix with the adhesive considerably reducing the internal strength of the adhesive as well as degrading the fragrance in the containing device.

Fragrance oils can also "bleed through" to the mailer page.

A recent development in the technology of fragrance sampling is the perfume patch disclosed in U.S. Patent No. 4,880,690, assigned to the assignee of the present invention, and whose disclosure is incorporated herein by reference to that patent. The perfume patch of that patent includes a barrier layer to prevent migration of the fragrances to an adhesive layer that attaches the patch to its position on a surface, such as the skin of a wearer or a page of a magazine, thereby preserving the internal strength of the adhesive and preventing unintentional release of fragrance.

However, neither that patent nor any other prior art known teaches an inexpensive, tightly-sealed fragrance sampler which can be manufactured readily, shipped, and handled without premature release of fragrance, then peeled for a sampling of the fragrance. The prior art also does not teach a mailable perfume pouch sampler of that type which also has artwork on its top surface, and which can be readily and precisely applied to a magazine page so as to become a part of the larger artwork on the magazine page.

Accordingly, it is an object of the invention to provide a tightly sealed and well-constructed mailable perfume pouch and pouch label containing fragrance oil without degrading the fragrance oil or the quality of the fragrance emitted.

Another object of the present invention is to provide a tightly sealed perfume pouch label that will not rupture or leak perfume during transport or handling.

Yet another object of the present invention is to provide a perfume pouch label that will remain firmly attached to a mailer or other surface during transport and handling so that a potential purchaser of the perfume can open the pouch label and sample the perfume.

Also another object of the present invention is to provide a well-sealed perfume pouch label whose perfume-containing member can be removed from a magazine and sampled.

Still another object of the present invention is to provide an efficient and economical method of manufacturing a well-sealed perfume pouch label with artwork on its top surface and which can be readily applied to a surface such as a magazine page.

A further object of the present invention is to provide an inexpensive means to entice potential perfume customers to sample perfume.

Yet another object of the invention is to provide a perfume containing pouch label that offers an advertiser more creativity in allowing the pouch label to be printed and die cut to match or become part of the advertising art.

Still another object of the invention is to provide an inexpensive yet effective means for disseminating sample quantities of perfume through the mail and/or as a magazine insert in a structure which can be opened to release the fragrance.

SUMMARY OF THE INVENTION

The present invention is a tightly-sealed, peelable perfume pouch label which includes a pressure sensitive adhesive back and a process for manufacturing such pouch label which facilitates its attachment to a magazine or other mailer. The pouch label (or pouch if no pressure-sensitive adhesive back is included) contains perfume which may be stored in a perfume-doped layer carried between two barrier members which prevent unwanted release or migration of fragrance or its oils. The top barrier member is peelably removable for sampling of the perfume stored within the pouch. Artwork may be provided on a surface of the top barrier member to match or become part of a larger artwork on a magazine page to which the pouch label is attached.

A preferred method of manufacturing the perfume pouch label in accordance with the present invention is a nine zone process. In zone one, a bottom barrier member is continuously laid down onto a continuous web having a releasable adhesive coating. In zone two, perfume is applied to the surface of the lower barrier member, as by zone-coating selected areas with a perfume doped oligomer similar to that taught in U.S. Patent 4,860,690, and then in zone three, the oligomer patches are cured with ultraviolet radiation into patches of perfume-releasing polymer. In zone four, a second layer or top barrier member is deposited on the surface of the web/adhesive/bottom barrier/perfume-doped polymer structure. In zone five, the top and bottom barrier members are heat sealed forming a continuous hermetic sealed area enclosing each perfume doped polymer patch and preferably leaving an unsealed corner of each patch to produce a tab for peeling. In zone six, artwork is printed on the top barrier member. In zone seven, the structure is die cut at areas all around the multiple hermetically-sealed perfume-doped polymer patches. The depth of the cut is up to but not penetrating the support web so as to produce separate sealed perfume pouch labels, with unsealed tabs, affixed to the uncut support web. In zone eight, the waste material outside the perimeters of the perfume pouch labels is stripped away leaving separate pouch labels secured to the support web and having individual "peel-away" tabs. In zone nine, the support web is slit to form strips of desired widths and the strips are wound onto rolls containing perfume

pouches for subsequent machine attachment to surfaces such as pages of magazines.

BRIEF DESCRIPTION OF THE DRAWING

FIG. 1 is a schematic diagram that illustrates the method for manufacturing a finished roll of magazine attachable perfume pouch labels in accordance with a preferred embodiment of the present invention.

FIG. 2 is a top plan view of perfume pouch labels made in accordance with the process shown in FIG. 1 before the support web is slit into strips for roll formation and without showing any artwork on its top surface.

FIG. 3 is a cross-sectional view taken along line 3-3 of FIG. 2 of a perfume pouch label affixed to the support web.

FIG. 4 is a schematic diagram of a portion of the process of forming perfume pouch labels and showing a cross-sectional view of an intermediate product formed when the bottom barrier member is deposited onto the adhesive-coated support web.

FIG. 5 is a top plan view of the intermediate product following application of perfume or perfume containing article to the bottom barrier member.

FIG. 6 is a cross-sectional view taken along line 6-6 of FIG. 5 of the support web/barrier/perfume structure.

FIG. 7 is a cross-sectional view of the intermediate product following application of the top barrier member to the top of the structure.

FIG. 8 is a schematic diagram of a preferred process of sealing the perfume pouch and a cross-sectional view of the intermediate product being heat sealed.

FIG. 9 is a view in perspective of a rotary heat sealing die for sealing the top and bottom barrier members to each other to form a hermetically sealed perfume pouch label.

FIG. 10 is a cross-sectional view of the product after being die cut thereby making separate perfume pouch labels affixed to the uncut support.

FIG. 11 is a cross-sectional view of the product carried by the support web after the matrix outside the perfume-containing areas of the pouch labels has been stripped away leaving separated perfume pouch labels and is similar to a cross section taken along line 11-11 of FIG. 2.

FIG. 12 is a schematic diagram of a perfume pouch label with artwork attached to a magazine for customer viewing and sampling.

DESCRIPTION OF PREFERRED EMBODIMENTS

At the outset, the invention is described in its broadest overall aspects with a more detailed description following. The invention is a tightly-sealed and economical fragrance emitting perfume pouch label or pouch, formed with two barrier members or layers sealed together and optionally readily attachable to most surfaces by an adhesive located directly below the bottom barrier member. Positioned between the barrier members is perfume, preferably in the form of zones or patches of cured perfume-containing oligomer coated onto the top surface of the bottom barrier member. Each barrier member is constructed of materials that are impermeable to outflowing perfume vapors and liquids as well as inflowing oxygen, and yet capable of being sealed together. At least one of the barrier members is peelable and removable from the other barrier layer so as to release the perfume fragrance stored in the pouch.

The top barrier member also may include paper in its upper structure so that artwork can be applied to the paper surface. With creative artistry, the artwork can suggest to the user to detach the pouch label from the mailer and apply the perfume to the skin. Moreover, the bottom barrier member, cured oligomer patches, and adhesive may be transparent and the artwork on the top barrier member may be identical to that on the portion of the page to which the pouch label is attached so that removal of the top barrier member releases the fragrance without disruption or alteration of the artwork seen by the reader.

A preferred use of the perfume pouch label of the present invention is the economical, efficient, and visually stimulating distribution of fragrance samples to the public through placement in various magazines and other consumer articles. The pouch label may be permanently affixed to the consumer article or may be removably attached so that consumers can remove the pouch label or perfume-containing portion of the pouch label from the article and apply the perfume directly to the skin.

A preferred process of manufacturing perfume pouch labels according to the present invention produces a fragrance containing material in individual adhesive, coated, peelable pouch labels in a form suitable for use with high-speed label applicator and insertion equipment. With reference to FIGS. 2,3, and 11, the pouch label 66 sits on a support web 20 which may be wound onto a roll similar to a roll of pressure sensitive labels to facilitate this process of application to surfaces such as pages to be bound into a magazine.

A method for manufacturing the perfume pouch label in accordance with a preferred embodiment of the present invention is a nine zone manufacturing method. The first three zones can be somewhat similar to those disclosed in U.S. Patent No.

4,880,690.

With reference to FIG. 1, which illustrates a preferred manufacturing method, in zone 1 an adhesive coated support web 20 and a barrier member 24 are unwound from rolls 28 and 30 respectively, and are pressed together by passing through nip rolls 34. The support web is preferably made of silicone-coated 30-40# (weight) release paper 20 or silicone-coated Mylar sheet with an adhesive coating 40 on its upper surface and a release coating 36 between the web 20 and the adhesive coating 40 (see FIGS. 3 and 4). The silicone coating 36 (see FIG. 3) on the support web or paper 20 acts as a release liner, allowing clean removal of the adhesive from the support web, thereby resulting in the maintenance of the integrity of the adhesive on the barrier member 24 when the paper 20 is removed during operation of automated label application machinery to apply perfume pouch labels to specific areas of magazine pages or to other surfaces. The barrier member 24 is a thin layer or laminate of material(s) suitable for preventing migration or seepage of perfume to the adhesive, for preventing oxygen from moving inside the pouch, and for hermetically sealing, as by heat, to another member. One preferred barrier member 24 is a laminate of polyethylene 24', nylon 24'', and polyethylene 24'''. The polyethylene 24', 24''' or like material and nylon 24'' in the barrier layer, as used in the present invention, eliminate potential seepage of the perfume to the adhesive layer and the diffusion of oxygen to the inside of the pouch label, which would degrade the integrity of the adhesive and fragrance, respectively. Alternatively, the barrier member 24 may consist of a laminate of "Saran" polyvinylidene dichloride (PVDC) type material ("Saran" is a registered trademark of Dow Chemical & Plastics company), nylon, and polyethylene or any paper and/or polymer laminate having an element such as polyethylene on its top side for heat sealing and having an element which acts as an impervious barrier to fragrance oils and oxygen such as metal foil or "Saran". In one important embodiment of the invention, barrier member 24 is transparent, as is the adhesive 40 transferred from the support web 20 so that the surface to which perfume pouch label 66 is attached may be seen through the barrier member 24. The barrier member 24 may in some applications consist of a single layer such as Saran (PVDC) material.

Roll 30 feeds the barrier member 24, while roll 28 feeds the silicon coated 30-40# paper support web 20 with the adhesive 40 on its top surface, through the nip rolls 34. (The support web 20 preferably already contains an adhesive before unwound from the roll 28 in zone 1). FIG. 4 shows the support web/barrier member structure 38 after passage through nip rolls 34, with adhesive 40 lodged

between the barrier member 24 and the silicone coating 36 on the support web 20.

In zone 2 of the process shown in FIG. 1, the top surface of the member 24 (hereafter referred to as the bottom barrier member 24) is zone-coated, as to a thickness of 0.001 - 0.005 inches, with perfume-doped oligomer using a suitable applicator 42 such as a gravure coater, screen coater, or glue applicator apparatus. The oligomer and the method for its preparation and curing may be as disclosed in U.S. Patent No. 4,880,690, and the perfume or fragrance may be dispersed in the oligomer by stirring. It should be noted, however, that the invention is not limited to the use of perfume doped oligomers; indeed, pure perfume can be dropped onto the structure if there is no need to solidify or cure the perfume-containing medium to solid or semi-solid patches. Figs. 5 and 6 show a number of perfume-doped oligomer patches 44 positioned on the bottom barrier member 24 after coating of the member 24 in zone 2.

In zone 3 of the process shown in FIG. 1, the perfume doped oligomer patches 44 are U.V.-cured into solid polymer patches. This is done through exposure of the perfume doped oligomer patches 44 to ultraviolet radiation, as from U.V. lamp 45 positioned above the bottom barrier member 24 being drawn through the perfume pouch-making apparatus of FIG. 1. This contains the perfume in a solid polymer matrix to prevent inadvertent physical transfer of perfume to other surfaces after the pouch label is peeled during use. A variation in zone 2 can be the application of drops of perfume oil, or a perfume sponge, or an article with microcapsules of perfume, or any flat article ("chip") impregnated with or containing perfume, instead of the perfume doped oligomer in which case no curing (zone 3) is required.

In zone 4 the process shown in FIG. 1, a top barrier member 50 is added to the support web/polymer-coated bottom barrier member structure 52. The top barrier member 50 is fed from a roll 54 and is passed with the structure 52 through nip rolls 56 which press the member 50 and the structure 52 together to form intermediate structure 60. A preferred embodiment of the top barrier member 50 (FIG. 7) is a laminate of paper 50', polyethylene 50'', metal foil 50''' and polyethylene 50'', coated with a low melt temperature polymer 50'''' such as EVA (ethylene vinyl acetate) or an ionomer with paper forming the top surface so that printing may later be applied. FIG. 7 shows the intermediate product 60 after passage through the rolls 56 of zone 4 wherein the top barrier member 50 lies above the multiple cured polymer patches 44 positioned on the surface of the bottom barrier member 24 which in turn is adhered to the support web 20.

In zone 5 of the process shown in FIG. 1, the multiple layered, perfume-doped polymer structure 60 of FIG. 7 is heat-sealed. As shown in FIG. 8, the structure 60 may be heat-sealed with a rotary heat sealing die 64 (FIG. 9), which results in a continuous hermetic seal 65 (also see FIG. 2 and FIG. 3) around each perfume-doped polymer patch 44. Preferably the die 64 has spaced recesses 63 so as to leave a corner of each perfume pouch label 66 unsealed to facilitate later removal of its top barrier member 50. In FIG. 2, the sealed areas 65 (remaining after matrix-stripping in zone 8) are shown shaded for illustration purposes and the perfume-doped polymer patches 44 are drawn in phantom. The heat-sealing die 64 uses heat and pressure to fuse the top and bottom barrier members 50 and 24 via the low melt temperature coating 50'''' applied to member 50. At this stage, the hermetic seal 65 covers the entire area of the web excluding the corners left unsealed by the die recesses 63.

In zone 6 of the process shown in FIG. 1, artwork is printed on the paper surface 50' of the top barrier member 50 of the perfume pouch labels 66 by a printer 68. Any suitable printing process, such as flexographic, rotary letterpress, or roto-gravure, may be utilized.

In zone 7 of the process shown in FIG. 1, the multiple-layered, perfume-doped polymer sealed-pouch label structure 70 from zone 6 is die cut by means of dies 74 to allow removal of excess material 78 and to further separate individual perfume pouch labels. The depth of the cuts 72 are up to but not penetrating the support web 20 of the structure 70. The cuts 72 are made in the spaces surrounding the multiple hermetically sealed perfume doped polymer patches and include a small unsealed area 81, thereby creating a tab which may be used to release the fragrance. Those skilled in the art know this technique as "kiss cutting". Since the support web 20 is not cut, the entire structure is held together for processing in subsequent zones.

In zone 8 and in the portion of zone 7 downstream of the dies 74 of the process shown in FIG. 1, the matrix 78, around the perfume doped polymer pouch labels 66 is stripped away. As shown in FIG. 10 by the empty spaces, the matrix 78 consists of the portions of the top and bottom barrier members 50 and 24 which surround the area of each perfume pouch label 66 and the underlying adhesive layer 40. After the matrix 78 is pulled away, (the matrix 78 may be wound on roll 80 and then discarded), separate raised areas of perfume pouch labels 66 remain as shown in FIGS. 3 and 11. As indicated in FIG. 2, an unsealed corner 81 of each perfume pouch label 66 is included in each pouch label to facilitate later sampling of the per-

fume contained in the pouch.

In zone 9 of the process shown in FIG. 1, the support web 20 containing the manufactured perfume pouch labels 66 is slit as by a rotary knife 82 to form strips such as the strips 83 and 84 containing one or more rows of pouch labels 66. Each strip (two being shown in FIG. 1) is then wound onto a roll such as the rolls 86 and 88, as shown in FIG. 1, thereby completing the method of manufacture.

FIG 2 shows the finished product resulting from these operations before the support web 20 is slit and the resulting strips 83 and 84 are wound onto rolls 86 and 88. The perfume pouch labels 66 sit upon the support web 20 like pressure sensitive labels. This product configuration readily permits high speed application from the rolls 86 and 88 to magazine pages during or before binding of the magazine. Because of the release liner of the support web 20, the pouch labels 66 can be readily transferred from the web 20 onto a properly positioned page by rapidly drawing the web over a support roller which turns the web to move at a substantial angle (e.g., ninety degrees) to its original direction. Suction may also be employed to aid in transfer of the labels.

As shown in FIG. 12, the perfume pouch label 66 with artwork 90 on its top barrier member, is firmly attached by the adhesive 40 to an advertisement 92 of a magazine page. A reader may sample the perfume in the perfume pouch label by peeling the top barrier member 50 from the pouch, allowing the perfume vapors or fragrance to emanate from the perfume patch of the pouch label.

One alternative method of forming perfume pouch labels according to this invention is to seal perfumes or fragrance oils between barrier members without utilizing oligomer. For this embodiment, no curing (zone 3) is required; however, the perfume may be somewhat more likely to transfer to other surfaces (e.g. adjoining page of magazine) during subsequent use.

Another alternative embodiment is to eliminate the silicone coated paper and adhesive so as to produce individual pouches instead of pouch labels. These pouches could be used as samplers, and would be suitable for direct insertion into magazines by the later application of adhesive; this is known in the trade as "tipping on". If used as individual samplers, the pouches can be stacked and shrink-wrapped in quantities of, for example, 1000 pouches rather than being wound onto rolls as are the pouch labels.

In another embodiment, oligomer patches are bound to the inside (bottom) surface of the top barrier member of each pouch label instead of, or in addition to, the oligomer patches attached to the inside (top) surface of the bottom barrier member. A fragrance layer then remains with the top barrier

member when peeled, and this can be removed from the mailer or magazine. Fabrication of this embodiment would involve applying perfume to the inside (bottom) surface of the top barrier member (and curing the oligomer if used) prior to nipping together and sealing the top and bottom barrier members in zones 4 and 5 (FIG. 1)

An alternative packaging method is to seal the top and bottom barrier members or films with a pressure sensitive adhesive or other adhesive, thereby eliminating the necessity of heat sealing. This method is effective, however, only with adhesives which prevent the fragrance from escaping through the adhesive seal over a period of time.

The perfume pouch and pouch label of the present invention is further described with reference to the following non-limiting example:

EXAMPLE

A roll of about 1500 perfume pouch labels was prepared utilizing as a starting material a silicone coated release liner 20 from James River Corporation consisting of 30# paper coated on one side with silicone and a generic pressure-sensitive acrylic-adhesive layer 40. A laminate of polyethylene 24', nylon 24'', polyethylene 24''', (total thickness about 0.003 inch, with nylon comprising about 10% of thickness) from James River Corporation was laid down on the silicone and adhesive coated release liner 20. A fragrance-doped polyurethane having a thickness of about 0.0015 inches containing a polyurethane oligomer (see Example in U.S. patent 4,880,690 for manufacture of oligomer) was printed onto the top surface of laminate 24. The fragrance-doped polyurethane consisted of, by weight, about 73% oligomer, 25% Calvin Klein Obsession fragrance, and 2% photoinitiator (Irgacure 651 from Ciba-Geigy Corporation of Hawthorne, New York). The oligomer patches were cured by ultraviolet radiation during travel (at web speed of about 80 feet per minute) past a lamp providing radiation at an intensity of about 200 watts per inch. A top barrier film 50 about 0.004 inches thick from American Packaging Corporation and consisting of a laminate of 26# paper 50', polyethylene 50'', aluminum foil (0.0003 inch thick) 50''', and polyethylene 50''''', coated with the low melting temperature polymer EVA (ethylene vinyl acetate) 50'''''' was applied to the top surface of the structure. The top and bottom laminates 50 and 24 were heat sealed with a rotary die, printed with single color text, then die cuts were made and the matrix 78 was peeled away. About 1500 units of the finished pouch labels were wound for storage onto a twelve-inch diameter roll with three-inch core. The pouch labels were later successfully transferred from the roll to magazine pages, utilizing

standard label transfer machinery.

While the foregoing invention has been described with reference to its preferred embodiments, it is not limited to such forms. For example, the printing performed in zone 6 can be performed earlier in the process, e.g. prior to heat-sealing, or as a separate operation in preparing the top barrier member wound onto and supplied as a roll 54. The invention includes all embodiments and their equivalents within the scope of the appended claims.

Claims

1. A pouch for use in the sampling of fragrances comprising:
 - (a) a bottom barrier member for providing bottom containment for fragrance;
 - (b) a top barrier member hermetically joined to said bottom barrier member to form a fragrance impermeable enclosure;
 - (c) means for releasing fragrance contained within the enclosure; and
 - (d) means for separating said top barrier member from said bottom barrier member to enable the fragrance to be sampled.
2. The pouch according to claim 1 wherein said means for releasing fragrance comprises a fragrance-doped polymer patch within the enclosure and attached to one of said barrier members.
3. A pouch label for use in the sampling of fragrances comprising:
 - (a) a bottom barrier member for providing bottom containment for fragrance, said member having an adhesive coating on its lower surface;
 - (b) a top barrier member hermetically joined to said bottom barrier member to form a fragrance impermeable enclosure;
 - (c) means for releasing fragrance contained within the enclosure; and
 - (d) means for separating said top barrier member from said bottom barrier member to enable the fragrance to be sampled.
4. The pouch or pouch label according to any claim of claims 1 - 3 wherein said top barrier member comprises a laminate including a layer of paper on its upper surface, said paper layer having artwork printed thereon.
5. The pouch or pouch label according to any claim of claims 1 - 4 wherein said means for separating said top member is a tab formed by a corner of said top barrier member which is not hermetically sealed to said bottom barrier

member.

6. A method of distributing fragrance samples so that the fragrance can be easily sampled comprising:
 - providing fragrance pouch labels, each including a top barrier member which prevents leakage of fragrance and has artwork on its top surface, a bottom barrier member which prevents leakage of fragrance, and fragrance, the two barrier members being hermetically sealed to contain the fragrance between inner surfaces thereof, and an adhesive layer on the exposed side of the bottom barrier member, the adhesive allowing for the attachment of the pouch label to a surface; and
 - delivering the pouch labels so provided to samplers so that the top barrier member can be removed from the pouch label to allow release of fragrance vapors.
7. The method of distributing fragrance samples according to claim 6, wherein said providing and delivering steps include forming said fragrance pouch labels in a spaced array on a support strip, winding said support strip onto a roll, and applying said pouch labels from the roll to surfaces of articles such as pages to be bound into magazines.
8. A method of manufacturing a fragrance pouch label comprising:
 - (a) continuously applying a bottom barrier member onto a support web having an adhesive coating that is releasable to the bottom barrier member, said bottom barrier member being heat sealable to another barrier member and being impervious to oil and fragrance;
 - (b) applying fragrance to selected zones of the upper surface of the bottom barrier member;
 - (c) continuously depositing a top barrier member over the structure resulting from step (b), said top barrier member being heat sealable to the bottom barrier member and being impervious to oil and fragrance;
 - (d) sealing the top barrier member to the bottom barrier member to form continuous hermetic seals enclosing each of said zones to which fragrance has been applied;
 - (e) cutting through selected portions of the top barrier member and the bottom barrier member to the support web;
 - (f) stripping away said cut portions of the top and bottom barrier members surrounding said zones to leave separate fragrance-containing pouch labels held on said sup-

port web; and

(g) collecting said support web containing fragrance pouch labels onto a holder from which individual fragrance pouch labels may later be removed and adheringly applied to surfaces. 5

9. The method according to claim 8, wherein said collecting step comprises:

slitting said adhesive support web to form strips of suitable widths each containing at least one row of fragrance pouch labels; and 10

collecting each of said strips of fragrance pouch labels onto a separate holder, from which individual fragrance pouch labels may later be removed and adheringly applied to surfaces. 15

10. The method according to claim 8 or 9 including, between steps (d) and (e), printing artwork on the top surface of said top barrier member. 20

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Fig. 1

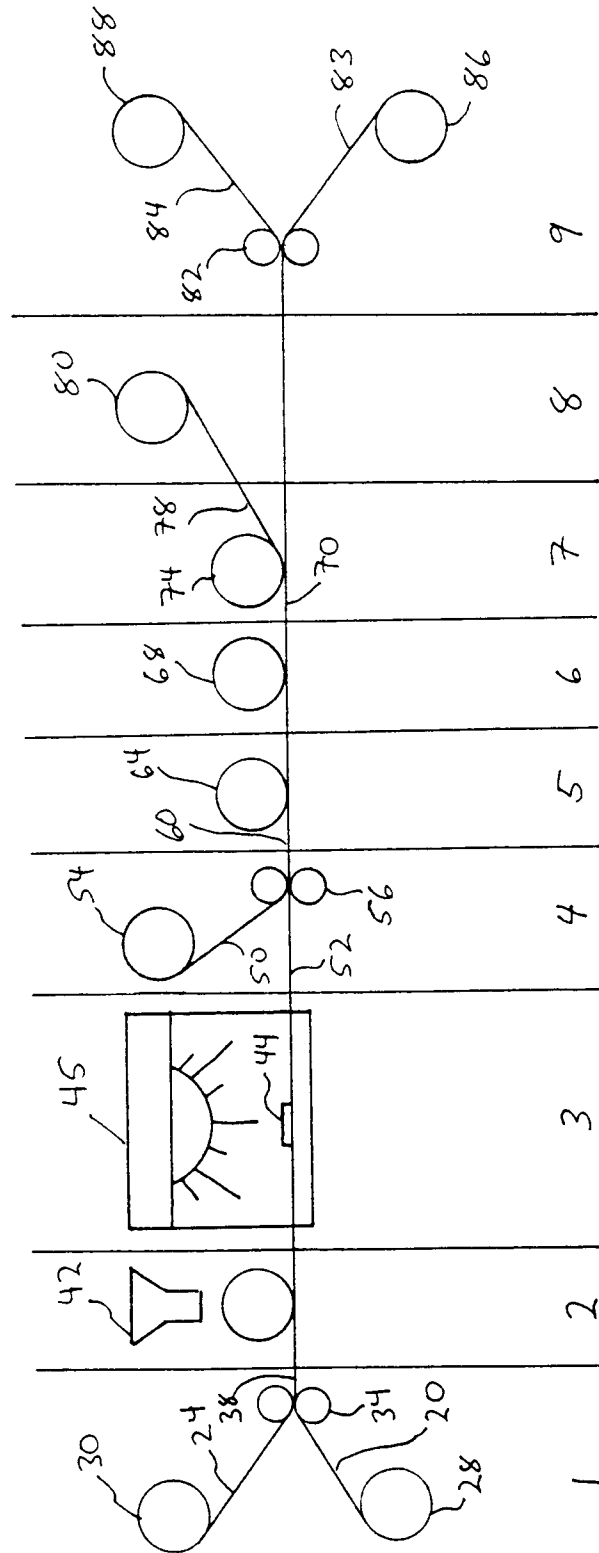


Fig. 2

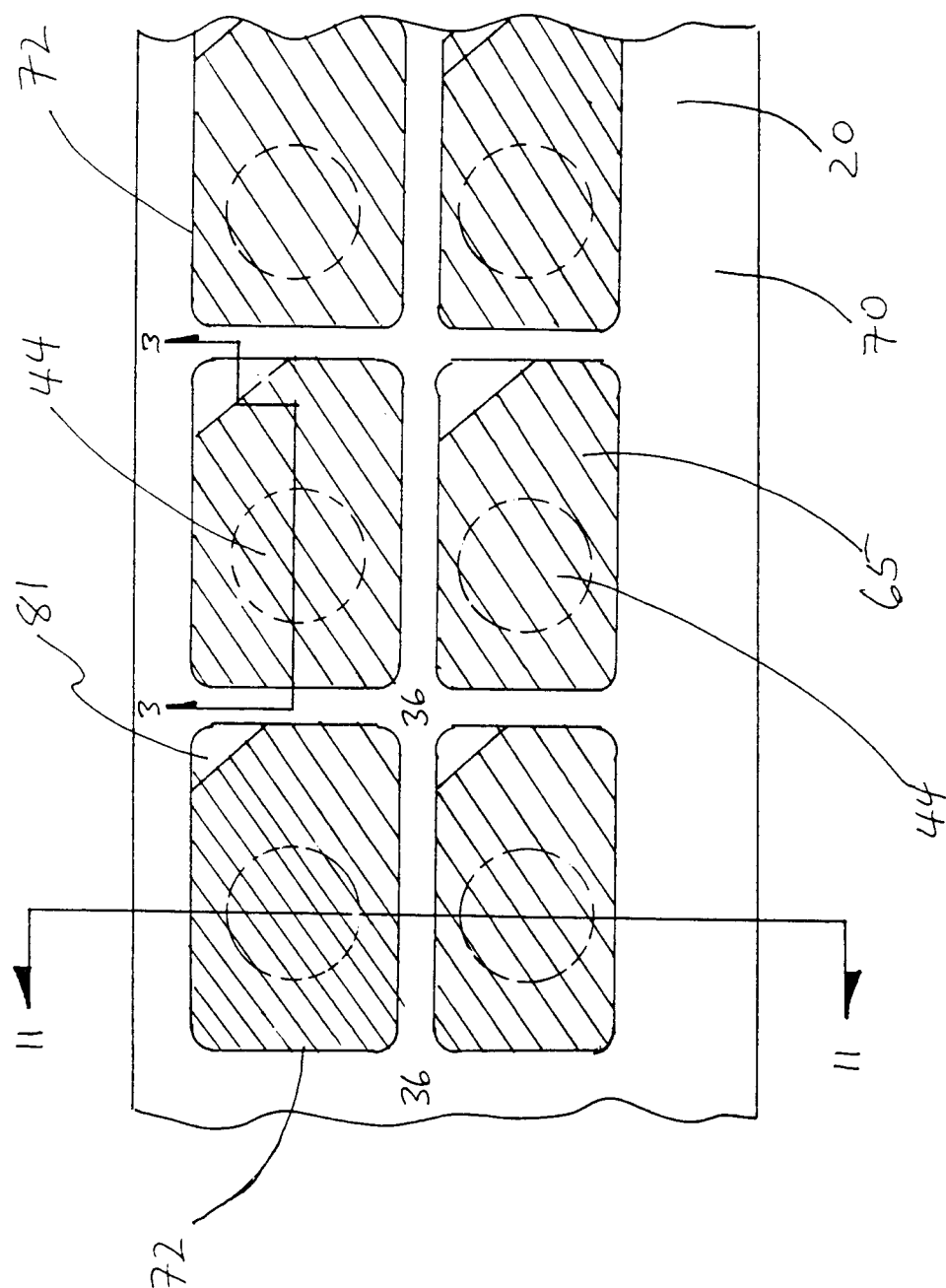


Fig. 3

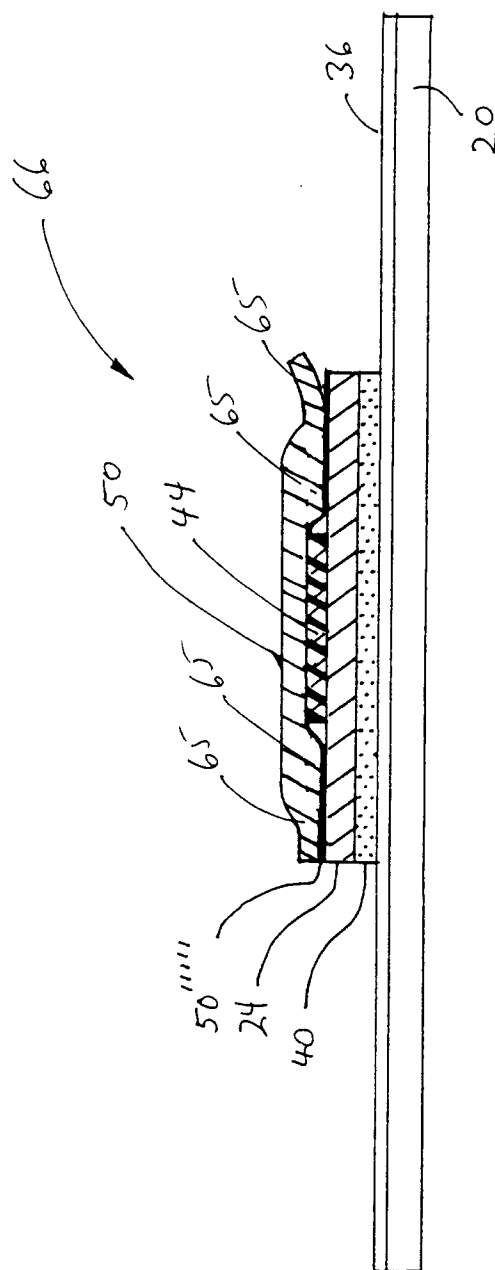


Fig. 4

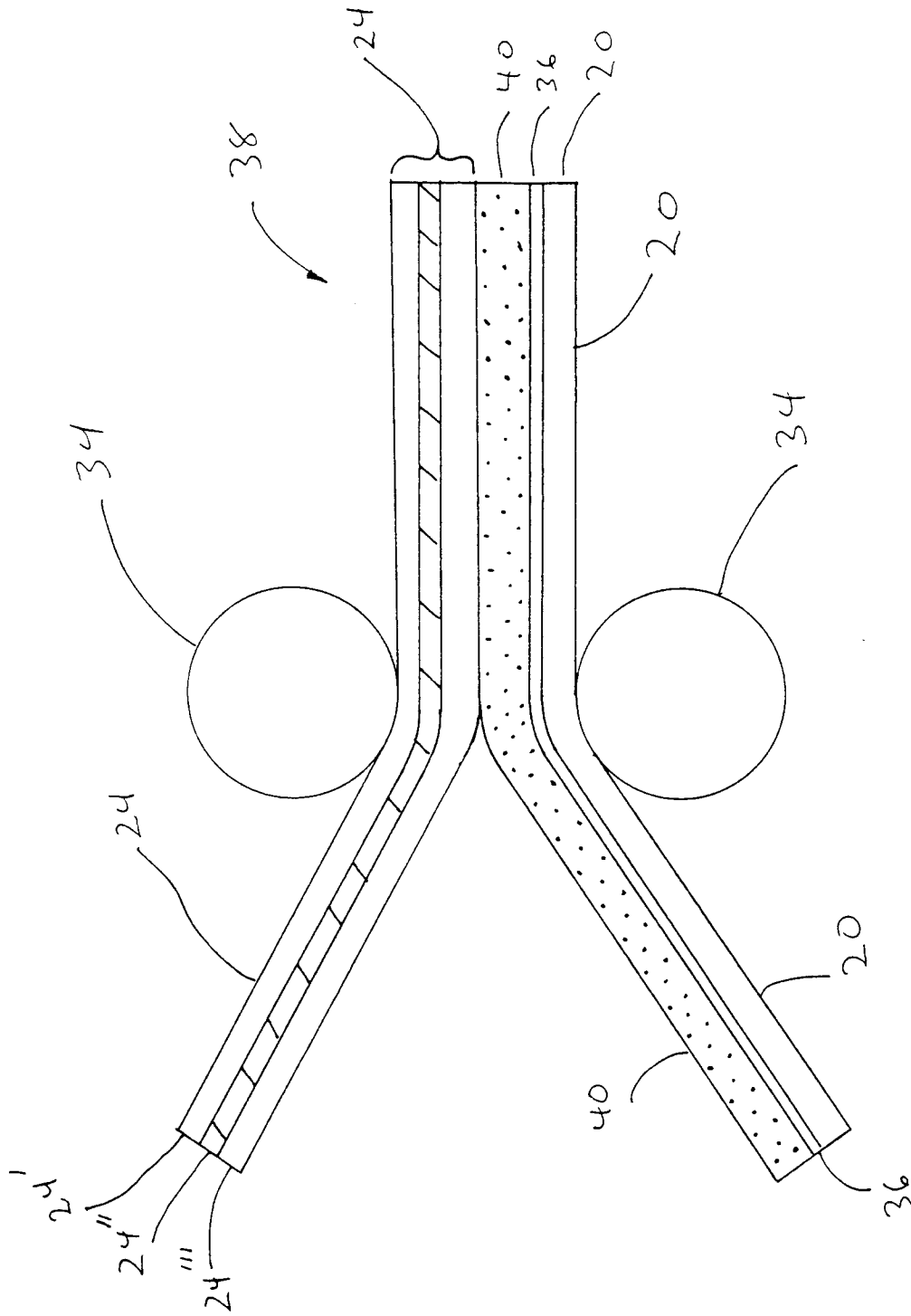


Fig. 5

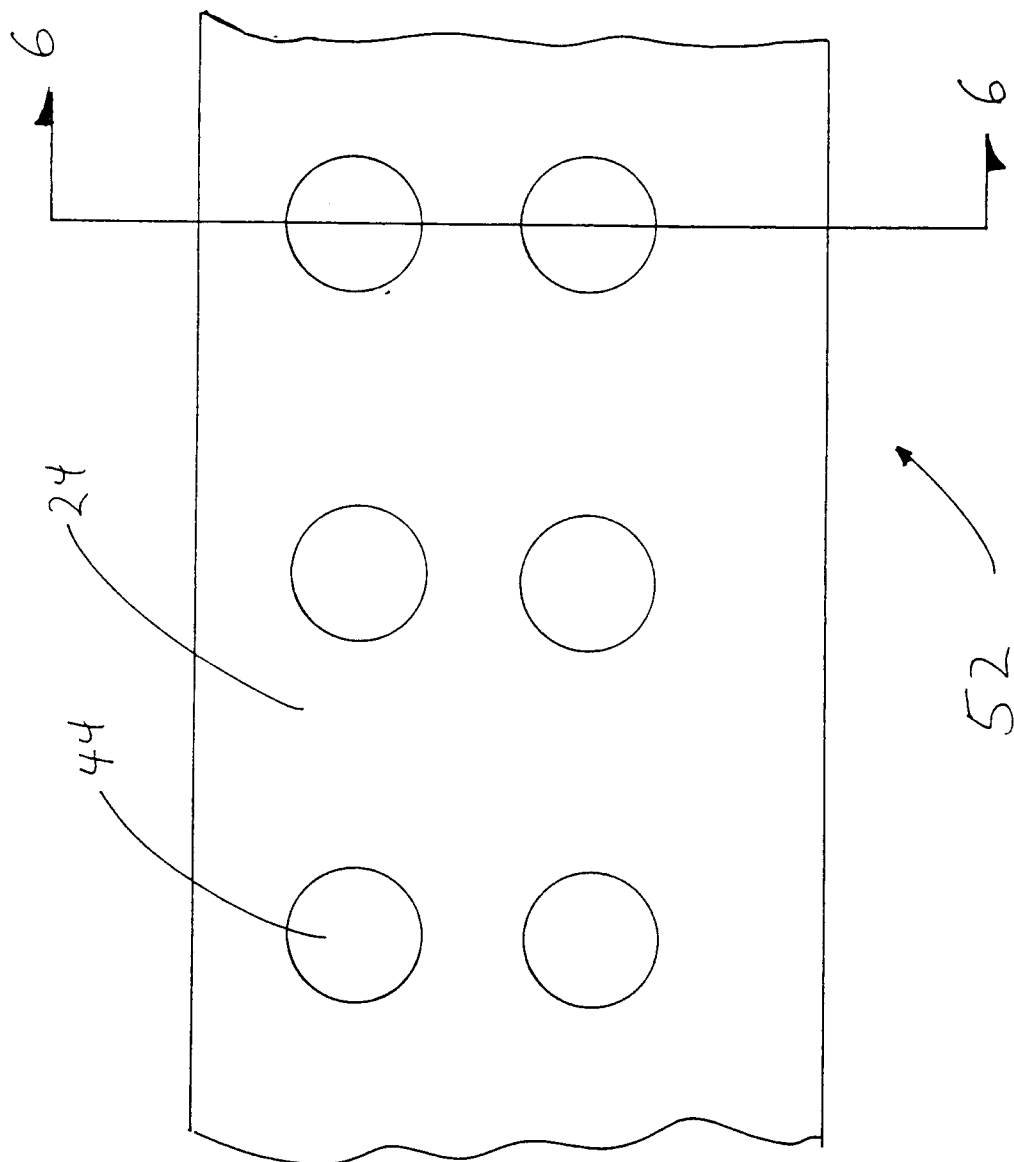


Fig 6

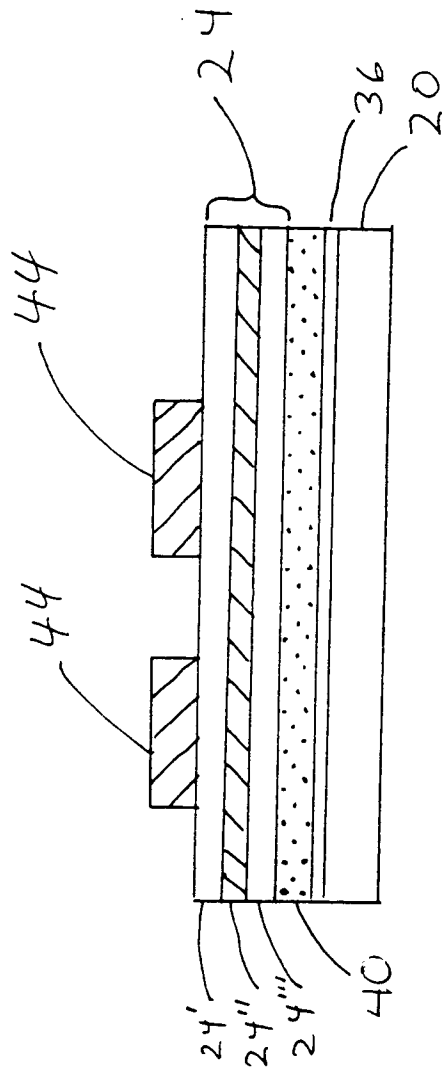
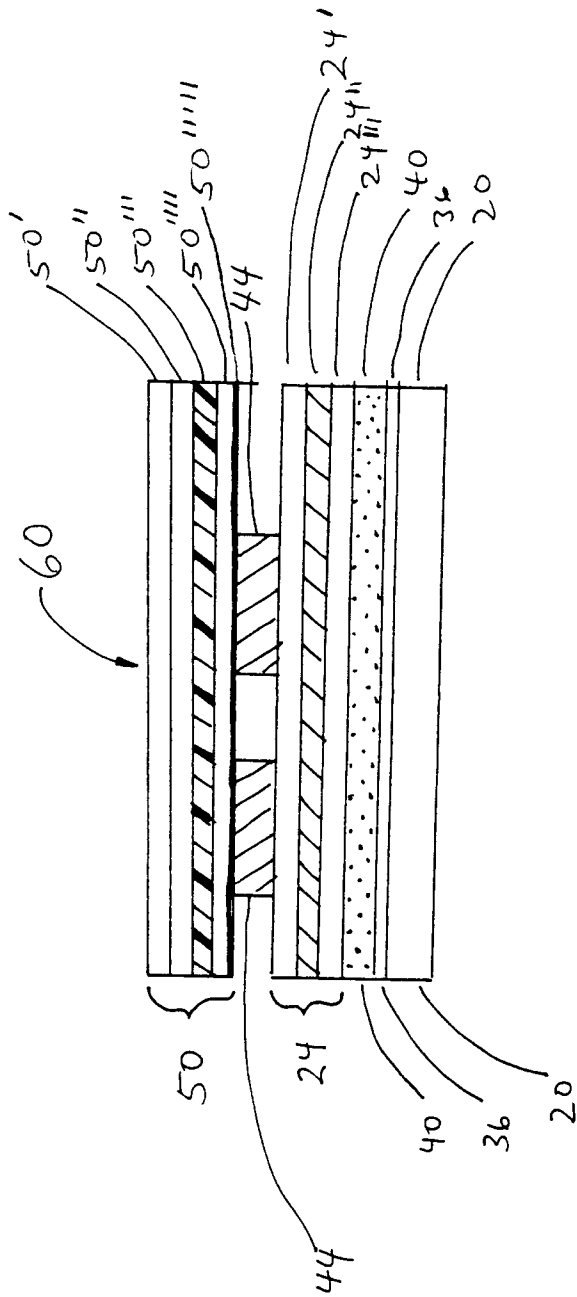


Fig 7



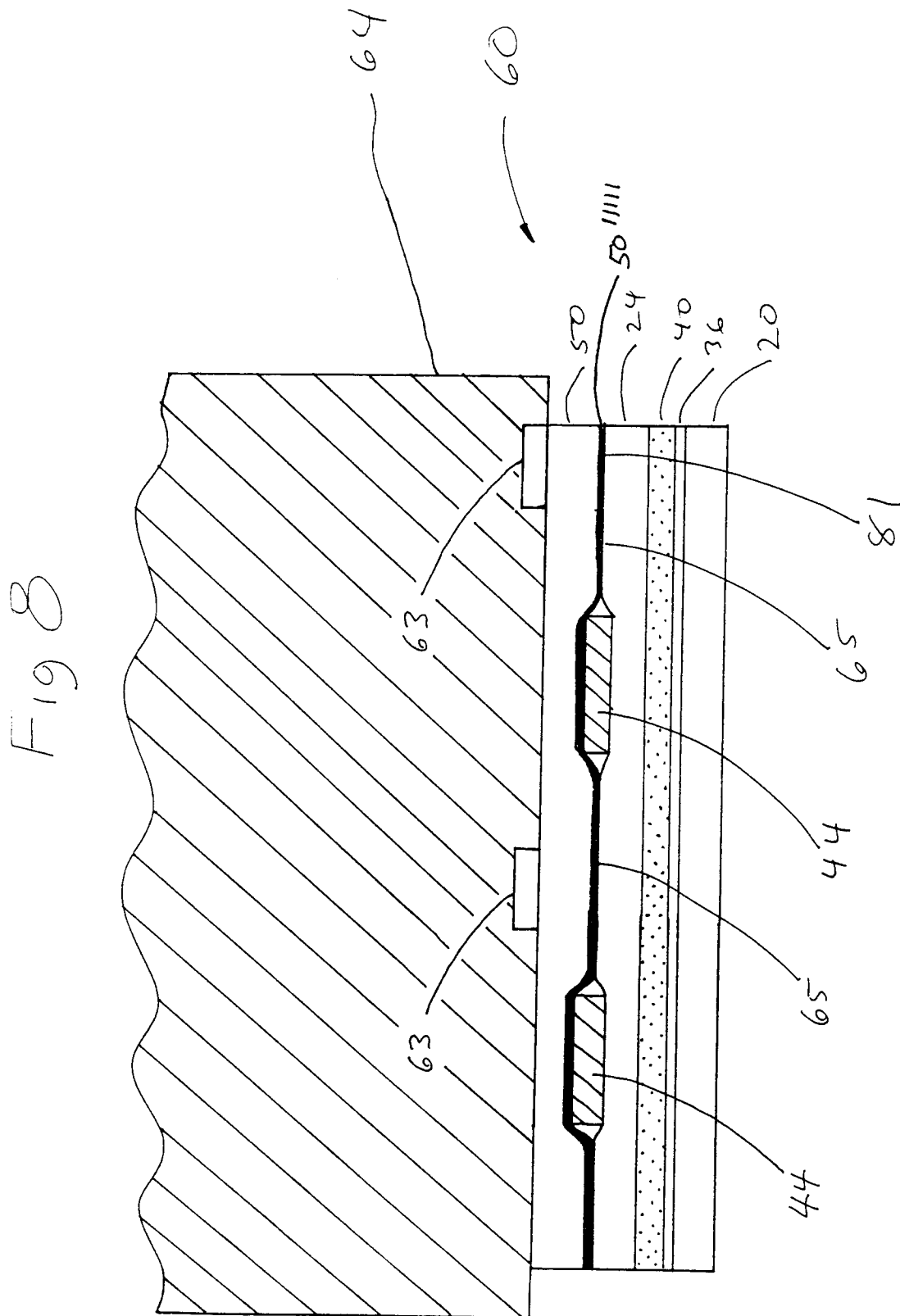


Fig 9

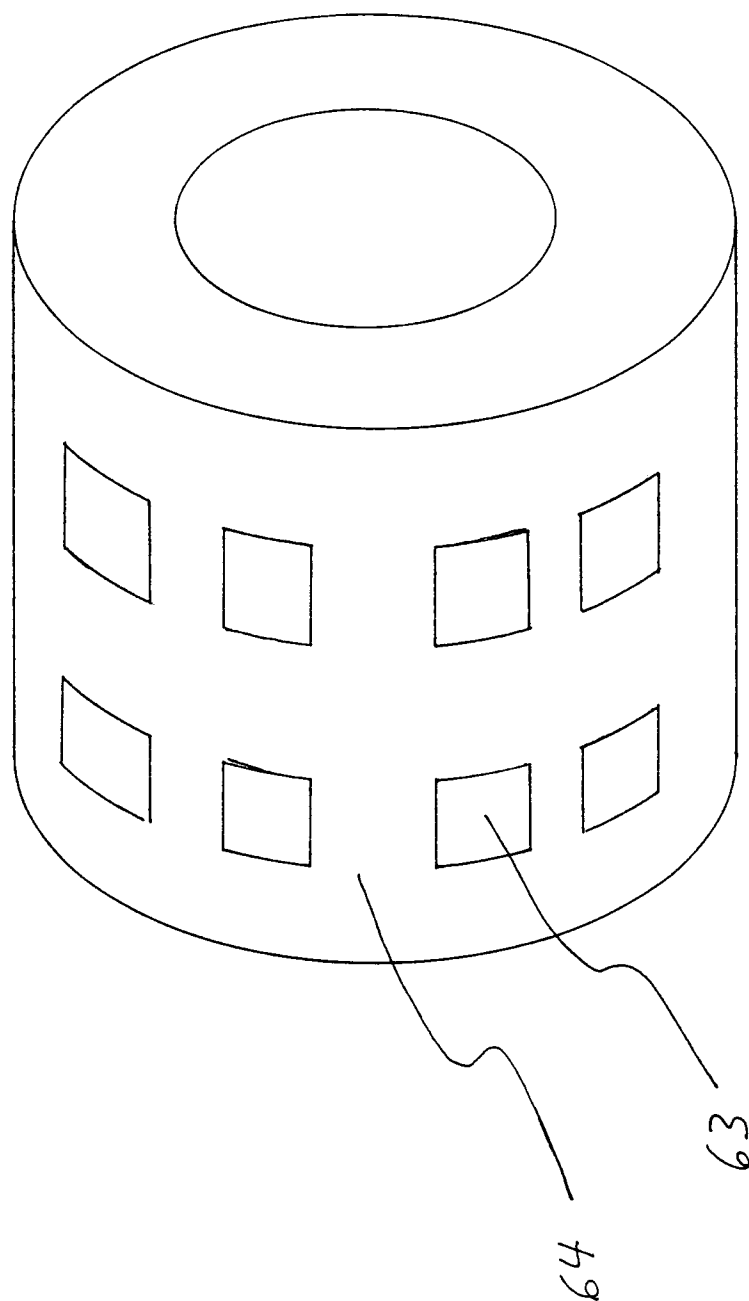


Fig 10

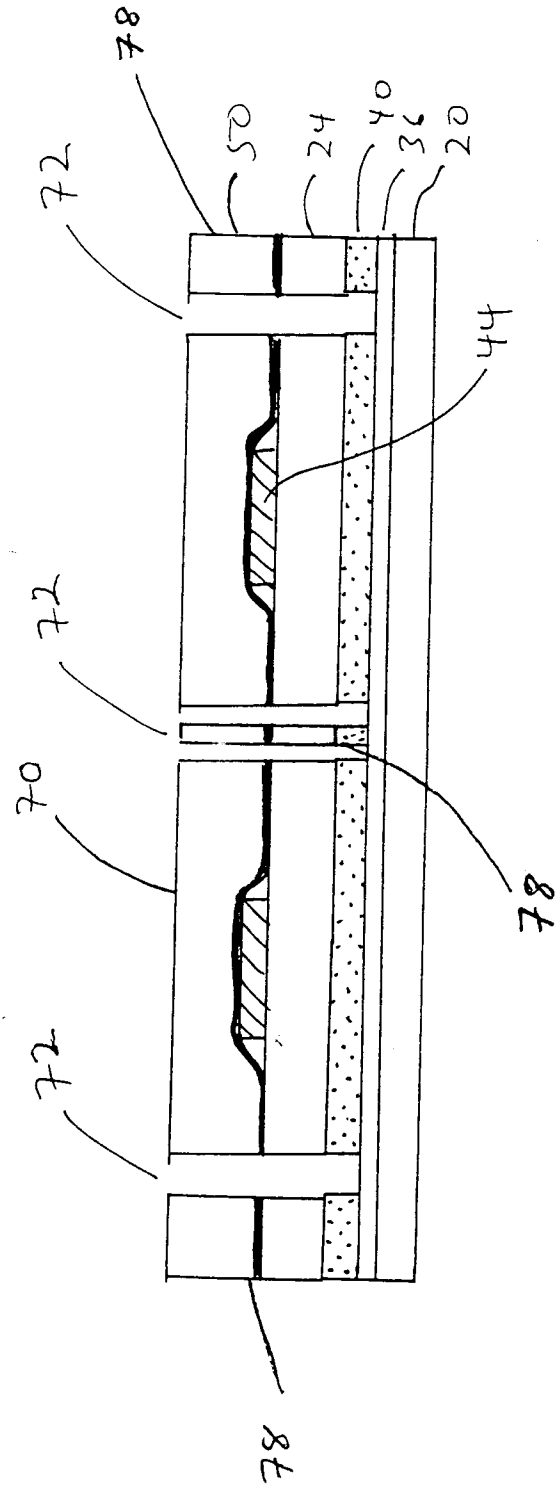


Fig 11

