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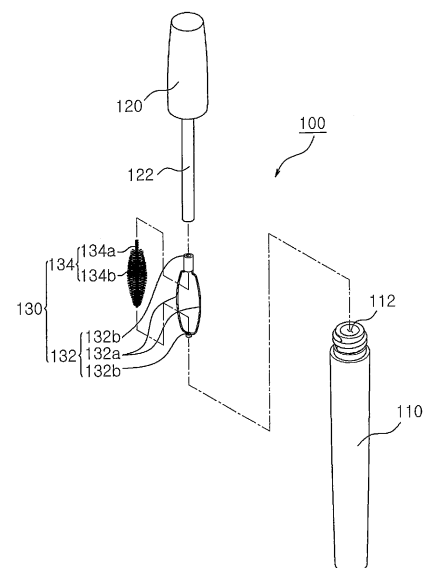
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(54) **MASCARA**

(57) The present invention relates to a mascara having a rotatable contact brush. According to the present design, comprised are: a container main body in which a mascara liquid is stored; a handle which is coupled to an opening side of the container main body so as to be sealable; and a coating member, which is extendedly formed on one side of the handle, is inserted into the container main body when the container main body and the handle are coupled, and which is provided with a brush that is rotatably provided at an end portion of a brush rod for selectively performing one effect from volumizing, curling, lengthening, and cleaning, while rotating when coating the eyelashes with the mascara liquid, thereby enhancing volume, curling, lengthening, and cleaning by means of the rotation of the brush when coating the eyelashes with the mascara liquid.

Fig.1



Description

[Technical Field]

[0001] The present invention relates to a mascara product. More particularly, the present invention relates to a mascara product which includes a container body and a brush rotatably installed at an end of a brush prop inserted into the container body when a knob is coupled in order to help achieve volumizing, curling, lengthening and cleaning of the eyelashes through rotation of the brush when mascara liquid is applied to the eyelashes.

[Background Art]

[0002] In general, a mascara product is a cosmetic product for women, and is used to apply various colors of mascara liquid to eyelashes in order to make eyes appealing.

[0003] The mascara product includes a container body within which mascara liquid is stored, a knob air-tightly coupled to an opening of the container body, a bar-shaped brush wand formed at a lower side of the knob, and a brush fixedly installed in the brush wand.

[0004] A user can apply mascara liquid in the brush to eyelashes while coupling or separating the knob to and from the container body, in order to add volume, curl, lengthen, and clean the eyelashes.

[0005] However, according to the conventional mascara product, since the brush is fixedly installed in the brush wand, it is not easy to add, curl, lengthen, and clean the eyelashes.

[Disclosure]

[Technical Problem]

[0006] Accordingly, the present invention has been made to solve the above-mentioned problems occurring in the prior art, and an aspect of the present invention provides a mascara product which includes a container body and a brush rotatably installed at an end of a brush prop inserted into the container body when a knob is coupled in order to help achieve volumizing, curling, lengthening, and cleaning of the eyelashes through rotation of the brush when mascara liquid is applied to the eyelashes.

[Technical Solution]

[0007] According to an exemplary embodiment, there is provided a mascara product including: a container body within which mascara liquid is stored; a knob air-tightly coupled to an opening of the container body; and an applying member extending from one side of the knob, inserted into the container body when the knob is coupled to the container body, and rotatably installed at an end of a brush wand, the applying member including a brush

for selectively performing one of operations for volumizing, curling, lengthening, and cleaning of the eyelashes while being rotated when the mascara liquid is applied to the eyelashes.

[0008] The applying member may be mounted to an end of the brush wand, and may include a support body having a support prop widened at opposite sides and rotation guide holes formed at opposite sides thereof, and a brush rotatably installed in the rotation guide holes.

[0009] The applying member may include: a support body having a support prop fitted with an end of the brush wand and widened to opposite sides, and rotation guide holes formed at opposite ends thereof; and a brush rotatably provided in the rotation guide holes.

[0010] The brush may have a contact brush part contacting an eyelash, and a fixing rod, which fixes the contact brush part and opposite ends of which are rotatably installed in the rotation guide holes so that the brush is rotated while contacting an eyelash when the mascara liquid is applied.

[Advantageous Effects]

[0011] Accordingly, the mascara product of the present invention includes a container body and a brush rotatably installed at an end of a brush prop inserted into the container body when a knob is coupled in order to help achieve volumizing, curling, lengthening, and cleaning of the eyelashes through rotation of the brush when mascara liquid is applied to the eyelashes.

[Description of Drawings]

[0012]

FIG. 1 is an exploded view illustrating a mascara product according to a first embodiment of the present invention;

FIG. 2 is a view illustrating an in-use state of the mascara product where an applying member is installed within a container body according to the first embodiment of the present invention;

FIG. 3 is an enlarged perspective view illustrating the applying member according to the first embodiment of the present invention;

FIG. 4 is an exploded view illustrating a mascara product according to a second embodiment of the present invention;

FIG. 5 is a view illustrating an in-use state of the mascara product where an applying member is installed within a container body according to the second embodiment of the present invention; and

FIG. 6 is an enlarged sectional view illustrating the applying member according to the second embodiment of the present invention.

[Best Mode]

[Mode for Invention]

[0013] The terms and wordings used in the specification and claims should not be construed to be limited to common or lexicographic meanings, but be construed as the meanings and concepts in agreement with the technical spirits of the present invention based on the principle that the inventor can define the concepts of terms in a suitable way to explain his or her invention in the best way.

[0014] Hereinafter, a mascara product 100 according to the present invention will be described with reference to the accompanying drawings.

[0015] As illustrated in FIG. 1, the mascara product 100 according to the present invention includes a container body 110, a knob 120 coupled to the container body 110, and an applying member 130 having a brush 134 rotatably installed at an end of a brush wand 122 of the knob 120.

[0016] Mascara liquid is stored within the container body 110 for volumizing, curling, lengthening, and cleaning of the eyelashes. The container body 110 may have various shapes such as a cylinder and a rectangular box. The container body 110 may be made of various materials, such as plastic and aluminum, which are harmless to human bodies.

[0017] The knob 120 is air-tightly coupled to an opening 112 of the container body 110. The knob 120 may have a shape the same as an outer periphery of the container body 110 and may have various patterns to make the mascara product appealing.

[0018] The brush wand 122 extending by a predetermined length is formed at one side of the knob 120, i.e. a portion of the knob 120 coupled to the container body 110. The brush wand 122 is located within the container body 110 when the knob 120 is coupled to the container body 110.

[0019] The applying member 130 is mounted to an end of the brush wand 122. The applying member 130 includes a support body 132 having a support prop 132a and rotation guide holes 132b, and a brush 134 rotatably installed in the rotation guide holes 132b.

[0020] The support body 132 may be made of, for example, a metal or a plastic material which is not bent and harmless to human bodies.

[0021] As illustrated in FIGS. 1 to 3, the support prop 132a of the support body 132 may be widened at both sides thereof (forming a substantially elliptical shape). The ends of the support prop 132a gather at opposite sides thereof and the rotation guide holes 132b are formed at the sides where the ends of the support prop 132a gather.

[0022] As illustrated in FIGS. 4 to 6, the support prop 132a of the support body 132 may have a semi-elliptical shape that is selectively provided at one side of the support body 132. The rotation guide holes 132b may be

provided at opposite ends of the support prop 132a. In this case, since the support prop 132a is provided only at one of the left and right sides of the support body 132, a user can easily apply mascara liquid to eyelashes by using the brush 134 without any interference with the eyelashes on one of the left and right sides.

[0023] The brush 134 is rotatably installed in the rotation guide holes 132b. The brush 134 has a contact brush part 134b contacting an eyelash, and a fixing rod 134a opposite ends of which are rotatably installed in the rotation guide holes 132b. The brush is inserted into the container body 110 when the knob 120 is coupled to the container body 110. The brush 134 helps a user selectively perform an operation for volumizing, curling, lengthening, and cleaning of the eyelashes while being rotated when the user applies mascara liquid to the eyelashes.

[0024] Although a preferred embodiment of the present invention has been described as an example, the scope of the present invention is not limited to the embodiment, but it should be understood that the scope obvious to those skilled in the art to which the present invention pertains falls in the scopes of the claims.

Claims

1. A mascara product comprising:

a container body within which mascara liquid is stored;
a knob air-tightly coupled to an opening of the container body; and
an applying member extending from one side of the knob, inserted into the container body when the knob is coupled to the container body, and rotatably installed at an end of a brush wand, the applying member including a brush for selectively performing one of operations for volumizing, curling, lengthening, and cleaning of the eyelashes while being rotated when the mascara liquid is applied to the eyelashes.

2. The mascara product of claim 1, wherein the applying member is mounted to an end of the brush wand, and includes a support body having a support prop widened at opposite sides and rotation guide holes formed at opposite sides thereof, and a brush rotatably installed in the rotation guide holes.

3. The mascara product of claim 1, wherein the applying member comprises:

a support body having a support prop fitted with an end of the brush wand and widened to opposite sides, and rotation guide holes formed at opposite ends thereof; and
a brush rotatably provided in the rotation guide holes.

4. The mascara product of any one of claims 1 to 3, wherein the brush has a contact brush part contacting an eyelash, and a fixing rod, which fixes the contact brush part and opposite ends of which are rotatably installed in the rotation guide holes so that the brush is rotated while contacting an eyelash when the mascara liquid is applied.

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Fig.1

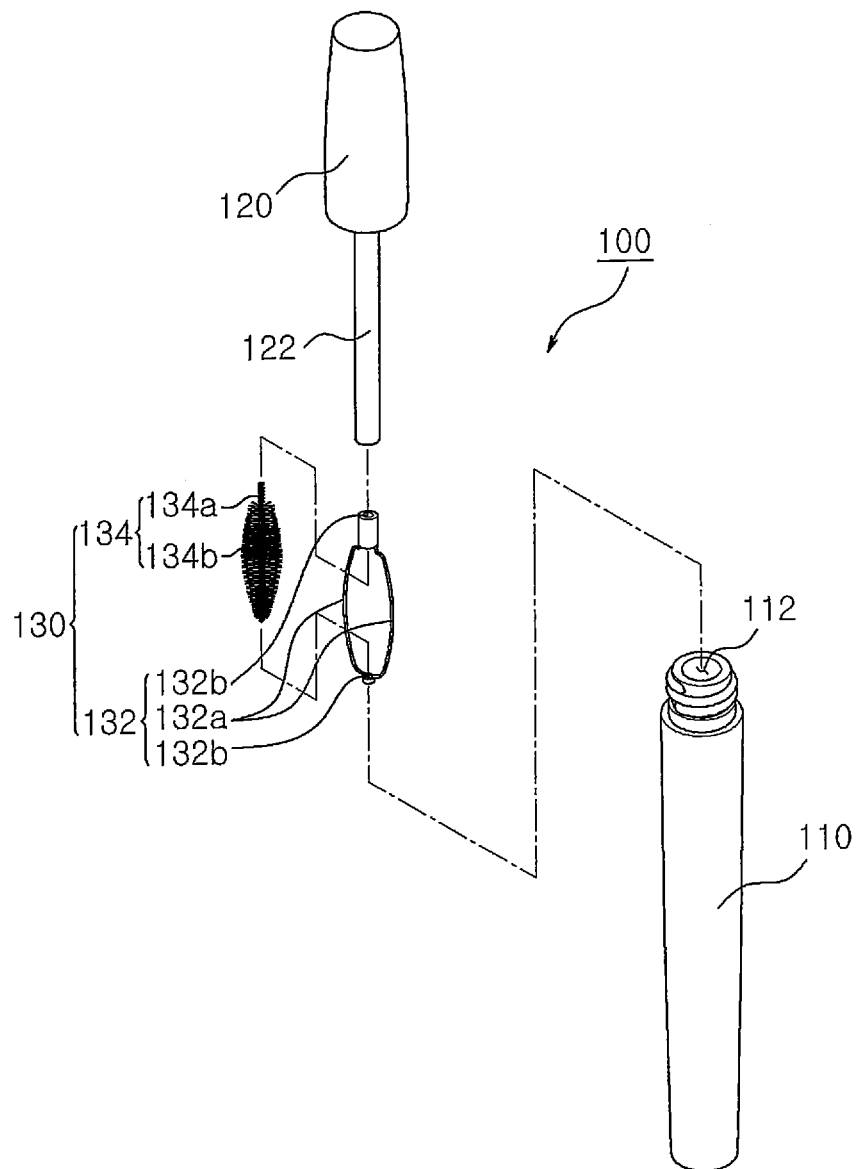


Fig.2

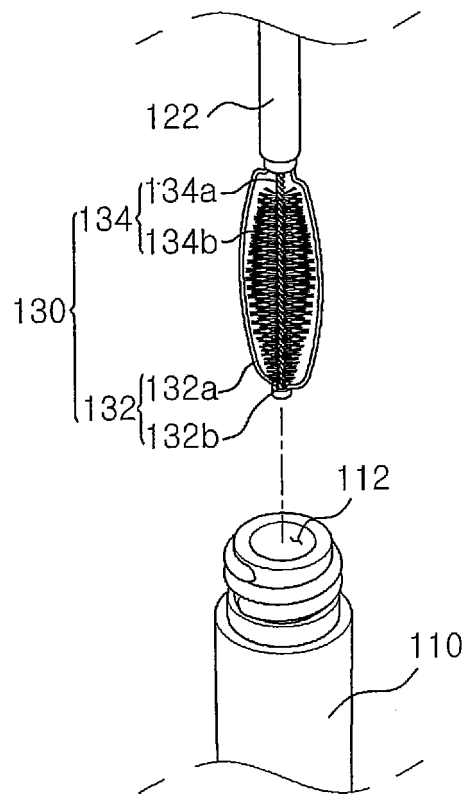


Fig.3

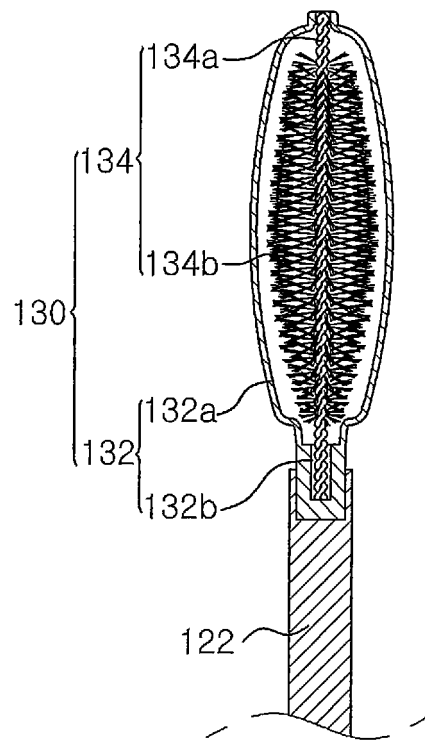


Fig. 4

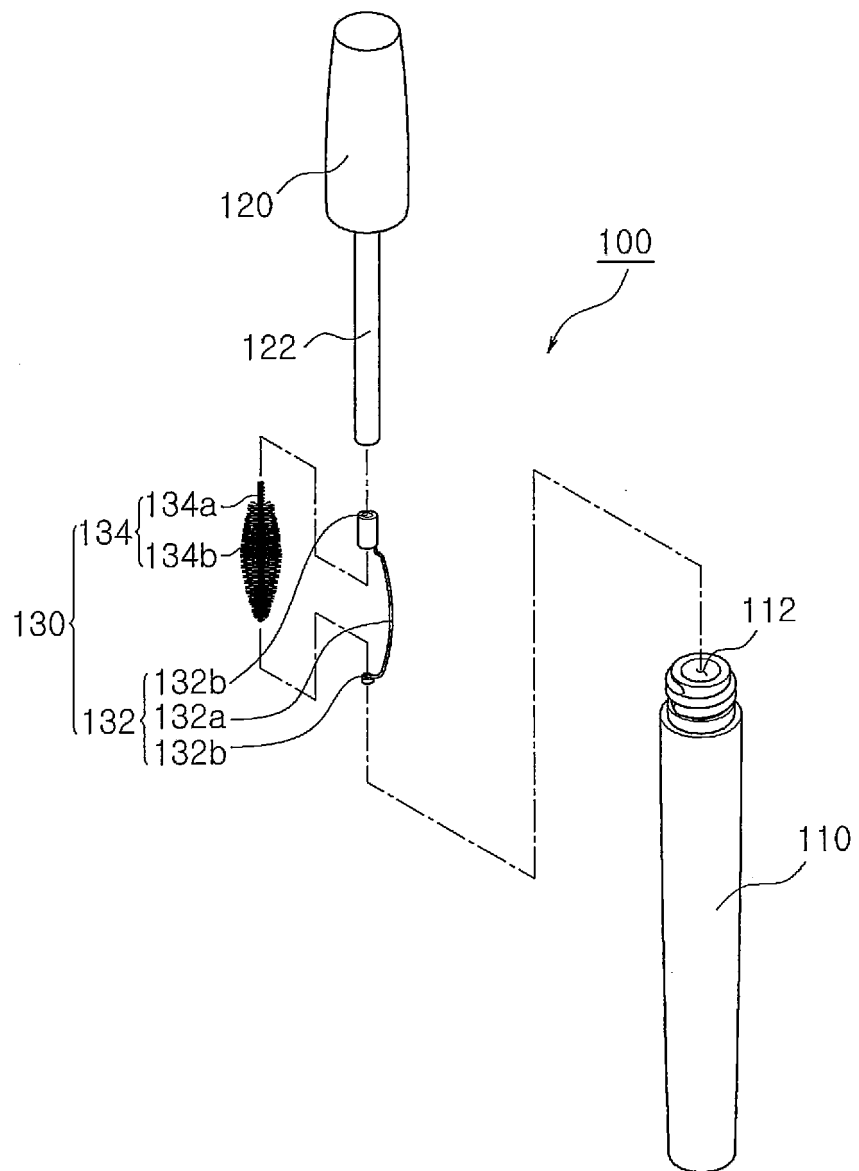


Fig.5

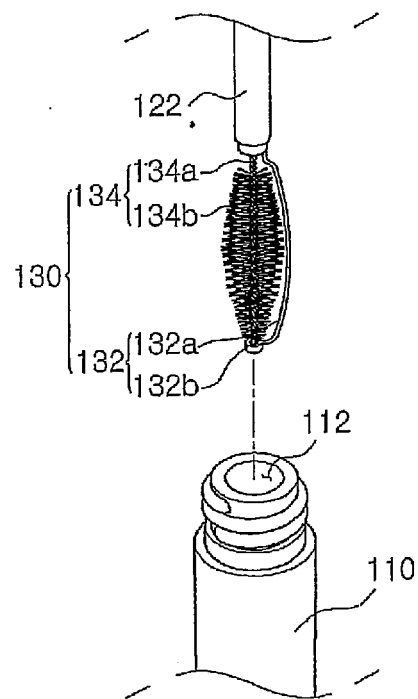
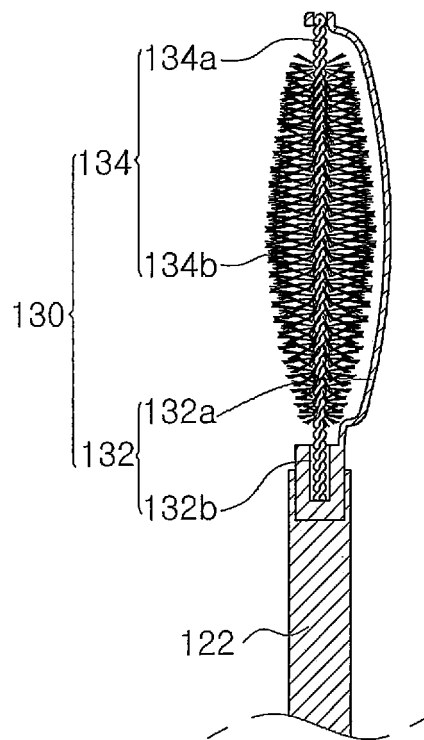


Fig.6



INTERNATIONAL SEARCH REPORT

International application No.

PCT/KR2011/007787**A. CLASSIFICATION OF SUBJECT MATTER****A45D 34/04(2006.01)i, A45D 40/26(2006.01)i, A46B 13/08(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

A45D 34/04; A45D 40/26; A46B 3/18; A45D 40/30

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean Utility models and applications for Utility models: IPC as above

Japanese Utility models and applications for Utility models: IPC as above

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS (KIPO internal) & Keywords: brush, rotation, mascara

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	KR 20-2011-0003429 U (AMOREPACIFIC CORPORATION) 06 April 2011 See abstract, claim 1, figure 2	1
X	US 04397326A A (FORMICA; VAL A.) 09 August 1983 See abstract, claim 1, figures 1-2	1
A	KR 10-2011-0057043 A (PARK, HAK KYU) 31 May 2011 See abstract, claims 1-4, figures 1-9	1-4
A	JP 2003-174929 A (L'OREAL SA) 24 June 2003 See abstract, claims 1-18, figures 1-5	1-4
A	KR 20-0388025 Y1 (AMOREPACIFIC GROUP) 30 June 2005 See abstract, claims 1-5, figures 1-8	1-4

☐ Further documents are listed in the continuation of Box C.☒ See patent family annex.

* Special categories of cited documents:

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INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.

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