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(54) **Self-adhesive label construction for cosmetic products in general and in particular for small surface cosmetic product vessels**

(57) The present invention relates to a self-adhesive label for cosmetic products in general and, in particular, for small surface cosmetics vessels, which comprises a base layer having, on a bottom face thereof, a self-adhesive material layer.

On the base layer is further applied, through the interposition of a removable adhesive layer, a top layer which can be at least partially removed and re-applied on the base layer to render the top face of the base layer at least partially visible.

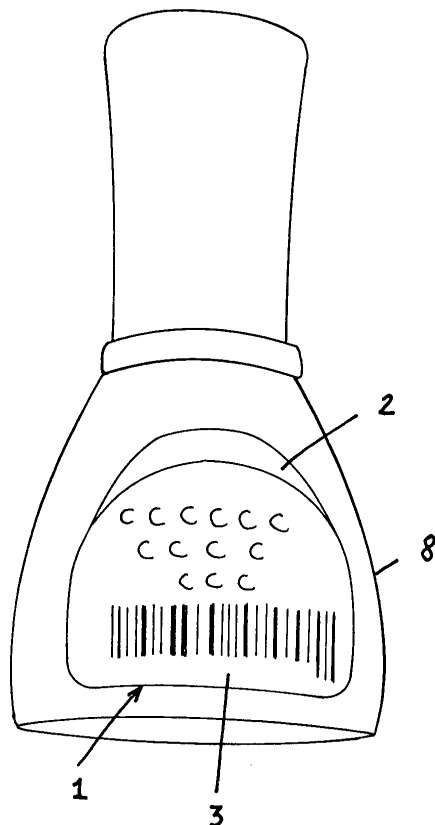


FIG. 1

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Description

BACKGROUND OF THE INVENTION

[0001] The present invention relates to a self-adhesive label construction for cosmetic products in general and, more specifically, for small surface cosmetics vessels.

[0002] As is known, a very important problem affecting cosmetic products in general, and in particular those cosmetic products which are held in small size vessels or jars and, consequently, have a small outer surface, is that of applying thereon all the data, as required by law or necessary for the consumers.

[0003] In particular, with respect to cosmetic products, it is frequently required to indicate the components forming the cosmetic products.

[0004] Thus, as the cosmetic product vessel or jar is a comparatively small one, it is necessary to write in very small letters which are consequently very difficult to be read.

SUMMARY OF THE INVENTION

[0005] Accordingly, the aim of the present invention is to overcome the above mentioned problem, by providing a self-adhesive label construction for cosmetic products in general and, in particular, for small outer surface vessels or jars therefor, allowing to broaden the useful surface, thereby allowing the cosmetic product the label is applied to to be used in an easier manner.

[0006] Within the scope of the above mention aim, a main object of the present invention is to provide such a self-adhesive label construction which is very functional from an operating standpoint, thereby providing the consumer with clear and easily seen data and indications.

[0007] Another object of the present invention is to provide such a self-adhesive label construction which, owing to its specifically designed features, is very reliable and safe in operation.

[0008] Yet another object of the present invention is to provide such a self-adhesive label construction for cosmetic products in general and, in particular, for small surface cosmetics vessels or jars which can be easily made, by using easily commercially available elements and materials, and which, moreover, is very competitive from a mere economic standpoint.

[0009] According to one aspect of the present invention, the above mentioned aim and objects, as well as yet other objects, which will become more apparent hereinafter, are achieved by a self-adhesive label construction for cosmetic products in general, and in particular for small surface cosmetics vessels or jars, characterized in that said label construction comprises a base layer having, on a bottom face thereof, a self-adhesive material layer, on said base layer being moreover applied, through an interposition of a removable adhesive

layer, a top layer which can be at least partially removed and reapplied on said base layer to make a top face of said base layer at least partially visible.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] Further characteristics and advantages of the present invention will become more apparent hereinafter from the following detailed disclosure of a preferred, though not exclusive, embodiment of a self-adhesive label construction for cosmetic products in general, and in particular for small surface cosmetics vessels and jars, which is illustrated, by way of an indicative, but not limitative example, in the accompanying drawings, where:

Figure 1 is a schematic view showing the self-adhesive label construction according to the present invention, as applied to a cosmetic product bottle; Figure 2 shows an operating step for partially removing the top layer; and

Figures 3 and 4 show the self-adhesive label according to the present invention applied to mascara or the like vessel.

DESCRIPTION OF THE PREFERRED EMBODIMENT

[0011] With reference to the number references of the above mentioned figures, the self-adhesive label construction for cosmetic products in general, and in particular for small surface cosmetics vessels and jars, according to the present invention, which has been generally indicated by the reference number 1, comprises a base layer 2 which, on the bottom face thereof is provided with a self-adhesive material layer, which, before the use thereof, allows the self-adhesive label to be supported on a conventional polyethylene processed sheet element.

[0012] A main feature of the present invention is that on the base layer 2 is applied a top layer 3 constituting the exposed to view top layer and which is connected to the base layer by a removable adhesive layer 5, allowing the top layer to be detached from the base layer in order to access the wordings or data 10 provided on said base layer.

[0013] Advantageously, at an edge of the top layer is arranged a joining line 11 for providing a firm connection with the base layer.

[0014] Thus, the user can detach or remove the top layer from the base layer, without separating said top layer, and then he/she can easily apply again the top layer on the base layer.

[0015] With the above disclosed arrangement, the available surface would be practically doubled.

[0016] For example, it is possible to arrange data related to the cosmetic product components on the top face of the base layer and it is possible to arrange on the top face of the top layer other data related to identi-

fication elements, such as, for example, a bar code.

[0017] It should be pointed out that the above mentioned self-adhesive layer has a greater adhesion capability than that of the removable adhesive layer.

[0018] Thus, the label cannot be accidentally detached from the vessel or jar, which latter is generally indicated by the reference number 8. 5

[0019] From the above disclosure it should be apparent that the invention fully achieves the intended aim and objects. 10

[0020] In particular, the invention provides a self-adhesive label which is very functional and can be advantageously used for cosmetic products.

[0021] The invention, as disclosed, is susceptible to several modifications and variations, all of which will come within the scope of the invention. 15

[0022] Moreover, all the constructional details can be replaced by other technically equivalent elements.

[0023] In practicing the invention, the used materials, as well as the contingent size and shapes, can be any, according to requirements. 20

Claims

1. A self-adhesive label construction for cosmetic products in general, and in particular for small surface cosmetics vessels or jars, **characterized in that** said label construction comprises a base layer having, on a bottom face thereof, a self-adhesive material layer, on said base layer being moreover applied, through an interposition of a removable adhesive layer, a top layer which can be at least partially removed and reapplied on said base layer to make a top face of said base layer at least partially visible. 25 30 35
2. A self-adhesive label construction, according to the preceding claim, **characterized in that** said label construction comprises, between said top layer and base layer, a stable joining line. 40
3. A self-adhesive label construction, according to one or more of the preceding claims, **characterized in that** said self-adhesive material layer has a greater adhesive capability than that of the removable adhesive layer. 45
4. A self-adhesive label construction, according to one or more of the preceding claims, **characterized in that** said label construction comprises, on a top face of said base layer, data related to the composition of the cosmetic product in said vessel. 50
5. A self-adhesive label construction, according to one or more of the preceding claims, **characterized in that** said label construction comprises, on the top face of said top layer, product identifying codes. 55

6. A self-adhesive label construction for cosmetics in general, and in particular for small surface cosmetics vessels, according to one or more of the preceding claims, and as broadly disclosed an illustrated for the intended aim and objects.

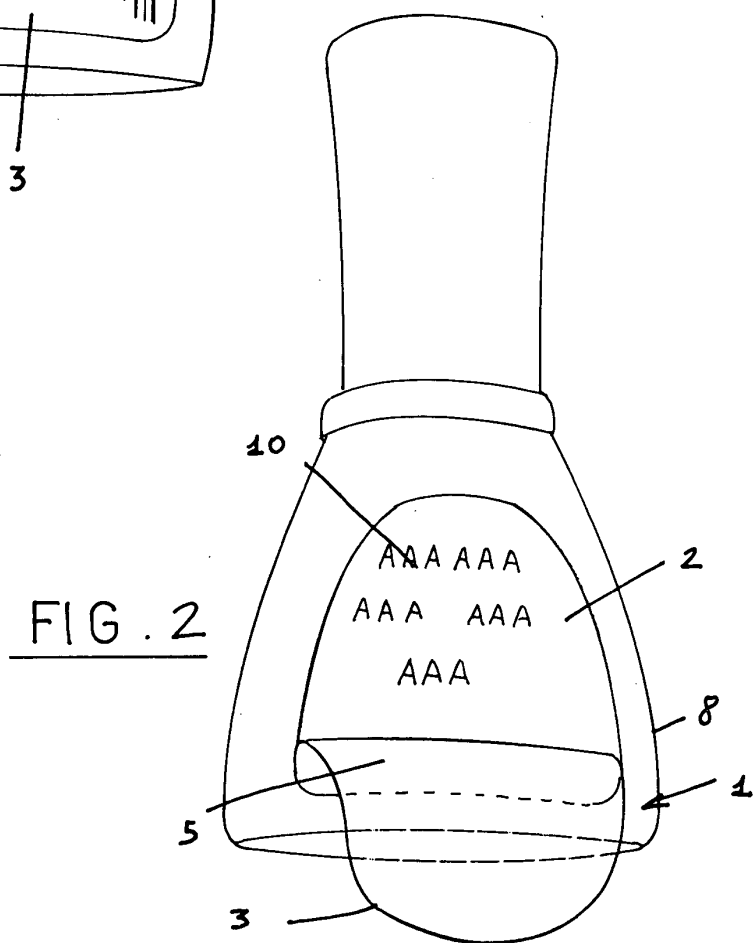
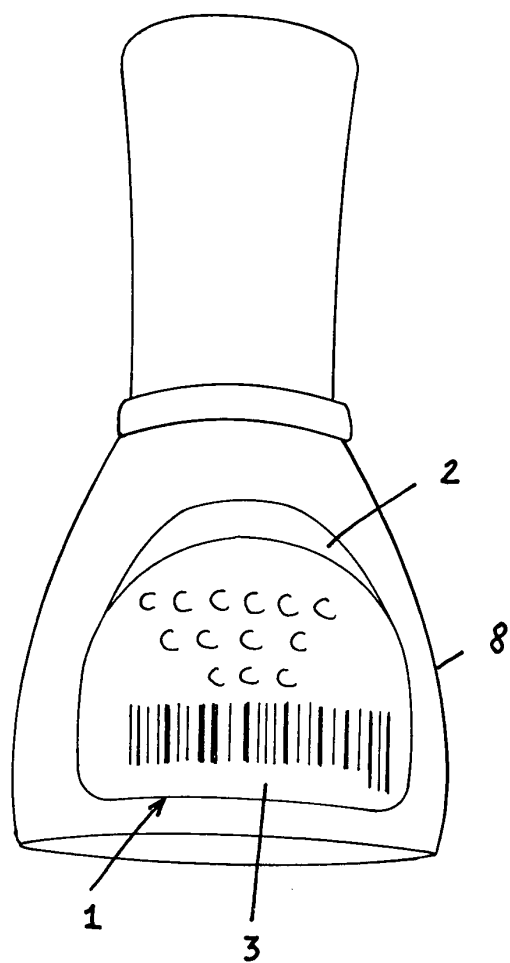


FIG. 3

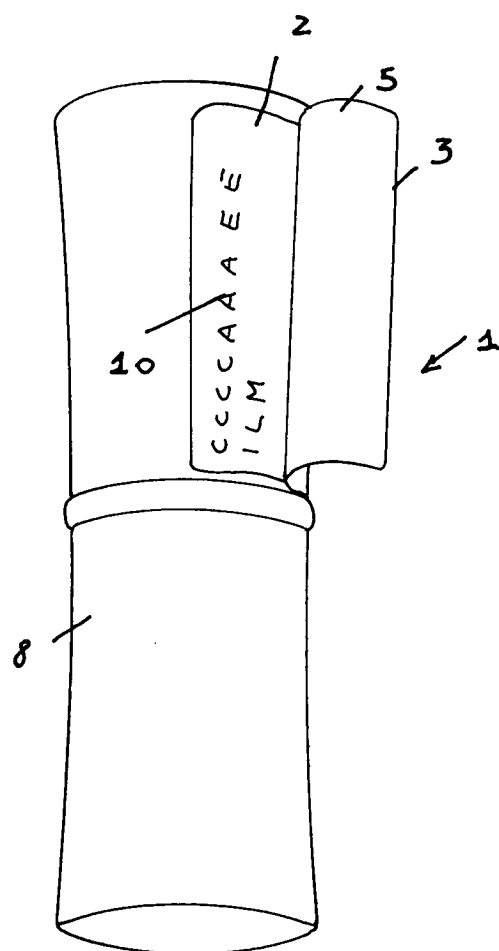
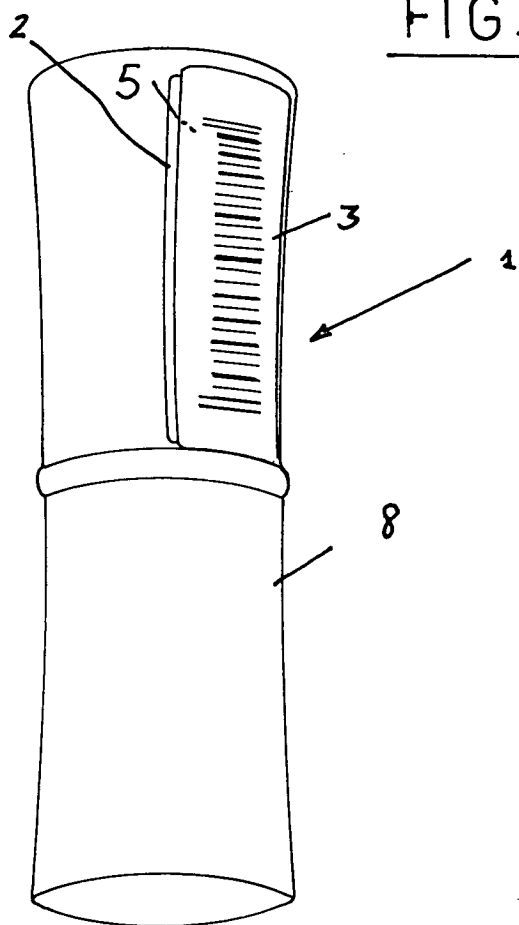


FIG. 4



European Patent
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EUROPEAN SEARCH REPORT

Application Number
EP 03 01 4244

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			TECHNICAL FIELDS SEARCHED (Int.Cl.7)
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The present search report has been drawn up for all claims			
Place of search		Date of completion of the search	Examiner
THE HAGUE		25 July 2003	Gallo, G
CATEGORY OF CITED DOCUMENTS			
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

EPO FORM 1503 03/82 (P04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 03 01 4244

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on
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