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(54) **Baked make-up product of preferably flat form**

(57) A baked make-up product comprising a permeable material base (2) on which a cosmetic (4) is dis-

posed, in which said base presents a concave form, said cosmetic being at least partially housed within said concavity.

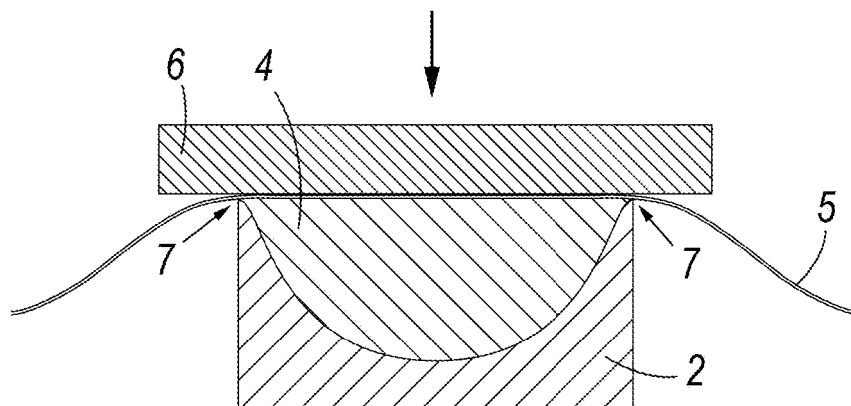


Fig. 2

Description

[0001] The present invention relates to a baked make-up product and to a method for its preparation.

[0002] In particular it relates to a baked make-up product such as eye shadow, blusher, bronzing powder or face powder.

[0003] Known baked make-up products are generally prepared by depositing a cosmetic paste of creamy consistency onto a base, usually of perfectly flat circular shape. The cosmetic paste is then pressed onto the base by a concave die which gives it a spherical cap shape. Pressing is often done via an interposed permeable cloth to prevent the cosmetic adhering to the die.

[0004] The concave shape of the die enables the cosmetic paste to be pressed. In this respect, the peripheral portion of the die comes into contact with the base usually only along the circumference, while the paste fills the cavity upwards.

[0005] When closing the die onto the base the excess cosmetic paste is expelled perimetally.

[0006] The base with the cosmetic paste thereon is placed in an oven at atmospheric pressure, by which the contained solvent part (water) is evaporated.

[0007] Water evaporation is facilitated by the constituent material of the base, which is permeable and hence enables the water vapour to pass during drying.

[0008] The aforescribed baked products generally have a convex surface, usually of hemispherical cap shape, which makes their packaging difficult (height limits) and the use of the product fastidious when used with a wetted applicator (leakage of powder and water from the base seat).

[0009] Moreover the fact that the cosmetic is not bounded perimetally facilitates product dispersal beyond the base when withdrawing with a dry applicator. Essentially, when the cosmetic is removed by the applicator it slides along the sides of the bulging part, to seep into the cosmetics container and create an unpleasant effect by rendering it "dusty".

[0010] Finally, the presence of said convex surface limits its captivating presentation of the product at the design stage. In this respect, it is not possible to apply to convex products those refined decoration techniques used for compact powders presenting perfectly flat surfaces.

[0011] Scope of the present invention is to provide a make-up product that solves the technical problems of the known art.

[0012] An object of the present invention is to provide a make-up product which can be easily picked up in a measured quantity by an applicator.

[0013] Another object of the present invention is to provide a baked make-up product to which the traditional decoration techniques used for compact powders can be adapted.

[0014] A further object of the present invention is to provide a baked make-up product which is aesthetically appealing and enables refined decorations to be

achieved.

[0015] These and other objects are attained by a baked make-up product prepared in accordance with the technical teachings of the accompanying claims.

[0016] Further characteristics and advantages of the invention will be apparent on reading the ensuing description, which is provided by way of non-limiting example and in which:

Figure 1 is a section through a base, shown during a stage in which a cosmetic paste is poured onto it prior to pressing;

Figure 2 shows a stage in which the poured paste is pressed into the base by a die; and

Figure 3 shows the cosmetic product of the present invention ready for use.

[0017] With reference to the accompanying figures, these show a make-up product indicated overall by the reference numeral 1.

[0018] Figure 1 shows a base 2 formed of porous material permeable to water vapour, preferably terracotta. It is concave and hence presents on its surface a cavity 2 into which a wet or moist cosmetic paste 4 is poured, this hence having a volatile component between 20% and 60%, preferably 40%. Advantageously the volatile component acts as a solvent (water).

[0019] The cavity 3 of the base 2 preferably has a concave shape similar to a spherical or ellipsoidal cap. Advantageously the cavity 3 is defined by a continuously varying curve (and hence not a broken line).

[0020] A water-permeable cloth 5 (preferably of microfibre) is placed over the cosmetic paste 4 and base, then a die 6 is placed over the cloth to rest perimetally (at 7) on the base. The base cavity is hence completely closed by the die so that the paste is pressed into the cavity. Any cosmetic paste excess is expelled perimetally at the die-base interface surface 7.

[0021] As can be seen from the figures the surface of the paste is flat, with the paste being completely located within the base cavity 3.

[0022] The next stage consists of drying the make-up product. Essentially, the base with paste are placed in an oven at atmospheric pressure at a temperature between 30°C and 80°C, preferably 50°C, for a time between 8 and 24 hours, preferably 12 hours.

[0023] Drying is continued until the volatile component content reaches a value less than 0.8% by weight.

[0024] The product obtained as heretofore described presents a perfectly flat surface 4A which reproduces that of the die 6. Consequently the cosmetic can be applied homogeneously and effectively. As the cosmetic is consumed, its outer surface assumes a configuration which tends to concave, said configuration facilitating cosmetic pick-up by a wetted applicator (the water remains within the base).

[0025] This has the considerable advantage of enabling any powder formed during product pick-up to collect

within the powder, with a tendency to slide within it instead of dispersing outside its seat. This is evidently advantageous compared with the classical configuration of baked cosmetic products.

[0026] A further advantage of the make-up product prepared in this manner is that its surface 4A, being totally flat or slightly convex, represents a suitable support for subsequent decoration stages, using traditional technologies.

[0027] In an alternative embodiment of the present invention, the concave base is associated with a convex die, not shown. This creates a final product surface which is concave, to provide the aforelisted considerable advantages, from its initial use.

[0028] In a different embodiment the die presents a concave or slightly concave surface. The final shape of the make-up product can then be totally similar to that of a conventional baked product. In this specific case the quantity of cosmetic present is greater than a traditional baked product of equal diameter.

[0029] Different embodiments of the invention have been illustrated, however others can be conceived utilizing the same aforescribed inventive principles.

Claims

1. A baked make-up product comprising a base, made of a material permeable to a volatile component present in a cosmetic product, the cosmetic product being disposed on the base, **characterised in that** said base presents a concave shape, said cosmetic being at least partially housed within said concavity.
2. A product as claimed in claim 1, wherein said cosmetic product is completely housed within said cavity and presents a flat or slightly convex surface.
3. A product as claimed in claim 2, wherein said concave base form is similar to a spherical cap.
4. A product as claimed in claim 1, wherein said concave form is similar to an ellipsoidal cap.
5. A product as claimed in claim 1, **characterised by** comprising a volatile component percentage less than 0.8% by weight.
6. A base for preparing a baked make-up product, said base being formed of a material permeable to a volatile component present in the cosmetic product, **characterised by** comprising on its surface a cavity to be filled with, and to contain, a baked cosmetic paste.
7. A method for preparing a baked make-up product, comprising the steps of:

- depositing a predetermined quantity of cosmetic product in paste form onto a concave base made of a material permeable to a volatile component present in the cosmetic product;
- pressing the cosmetic within the base such as to suitably distribute it on the base;
- drying the cosmetic paste to facilitate the volatile component loss necessary for its pre-forming.

8. A method as claimed in claim 7, wherein before pressing the cosmetic, a porous cloth is placed thereon.
9. A method as claimed in claim 7, wherein the pressing takes place via a die, the surface of which is flat or slightly concave.
10. A method as claimed in claim 7, wherein the drying takes place in an oven at atmospheric pressure at a temperature between 30°C and 80°C, preferably 50°C, for a time between 8 and 24 hours, preferably 12 hours.
11. A method as claimed in claim 7, wherein the drying is carried out such as to reduce the volatile component to a value less than 0.8% by weight.
12. A method as claimed in claim 7, wherein said paste, when deposited on the base, has a volatile component between 20% and 60%, preferably 40%.
13. A method as claimed in one or more of the preceding claims, wherein said cloth is formed of microfibre.
14. A cosmetic product or a method for its preparation as claimed in one or more of the preceding claims, wherein the volatile component is water.
15. A product, base or method as claimed in one or more of the preceding claims, wherein the base is formed of terracotta.
16. A product, base or method as claimed in one or more of the preceding claims, wherein the base hollow surface is defined by a continuously variable curve.

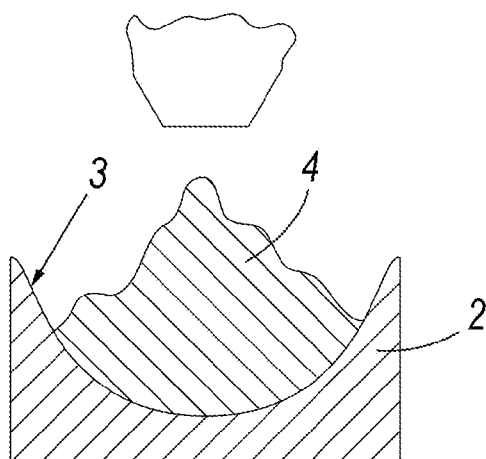


Fig. 1

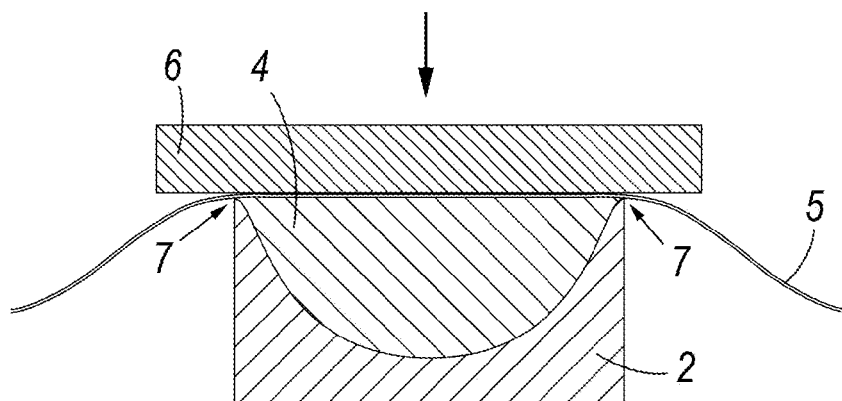


Fig. 2

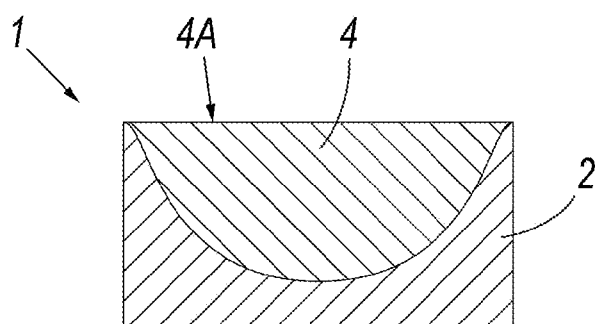


Fig. 3



EUROPEAN SEARCH REPORT

Application Number
EP 09 18 1025

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Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
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The present search report has been drawn up for all claims			
Place of search Munich		Date of completion of the search 7 May 2010	Examiner Acerbis, Giorgio
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			

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EPO FORM 1503 03.82 (P04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 09 18 1025

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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