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(54) Multifunctional cosmetic product in pencil form with interchangeable make-up element

(57) A make-up product of pencil form with an interchangeable make-up element (2), able to retain said element by means of jaws (5A) and to enable said element to be slid in order to undergo movement or replacement.

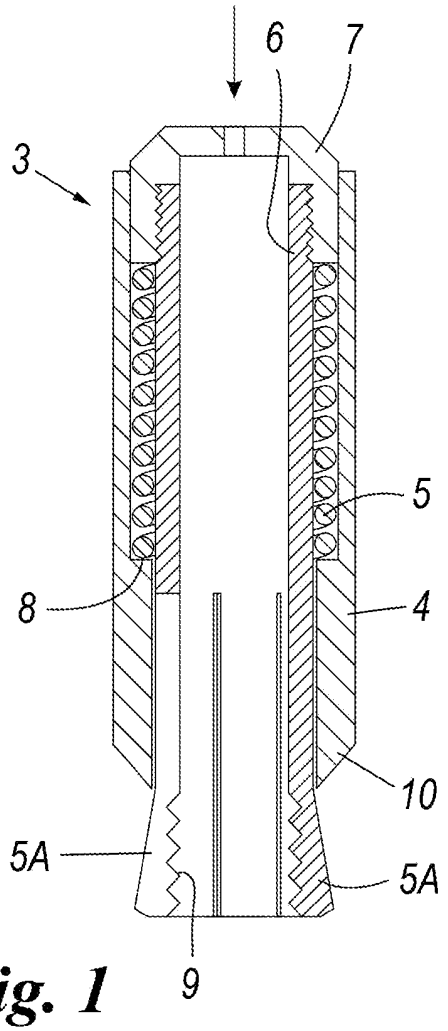


Fig. 1

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Description

[0001] The present invention relates to a multifunctional make-up product in pencil form. In detail, a product is described which can be used simultaneously as an eyeliner, eye shadow, lipstick, and blusher. Basically, it is known as an "all-over" cosmetic.

[0002] Make-up pencils have been known and available for some time. Conventional make-up pencils are used to complete the make-up mainly of the eyes and lips. Common make-up pencils are produced by hot-pouring a cosmetic paste into a cavity provided within the body of the pencil (usually of plastic) then allowing it to cool, or by a process of extruding the "lead", positioning it on wooden supports, milling it into pencil form to preform a "lead", and inserting it into a "lead" holder. The pencil is used by sharpening it in the manner of a common stationery pencil to expose the cosmetic paste for its application or, in the case of the "lead" holder, propelling the "lead" from its seat by a screw.

[0003] Pencils of the known art present the drawback of having to be sharpened before use and when the tip is worn. Hence a pencil sharpener always has to be available for their continuous use.

[0004] Moreover, to apply make-up of different colours several pencils must be provided, resulting in space availability problems.

[0005] Again, on sharpening conventional wood or plastic pencils, a large part of the cosmetic product is wasted by remaining attached to the blade of the pencil sharpener.

[0006] In addition, the outer appearance of conventional pencils is hardly attractive given the banal shape imposed on the article by nature itself.

[0007] An object of the present invention is to provide a make-up pencil which overcomes the technical drawbacks of the known art.

[0008] A further object of the present invention is to provide a make-up pencil which enables the body of the pencil to be reused when the cosmetic product has been consumed, or enables colours to be interchanged during application.

[0009] Another object of the invention is to provide a make-up pencil which maximizes the use of the make-up product.

[0010] A further object of the present invention is to provide a make-up pencil which can be used with cosmetic products of different characteristics, so enabling the cosmetic product originally included in the package to be replaced by another or others of different type.

[0011] These and other objects are attained by providing a make-up pencil formed in accordance with the accompanying claims.

[0012] The invention also relates to a solid make-up element particularly suitable for use in said pencil, and a retention device to be used in said pencil.

[0013] Further characteristics and advantages of the invention will be apparent from the description of a preferred but non-exclusive embodiment of the make-up pencil, illustrated by way of non-limiting example in the accompanying drawings, in which:

Figure 1 is a section on the line 1-1 of Figure 2 of the make-up pencil of the present invention without the make-up element, shown in a position in which the jaws are open;
Figure 2 is a plan view of the pencil of Figure 1 from below, shown with its jaws open;
Figure 3 is a section on the line 3-3 of Figure 4, shown with the jaws closed;
Figure 4 is a plan view of the pencil of Figure 1 from below, shown with its jaws closed;
Figure 5 is a section similar to that of Figure 1, in which the make-up element is also present; and
Figure 6 is a section similar to that of Figure 3, in which the make-up element is also present, this latter being maintained in position by using the jaws.

[0014] With reference to said figures, these show a make-up pencil indicated overall by the reference numeral 1.

[0015] It comprises a make-up element 2 (visible in Figures 5 and 6) extending substantially cylindrically and presenting at one end an inclined surface 2A. The make-up element 2 and the materials from which it is formed are fully described hereinafter.

[0016] The pencil also comprises a retention device indicated overall by 3.

[0017] It comprises a hollow outer body 4, within which, movable against a spring 5, there is a tubular element 6 arranged to internally contain the make-up element 2 and to lock it by suitable jaws 5A.

[0018] The jaws 5A, which must be at least two in number, in the example, which corresponds to a preferred aspect, being five in number, are formed by creating at one end of the tubular element 6 a conically extending enlargement and a series of through axial slits (cuts) 12 enabling said jaws to flex inwards.

[0019] The tubular element is movable between a first position in which the surface of the outer body is in contact with the conically shaped portion of the tubular element and squeezes it to hence close the jaws, which clamp onto the make-up element if present, or if not they close against each other, and a second position in which said portion does not emerge from the outer body, such that said jaws are able to widen, to release the make-up element, which can be moved to opportunely uncover its end, for example gradually as it becomes used up, or to completely return it into the tubular body if it is to be protected, or it can be replaced with a similar element or one of different type. In this respect, the said retention device can be used for various make-up elements.

[0020] In the absence of the clamping action by the outer body, the jaws are preferably such as to widen naturally by elasticity, such as to release the make-up element.

[0021] Return means, preferably the spring 5, are disposed such as to urge the tubular element towards the first position. According to a preferred aspect, the conicity of the conical portion is such that even if the make-up element is absent, the portion cannot pass into the outer body such as to retain the tubular element.

[0022] In the presence of the make-up element the jaws clamp about it, the conicity being able to retain the tubular element in a position more projecting from the outer body. The tubular body could however be retained in other ways, easily conceivable by an expert of the art.

[0023] The user, for example by acting on that end of the tubular body distant from the conical portion, can overcome the force of the spring to move the body into the second position, in order to be able to move or replace the make-up element. The diameter of this is preferably such that if not retained by the jaws, it is able to move freely within the tubular element even by the action of gravity alone.

[0024] Preferably at said end distant from that at which the jaws are provided, the tubular element presents a closure element 7, which can be screwed onto the tubular element, and preferably projects from the hollow body to enable it to be operated by the user.

[0025] The spring 5, disposed preferably within the outer body 4, can be mounted about the tubular element 6 and be retained between suitable abutments on it and on the outer body, for example a step 8 provided on the inner surface of the hollow body and said closure element, the diameter of which can suitably exceed that of the tubular element 6. The tubular element can also be formed integral with the closure element, the conical portion being screwed onto the rest of the tubular element. If required, the closure element 7 can present a hole 11 to enable a thin tool to be inserted into the tubular body or to be blown through to force the make-up element or residues thereof to the outside of the tubular body, should they be stuck. Their removal could in any event be evidently achieved by removing the closure element.

[0026] According to the present invention, at the jaws the tubular element can present reliefs or grooves on its inner surface, for example a series of teeth 9 of circumferential extension, arranged to cooperate with the outer surface of the make-up element to retain it.

[0027] The various pieces can be made of any suitable material, for example metal for the tubular element 6 at least at the conical portion, and for the spring 5. According to one aspect of the invention the hollow body 4 can be metal or plastic, preferably with a metal reinforcement at the end 10 to clamp the conical portion as seen above.

[0028] The retention device is adequate for the diameter of the make-up element which is preferably between 4 and 15 mm, but can be varied according to requirements. Such a retention device can also be suitable for make-up elements of different diameter. within a certain range.

[0029] The make-up element is solid, of preferably cylindrical shape, and able to be inserted into the pencil as explained above. In particular it must have mechanical characteristics such as to make it compatible with the aforedescribed jaw gripping system. This generally means that the element has a greater hardness than many similar products. However the mechanical characteristics must not negatively affect the make-up properties of the product.

[0030] Hence a solid make-up element has been developed, the composition of which comprises a surfactant, preferably of at least 20% and, more preferably, from 20 to 60%; for example a suitable value can be 40%. The aforegiven percentages, together with those given in the rest of the present description, except where otherwise specified, are percentages of the component by weight on the total weight of the make-up element.

[0031] According to a preferred aspect of the invention, the surfactant is a non-ionic surfactant; preferably the surfactant is able to mix oil or silicone with water, and has an HLB (hydrophilic lipophilic balance, a parameter commonly used in the cosmetic field) of between 13 and 18. Particularly preferred surfactants are polyglyceryl-2 caprate and ceteareth-25 (according to the international Nomenclature of Cosmetic Ingredients or INCI).

[0032] According to a particularly preferred aspect of the invention, the make-up element composition also comprises from 4 to 26% of at least one inert component in powder form suitably dispersed within the element, said inert component having the capacity to absorb oils preferably to the extent of 35-50 g of oil per 100 g of powder. This inert component is preferably kaolin or talc. The percentage of inert component can for example be 15%.

[0033] As the invention relates to a make-up element, hence a cosmetic product of decorative type, it comprises in its composition one or more pigments of those commonly used in the cosmetics field. These can be for example powders or coated powders, or pigments in other form, able to form homogeneous dispersions within the solid make-up element. The type of pigment will depend on the type of cosmetic to be produced, in accordance with the experience of the expert of the art. According to a preferred aspect of the invention, the pigment percentage can range from 5 to 30%. By way of example, the INCI names of pigments which can be used in the make-up element of the present invention include: CI 77491, CI 77492, CI 77891, CI 77499, CI 15850, CI 19140, CI 42090, CI 77288, CI 77289, CI 12085, CI 15985, CI 77163, CI 77019.

[0034] To give the right consistency to the make-up element and to adequately disperse the pigments, binders were used such as waxes, oils, butters, esters, non-volatile silicones or other types of binder, including liquid (for example fatty alcoli).

[0035] According to a preferred aspect, the make-up element comprises from 3 to 15% of a natural wax with a dropping point between 50 and 70°C. These components can also be selected from those commonly used in cosmetics. They can be used in mixture to obtain the

correct organoleptic characteristics for the product, which can be obtained from a suitable mixture of waxes and oils. Examples of these components in INCI nomenclature are Cera Alba, Hydrogenated Cottonseed Oil, Rhus Succedanea, Simmondia Chinensis Seed Oil, Isodecyl Neopentanoate, Hydrogenated Palm Kernel Glycerides, Hydrogenated Palm Glycerides, Behenyl Alcohol, Octyl dodecyl stearoyl sterate, diisostearyl malate, pentaerythrytyl tetraisostearate, ricinus communis. The binder is in a percentage such as to make the composition up to 100%: having fixed the other components, it is preferably used in a percentage between 20 and 80%.

[0036] In addition to the aforesaid components, other components can be present if considered opportune. These include preservatives, preferably from 0.5 to 1%, for example: Phenoxyethanol, Methylparaben, Ethylparaben, Butylparaben, Propylparaben, Isobutylparaben, Clorphenesin, potassium sorbate; perfumes, preferably from 0,1 to 1%; gelling agents, preferably from 0,5 to 7%, such as silica or Disterdimonium Hectorite; inert components of different type from the above, for example powdered silica, preferably up to 5%.

[0037] It has been found that the presence of the surfactant enables the make-up element to be used wet, so that the composition and colour yield can be modified compared with a traditional product such as to give it desired mechanical characteristics, without this reducing its make-up capacity. In this respect, on wetting the product with water, it develops a considerable capacity for distribution over the skin, by virtue of the formation of a colloid, which enables the phase containing the dispersed pigments to be dispersed in water; if necessary, to apply the cosmetic the fingers or suitable applications can be used, to obtain desired shading. It has also been found, and constitutes a further considerably interesting aspect of the invention, that the make-up element can be formulated such as to enable its double use. The product can be used dry, for direct application, for example for slight retouching or to form sharp lines, while the presence of the surfactant, possibly in combination with the humidity of the skin, is able to give it workability, for example using the fingers to form shadowing. The product can be used wet, as aforestated, to considerably increase cover capacity, applicational flow, colour intensity and shadowing to obtain a watercolour effect.

[0038] A considerable variety of effects can evidently be obtained, by enabling the make-up element to absorb a greater or lesser quantity of water, so giving considerable versatility to the product.

[0039] Given the presence of a hydrophilic surfactant, the make-up element is preferably substantially free of water.

[0040] The make-up element can be produced by methods known in the production of similar cosmetic products. Using these methods, a homogeneous dispersion of the used compounds can be generated, which can then be reduced into the desired form, in particular into the form of a cylinder of suitable diameter and height, for use in the pencil as described above. Preferred methods for forming the make-up element starting from the dispersion are casting and solidification in moulds of suitable shape, or extrusion.

[0041] The components of each indicated category can be used either alone or in mixture, to form the indicated percentages. They can be suitably chosen from all those compounds used in cosmetics, including on the basis of their dermal compatibility, in addition to their characteristics.

[0042] As stated, make-up elements can be formed suitable for the most diverse functions, such as lipsticks, eye shadow, eyeliners, blushers and others, and can also be suitable for more than one of these functions.

Claims

1. A make-up pencil comprising a solid make-up element (2) of substantially cylindrical shape and a retention device (3) for retaining said make-up element such that at least a portion of said make-up element projects from the retention device to enable the make-up element to be applied, said retention device being able to be brought into a configuration in which said make-up element is free to be moved or replaced, said retention device presenting at least two jaws (5A) able to be clamped against the lateral surface of said make-up element to retain it, or widened apart to release the make-up element, to enable it to be moved, **characterized in that** said jaws present a plurality of projections or grooves (9) arranged to cooperate with the outer surface of the make-up element in order to retain it when the jaws are damped against its lateral surface.

2. A make-up pencil as claimed in claim 1, wherein said retention device comprises an internally hollow outer body (4) within which a tubular element (6) for containing the make-up element is movable, the tubular element presenting at one of its ends a thickened portion of substantially conical shape, and at least one pair of axial through slits (12) such as to define at least one pair of jaws, the tubular element being movable between a first position in which the surface of the outer body squeezes the conically shaped portion of the tubular element, so closing the jaws, and a position in which said portion emerges from the outer body such that said jaws can widen apart.

3. A make-up pencil as claimed in claim 2, wherein a spring (5) is provided to urge said tubular element towards said first position, that end of the tubular element distant from the end comprising the jaws being accessible to a user, to push said tubular element towards said second position.

4. A make-up pencil according to claim 1, wherein the

make-up element comprises at least one surfactant, optionally present from 20 to 60 wt%, and a pigment, optionally present from 3 to 30 wt%.

5. A make-up pencil as claimed in claim 4, wherein said surfactant is a non-ionic surfactant.

6. A make-up pencil as claimed in claim 4 or 5, wherein said surfactant has an HLB of between 13 and 18, and is preferably chosen from polyglyceryl-2 caprate and ceteareth-25 or their mixtures.

7. A make-up pencil as claimed in claims from 4 to 6, comprising an inert powder component with the power to absorb oils to the extent of 35-50 g of oil per 100 g of powder, optionally chosen from talc, kaolin or their mixtures.

8. A make-up pencil as claimed in any claim from 4 to 7, comprising a binder chosen from waxes, oils, butters, non-volatile silicones, fatty acids, esters or their mixtures.

9. A make-up pencil according to claim 1, wherein the solid make-up element has a cylindrical shape with a diameter between 4 and 15 mm.

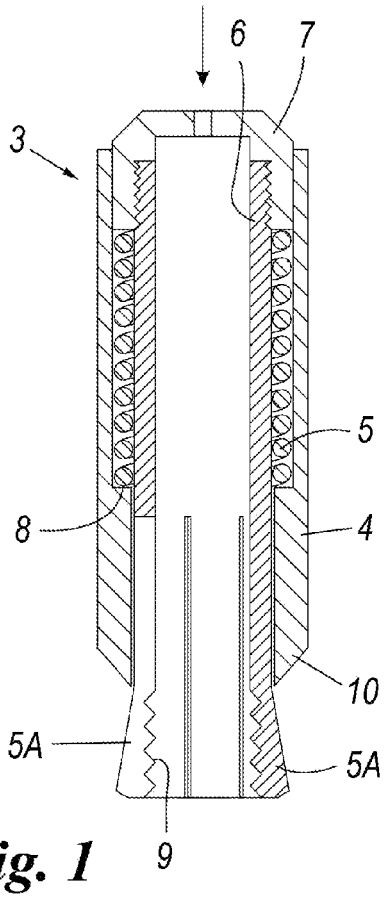


Fig. 1

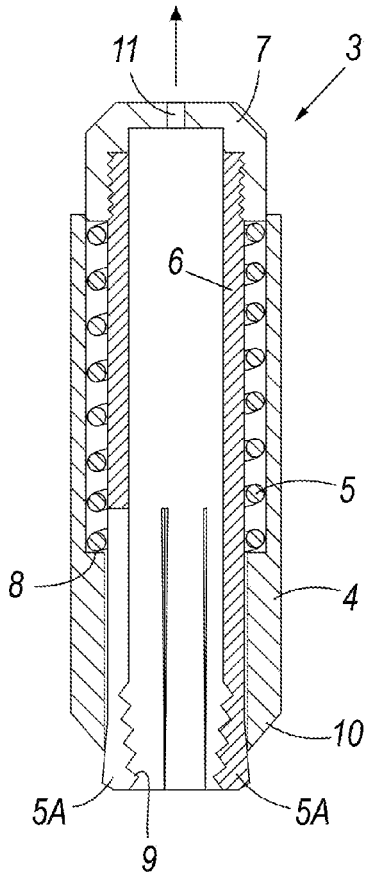


Fig. 3

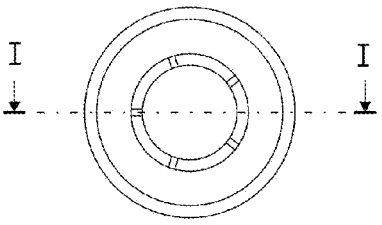


Fig. 2

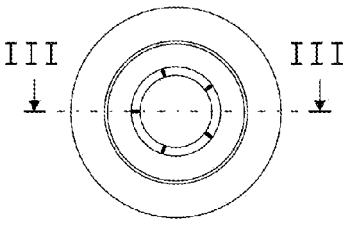


Fig. 4

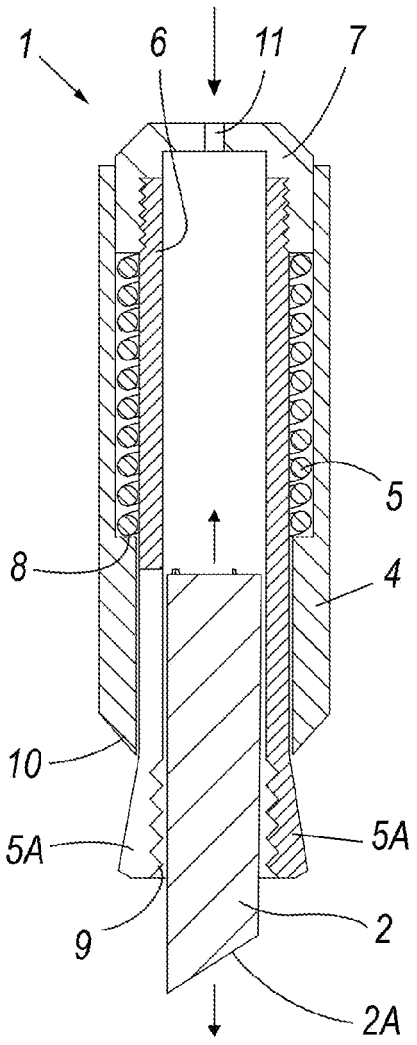


Fig. 5

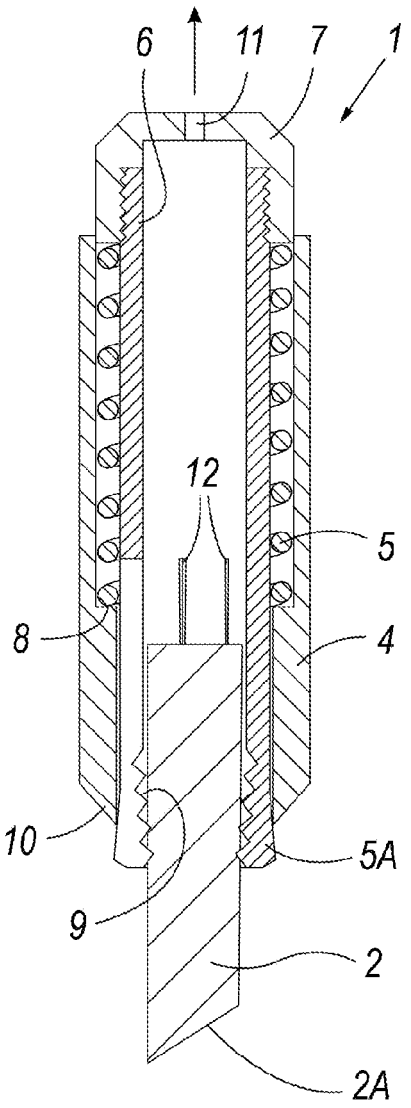


Fig. 6

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EUROPEAN SEARCH REPORT

Application Number
EP 10 15 3609

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
A	FR 2 551 636 A1 (FIOCCO STUDIO IND DESIGN [IT]) 15 March 1985 (1985-03-15) * page 1, line 3 - line 6 * * page 3, line 29 - page 4, line 22; claims; figures *	1-9	INV. A45D40/20
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X	WO 2008/111328 A1 (KOTOBUKI & CO LTD [JP]; SAITOU JURI [JP]) 18 September 2008 (2008-09-18) * abstract; figures *	1-9	
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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
Munich	5 July 2010	Acerbis, Giorgio

CATEGORY OF CITED DOCUMENTS

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