

(19)



(11)

EP 2 773 239 B1

(12)

EUROPEAN PATENT SPECIFICATION

(45) Date of publication and mention
of the grant of the patent:
13.01.2016 Bulletin 2016/02

(51) Int Cl.:
A45D 34/04 ^(2006.01) **A45D 40/08** ^(2006.01)
A45D 33/34 ^(2006.01)

(21) Application number: **12779092.1**

(86) International application number:
PCT/EP2012/071746

(22) Date of filing: **02.11.2012**

(87) International publication number:
WO 2013/064652 (10.05.2013 Gazette 2013/19)

**(54) COSMETIC PRODUCT APPLICATION ELEMENT AND PACKAGING AND APPLICATION SET
COMPRISING SUCH AN ELEMENT**

ELEMENT ZUMAUFTRAGEN EINES KOSMETIKPRODUKTES SOWIE VERPACKUNG UND
ANWENDUNGSSET MIT EINEM SOLCHEN ELEMENT

ÉLÉMENT D'APPLICATION DE PRODUIT COSMÉTIQUE ET ENSEMBLE DE CONDITIONNEMENT
ET D'APPLICATION COMPRENANT UN TEL ÉLÉMENT

(84) Designated Contracting States:
**AL AT BE BG CH CY CZ DE DK EE ES FI FR GB
GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO
PL PT RO RS SE SI SK SM TR**

(30) Priority: **02.11.2011 FR 1159915**
05.12.2011 US 201161566729 P

(43) Date of publication of application:
10.09.2014 Bulletin 2014/37

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Description

[0001] The invention relates generally to cosmetic product application elements.

[0002] For example, from FR-2 886 112, an application element comprising two plastic branches coated with a flocked material and a membrane made of a woven or non-woven material mounted between the two branches is known. Such an application element is pleasant and convenient to use. However, the production thereof is complex and costly. This is particularly the case when seeking to produce application elements in large sizes and/or complex shapes.

[0003] Other cosmetic products applications elements are known from WO-A-99/01052 and from EP-A-2 347 751.

[0004] In this context, the aim of the invention is that of providing an application element which is easy and inexpensive to produce and suitable for producing complex shapes easily.

[0005] To achieve this, the invention, according to a first aspect thereof, relates to a cosmetic product application element comprising:

- a fabric provided for the application of the cosmetic product;
- a plastic reinforcement molded on the fabric.

[0006] Such an application element is very easy to produce. This is carried out in one step, which is a step for injecting the plastic reinforcement. The application element may comprise any sort of fabric: woven, non-woven, felt, a perforated soft membrane, braided natural fibers, etc.

[0007] The production method is the same regardless of the type of fabric.

[0008] The plastic is typically a thermo-plastic, namely polyolefins such as polypropylene or polyethylene, thermoplastic elastomers (TPE), thermoplastic polyurethane (TPU) or a styrene-ethylene-butylene block copolymer.

[0009] A "cosmetic product" means a product such as that defined in Council directive 93/35/EEC dated June 14, 1993.

[0010] For example, the cosmetic product is a skin care formulation. It may also be a makeup formulation, for example a foundation, blusher, gloss, etc. The cosmetic product is for example a care, makeup or hygiene product.

[0011] Regardless of the shape and size of the application element, the reinforcement is easy to produce. Indeed, it is easy to produce all sorts of reinforcement shapes by insert molding.

[0012] The reinforcement comprises a closed contour portion, defining an inner surface wherein the fabric is extended therein.

[0013] In this way, the reinforcement acts as a frame for stretching the fabric.

[0014] Additionally, the reinforcement comprises at

least one branch, dividing the inner surface into two areas. The reinforcement may also comprise a plurality of branches, dividing the inner surface into a plurality of areas. This is particularly useful when the application element is large in size, so as to ensure the fabric tension over the entire surface.

[0015] In this way, the application element is particularly suitable for cases with a large fabric surface.

[0016] Preferably, each branch is rigidly connected to the portion with a closed contour at both ends thereof. The branches may be parallel with each other, or be inclined with respect to each other, or intersect.

[0017] Preferably, the fabric is in this case defined by a peripheral edge whereon the closed contour portion of the reinforcement is molded. In this way, the application element has rigid, well-finished edges. Moreover, the closed contour portion may in this case be used particularly easily for mounting the application element on a receptacle or a holder. It is welded onto the holder or comprises, for example, relief details for fastening the application element onto the holder or receptacle. These relief details are produced during the insert molding step.

[0018] According to a further alternative embodiment, the fabric has a central area and a peripheral edge surrounding the central area, the reinforcement comprising a back portion molded onto the central area of the fabric, the peripheral edge being free on the majority of the periphery thereof.

[0019] In this case, the application element is shaped similar to a bird's feather, with a central rigid core, consisting of the reinforcement and a flexible peripheral area consisting of the fabric. The term free is used to describe the peripheral edge in that the peripheral edge is not engaged in the plastic reinforcement.

[0020] Such an application element is particularly flexible and is easy to insert into a bottle.

[0021] The back portion is typically a rectilinear rod. However, it may come in other shapes, for example be locally or fully curved, or come in any shape suitable for the general shape of the application element. If the fabric is large, the reinforcement may comprise branches branching from the back portion, provided to stiffen the peripheral areas of the fabric. In this case, the shape of the reinforcement is similar to a leaf skeleton.

[0022] For example, the fabric has an elongated shape along a longitudinal direction and has, along the longitudinal direction, a predetermined length, the back portion extending over at least 50% of said predetermined length, preferably over at least 75% of said predetermined length. This gives the application element some stiffness and enables easier insertion of the application element into a narrow-necked bottle.

[0023] Preferably, the reinforcement comprises a rod, for connecting the application element to a gripping element for the user. This rod typically protrudes from the fabric. It is injected at the same time as the reinforcement. It extends typically in the plane of the fabric. The rod may particularly incorporate elements for easy attachment of

the application element to a gripping element, for example a blind recess for receiving a pin of a complementary shape provided on the gripping element. This element is obtained easily, during the reinforcement injection step.

[0024] Alternatively, the application element per se comprises a gripping element, to be held by a user, and connected to the plastic reinforcement. This gripping element is typically a handle of a suitable size and shape. This gripping element is obtained during the reinforcement injection step. Alternatively, it is mounted on and attached to the reinforcement.

[0025] In one example of an embodiment, the application element comprises a case having an opening sealed by the fabric, the fabric being connected by the case by the reinforcement. It is thus possible to give the application element the shape of a powder puff.

[0026] In this case, the case is for example injected with the reinforcement. Alternatively, the case is obtained separately from the subassembly consisting of the reinforcement and the fabric. The reinforcement is then mounted on the case. For example, the reinforcement is welded onto the case. Alternatively, the case and reinforcement are interlocked, by means of relief details provided for this purpose supported by the edge of the opening and by the reinforcement. The case in this case comprises for example a foam block for supporting the fabric. The foam block is for example suitable for absorbing the cosmetic product, and for transferring same following application.

[0027] According to a second aspect, the invention relates to a cosmetic product packaging and application set comprising:

- a receptacle comprising a dose of cosmetic product;
- an application element having the above features.

[0028] Various embodiments may be envisaged.

[0029] In a first example of an embodiment, the application element is completely independent of the receptacle. The receptacle is for example a dish having a wide opening to enable the user to fill the fabric on the application element with cosmetic product. The application element is typically, in this case, envisaged to be handled by the user. For example, it is in the form of a powder puff.

[0030] In a second example of an embodiment, the receptacle has a cosmetic product dispensing orifice, the application element being attached to the receptacle such that the orifice is sealed by the fabric, the fabric being connected to the receptacle by the reinforcement.

[0031] The set is in this case for example a dispensing pen. The cosmetic product is for example a fluid formulation. The cosmetic product impregnates the fabric gravitationally. Alternatively, the set may comprise a mechanism for actuating the cosmetic product to the application element. This mechanism is for example a piston, or a pump, or any other type of suitable mechanism. The application element is preferably removably attached to the receptacle. This makes it possible to replace the appli-

cation element when it is worn. The receptacle acts as the gripping element for the user.

[0032] In a further example of an embodiment, the receptacle has a cosmetic product dispensing orifice, the application element being suitable for adopting a first position wherein the application element seals the orifice and a second position wherein the application element is separated from the receptacle, the fabric being housed inside the receptacle in the first position and being situated outside the receptacle in the second position.

[0033] The packaging and application set is typically a bottle in this case. The cosmetic product, is a fluid formulation, packaged in the bottle. In this case, the application element typically comprises a cap to be removably attached onto the receptacle and envisaged to seal the dispensing orifice. It also comprises a rod connecting the reinforcement to the cap. In the first position, the fabric and reinforcement dip into the cosmetic product situated inside the bottle. In the second position, the fabric and reinforcement are taken out of the receptacle. The user uses the cap as a gripping element.

[0034] In a further embodiment, the cosmetic product is in the form of a solid block, the receptacle comprising a heating element for softening the cosmetic product and having orifices for the passage of the softened cosmetic product, the application element covering the heating element.

[0035] In this example of an embodiment, the cosmetic product is for example a lipstick.

[0036] In this case, the packaging and application set typically comprises a mechanism for placing the solid cosmetic product block against the heating element, so as to soften the surface of the cosmetic product block. Once the cosmetic product has softened, it impregnates the fabric. In this way, the fabric portion and not the metal portion comes into contact with the user's skin. Contact with the fabric is much more pleasant. The fabric transmits the heat released by the heating element to the user's lips, creating a pleasant sensation.

[0037] Typically, the heating element is a grid arranged in an orifice of the receptacle.

[0038] According to a third aspect, the invention relates to a method for producing an application element having the above features, the method comprising the following steps:

- providing a fabric for the application of the cosmetic product;
- insert molding a plastic reinforcement onto the fabric.

[0039] Such a method is suitable for producing an application element quickly and economically. It is particularly suitable for producing large application elements easily, in a variety of shapes.

[0040] Other characteristics and advantages of the invention will become clear from the detailed description given below, for guidance and in no way limitative, with reference to the appended drawings among which:

- Figure 1 is a schematic axial section view of a packaging and application set according to a first embodiment different from the invention, such as a pen;
- Figure 2 is a perspective view of the application element of the set in figure 1;
- Figure 3 is a perspective view of a packaging and application set according to a second embodiment different from the invention, such as a heating lipstick;
- Figure 4 is an axial section view of a packaging and application set according to a third embodiment different from the invention, such as a bottle;
- Figure 5 is a schematic view of the application element of the set in figure 4;
- Figure 6 illustrates a step of the method for producing the application element in Figure 5; and
- Figure 7 shows an embodiment of the packaging and application set according to the invention.

[0041] The set 1 shown in figure 1 is designed for the packaging and application of a cosmetic product.

[0042] The set 1 comprises a receptacle 3 containing a dose of cosmetic product 5, an application element 7 connected to the receptacle 3, and a cap 9. The receptacle 3 is elongated along an axis X. It is defined by a peripheral wall 11 acting as a neck 13. The neck defines an orifice 15 for dispensing the cosmetic product.

[0043] The application element 7 is shown in more detail in figure 2. It comprises a fabric 17 and a plastic reinforcement 19, molded onto the fabric 17. the fabric 17 is made of a material suitable for being impregnated and traversed by the cosmetic product.

[0044] The cosmetic product is fluid at ambient temperature. In this way, it is typically in the form of a liquid, gel, cream, foam, oil, lotion, emulsion, etc.

[0045] The reinforcement 19 has a closed contour. It is molded onto the peripheral edge of the fabric. In this way, the fabric is entirely housed in the surface defined by the reinforcement, in that it does not protrude outward from the reinforcement. The fabric is stretched, in that it is inscribed substantially in a plane.

[0046] The application element is removably mounted onto the receptacle. It is arranged such that the dispensing orifice 15 is sealed by the fabric 17. The reinforcement 19 is mounted on the peripheral edge of the dispensing orifice 15. The connection is made by any suitable means, for example by interlocking.

[0047] The set 1 further comprises a mechanism 21 for pushing the fluid cosmetic product to the dispensing orifice.

[0048] As seen in figure 1, the receptacle 3 defines a chamber 23 therein for receiving the cosmetic product 5. A piston 25 is arranged at one end of the chamber 23 opposite the dispensing orifice 15. The cosmetic product is contained in the area of the chamber situated between the piston 25 and the dispensing orifice 15. The mechanism 21 comprises a device suitable for moving the piston 25 axially toward the dispensing orifice 15, by pushing

the cosmetic product. This device comprises a threaded rod 27, engaging with a threaded orifice provided in the piston 25. It further comprises a rotary control head 29 rigidly connected to the threaded rod 27. The rotary head 29 is connected by a pin joint to the receptacle 3. It is situated at one end of the receptacle opposite the dispensing orifice. It rotates freely about the axis X with respect to the receptacle 3, integral with the threaded rod 27.

[0049] The cap 9 is designed to fit around the neck 13 of the receptacle, so as to protect the application element 7 when not in use.

[0050] The operation of the packaging and application set in figure 1 will now be described.

[0051] When the user wishes to use the set 1, she first removes the cap 9. She then pivots the head 29 with respect to the receptacle 3, in a suitable direction to actuate the piston 25 toward the dispensing orifice 15. While moving, the piston 25 pushes the cosmetic product 5, forcing it to impregnate the fabric 17. When the cosmetic product is flush with the fabric surface facing out from the receptacle, the user can hold the receptacle and apply the fabric against her skin to apply the cosmetic product.

[0052] Once the application has been completed, the user pivots the head 29 in the opposite direction, so as to reduce the pressure of the cosmetic product on the fabric.

[0053] If the application element 7 is dirty, or for any other reason, the application element can be removed and replaced by a new application element.

[0054] Figure 3 illustrates a further embodiment different from the invention. The set 31 shown in figure 3 is a heating lipstick. The set 31 comprises a receptacle 33, containing a lipstick block 35, a cap 37 and a cosmetic product application element 39 connected to the receptacle.

[0055] The receptacle 33 comprises an elongated outer casing 39 along an axis X, defining an orifice 41 at a first end. The receptacle 33 further comprises a cup 43 whereon the lipstick block 35 is attached.

[0056] The receptacle 33 further comprises a mechanism for axially moving the cup 43 and the block 35. This mechanism is known per se and will not be described in detail herein. It particularly comprises a rotary control element 45, shown in Figure 3. This control element 45 is mounted by means of a pin joint onto the outer casing 39. The mechanism is suitable for ensuring that a rotation of the element 45 with respect to the casing 39 about the axis X induces an axial movement of the cup 43, toward the orifice 41 or in the opposite direction according to the direction of rotation.

[0057] The receptacle 33 comprises a heating device 47 suitable for softening the lipstick block. The device 47 comprises a heating element 49 arranged in the orifice 41. It also comprises a power source, for example a battery, not shown, and a switch 51 supported by the outer casing 39. The heating device is suitable for the switch 51 selectively controlling the power supply or insulation

of the heating element 49.

[0058] As seen in the figure, the heating element 49 is a resistive metal grid with holes 51 for the passage of the softened cosmetic product. The grid 49 has one large face facing the inside of the receptacle, and one large face 55 facing the outside of the receptacle. The set is arranged such that the axial movement of the cup 43 and the lipstick block 35 toward the orifice 41 enables the contact of the block 35 with the large face of the heating element facing inward.

[0059] The application element 39 is such as that shown in Figure 2. It is pressed against the large face 55 of the heating element, covering same. It is attached, for example removably, to the outer casing 39 via the reinforcement 19.

[0060] As above, the cap 37 is arranged to protect the application element.

[0061] The operation of the set 31 shown in Figure 3 will now be described.

[0062] When the user wishes to apply lipstick, she first rotates the control element 45 with respect to the outer casing 39, so as to position the lipstick block 35 against the heating element 49. She then activates the heating using the switch 51. The heating element 49 melts the portion of the block 35 in contact with this element. The molten portion impregnates the fabric 17. The user can then remove the cap 37, and apply the lipstick on her skin. Once application is complete, she switches off the heating by actuating the switch 51 again, and removes the block 35 from the heating element by actuating the control element 45.

[0063] Figure 4 shows a third embodiment different from the invention. Therein, the set 57 is a bottle for receiving a fluid cosmetic product, for example gloss or liquid lipstick formulations.

[0064] The set 57 comprises a receptacle 59 containing a dose of cosmetic product 61, and an applicator 63. The receptacle 59 is elongated along an axial direction X. It is defined by a peripheral wall 64, by a base 65 sealing the peripheral wall 64 at one end, and by a neck 67 opposite the base 65. The neck 67 defines a cosmetic product dispensing opening 69. The set 57 comprises for example a squeezing device 71 inserted into the neck 67. The application element 63 comprises a cap 72, a cosmetic product applicator 73, and an axial rod 75 rigidly connecting the cap and the applicator together.

[0065] The application element 63 is suitable for adopting a first position wherein the cap 72 seals the orifice 69, and wherein the applicator 73 is housed inside the receptacle and dips into the cosmetic product. It is also suitable for adopting a second position, wherein it is completely separated from the receptacle 59. In this second position, the orifice 69 is clear and the applicator 73 is taken out of the receptacle 59.

[0066] The cap 72, in the first position, is removably connected to the neck 67 of the receptacle. For example, it has a screw thread (not shown) engaging with a complementary screw thread 77 comprised by the neck 67.

The application element 73 comprises a fabric 79 and a plastic reinforcement 81 molded on the fabric 79. The reinforcement 79 is molded onto a peripheral edge of the fabric 79. The contour thereof is closed. For example, it is heart or leaf-shaped.

[0067] The rod 75 is rigidly attached via a first end to the reinforcement 81, and via a second end to the cap 72.

[0068] The size of the reinforcement 81 is suitable for enabling the element 73 to pass through the squeezing device 71. The dimensions are not to scale in Figure 4.

[0069] The rod 75 is typically injected with the reinforcement 81, but may also be mounted on and attached to the reinforcement.

[0070] Figure 5 illustrates an application element suitable for being incorporated in a set such as that shown in Figure 4. This element 83 comprises a fabric 85 and a reinforcement 87 molded on the fabric 85. The element 83 resembles a bird's feather. The fabric 85 is elongated along a main direction. The fabric 85 has an overall elongated spindle shape along a main direction, with a wider intermediate portion 89 and two tapered opposite ends 91, 93. The reinforcement 87 is a substantially rectilinear rod, extending along the main direction.

[0071] The reinforcement 87 comprises a portion 95 molded onto the fabric 85, and a portion 97 protruding from the fabric 85. The portion 95 extends, in the example shown, along substantially two-thirds of the axial length of the fabric 85, but could also, for example, extend along the entire length thereof. The portion 95 is essentially arranged on a central area of the fabric, the peripheral edge of the fabric being free over most of the periphery thereof. More specifically, the reinforcement 87 only engages the tip of the end 93 of the fabric. The rest of the peripheral edge of the fabric is free and is not engaged in the reinforcement. The portion 97 consists of the rod 75 in figure 4, or a portion of the rod.

[0072] The element in figure 5 is produced using the method described below.

[0073] Firstly, a piece of fabric 99 is obtained, which is rectangular in figure 6. This piece 99 is then placed in an injection mold, and the reinforcement 87 is molded onto the piece of fabric 99. Finally, the fabric 85 is cut in the piece 99, about the reinforcement 87. Alternatively, the fabric may be pre-cut by a punch when closing the mold, the insert molding of the reinforcement 87 taking place after cutting. Alternatively, the fabric is cut before being fitted in the mold.

[0074] It is possible to mold, on the piece 99, a plurality of reinforcement 87, for example parallel with each other and then cut a fabric 85 around each of the reinforcements 87. The various reinforcements 87 may be injected into the same mold, during the same operation. Similarly, the fabrics 85 may be cut in a single step, in the same equipment.

[0075] An embodiment of the invention is illustrated in figure 7.

[0076] In this embodiment, the set 101 comprises a dish 103 containing a dose of cosmetic product 105, and

an application element 109 in the form of a powder puff. The cosmetic product in this case is typically solid or semi-solid, for example in paste form. The dish 103 comprises, on a large face, a large opening 109, for accessing the cosmetic product 105. The application element 107 comprises a case 111 having an opening 113 sealed by the fabric 115. A reinforcement 117 is molded on the fabric 115. The reinforcement 117 comprises a closed contour portion 119 and a plurality of branches 121 rigidly connected to the portion 119. The fabric 115 is attached to the receptacle by means of the closed contour portion 119, which is attached, for example removably, to the peripheral edge of the opening 113. The portion 119 defines a surface therein divided into a plurality of areas 123 separated from each other by the branches 121. Each of the branches 121 is rigidly connected to the closed contour portion 119 by the two opposite ends thereof.

[0077] When the user wishes to use the set 101, she holds the powder puff 107 and dabs the free surface of the product 105 with the fabric 115, thus removing a small amount of cosmetic product. She then dabs the powder puff onto her skin, so as to apply the cosmetic product.

[0078] The receptacle 111 is typically hollow. For example, it comprises a foam block (not shown) housed under the fabric 115, which is suitable for supporting the fabric 115 and preventing it from sinking into the powder puff 211.

Claims

1. Cosmetic product application element (107), comprising:

- a fabric (115) provided for the application of the cosmetic product;
- a plastic reinforcement (117), molded on the fabric (115),

characterized in that the reinforcement (117) comprises a closed contour portion (119), defining an inner surface wherein the fabric (115) is extended therein, and **in that** the reinforcement (117) comprises at least one branch (121), dividing the inner surface into at least two areas (123).

2. Element according to claim 1, **characterized in that** the fabric (115) is defined by a peripheral edge wherein the closed contour portion (119) of the reinforcement (117) is molded.

3. Element according to any of the above claims, **characterized in that** the reinforcement comprises a rod, for connecting the application element to a gripping element for the user.

4. Element according to any of the above claims, **char-**

acterized in that it comprises a gripping element, to be held by a user, and connected to the plastic reinforcement.

5. Element according to claim 1 or 2, **characterized in that** it comprises a case (111) having an opening (113) sealed by the fabric (115), the fabric (115) being connected to the case (111) by the reinforcement (117).

6. Cosmetic product packaging and application set, comprising:

- a receptacle (103) containing a dose of cosmetic product (105);
- an application element (107) according to any of claims 1 to 4.

7. Set according to claim 6, **characterized in that** the receptacle has a cosmetic product dispensing orifice, the application element being attached to the receptacle such that the orifice is sealed by the fabric, the fabric being connected to the receptacle by the reinforcement.

8. set according to claim 6, **characterized in that** the receptacle has a cosmetic product dispensing orifice, the application element being suitable for adopting a first position wherein the application element seals the orifice and a second position wherein the application element is separated from the receptacle, the fabric being housed inside the receptacle in the first position and being situated outside the receptacle in the second position.

9. Set according to claim 6, **characterized in that**

- the cosmetic product is in solid form;
- the receptacle comprises a heating element for softening the cosmetic product and having orifices for the passage of the softened cosmetic product;
- the application element covers the heating element.

10. Set according to claim 9, **characterized in that** the heating element is a grid arranged in an orifice of the receptacle.

11. Cosmetic product packaging and application set, comprising:

- a receptacle (103) containing a dose of cosmetic product (105);
- an application element (107) according to claim 5.

12. Method for producing an application element accord-

ing to any of claims 1 to 5, the method comprising the following steps:

- providing a fabric (115) for the application of the cosmetic product;
- molding a plastic reinforcement (117) on the fabric (115).

Patentansprüche

1. Element zum Auftragen (107) eines Kosmetikprodukts, umfassend:

- ein Gewebe (115), das zum Auftragen des Kosmetikprodukts bereitgestellt ist;
- eine Plastikverstärkung (117), die auf dem Gewebe (115) geformt ist,

dadurch gekennzeichnet, dass die Verstärkung (117) einen geschlossenen Konturabschnitt (119) umfasst, der eine innere Fläche definiert, wobei das Gewebe (115) darin erstreckt ist, und dadurch, dass die Verstärkung (117) mindestens einen Zweig (121) umfasst, der die innere Fläche in mindestens zwei Bereiche (123) trennt.

2. Element nach Anspruch 1, **dadurch gekennzeichnet, dass** das Gewebe (115) durch eine periphere Kante definiert ist, auf der der geschlossene Konturabschnitt (119) der Verstärkung (117) geformt ist.

3. Element nach einem der vorherigen Ansprüche, **dadurch gekennzeichnet, dass** die Verstärkung eine Stange umfasst, um das Element zum Auftragen mit einem Element zum Greifen für den Benutzer zu verbinden.

4. Element nach einem der vorherigen Ansprüche, **dadurch gekennzeichnet, dass** es ein Element zum Greifen umfasst, um von einem Benutzer gehalten zu werden und verbunden mit der Plastikverstärkung.

5. Element nach Anspruch 1 oder 2, **dadurch gekennzeichnet, dass** es ein Gehäuse (111) mit einer Öffnung (113) umfasst, die vom Gewebe (115) versiegelt ist, wobei das Gewebe (115) mit dem Gehäuse (111) durch die Verstärkung (117) verbunden ist.

6. Kosmetikprodukt-Verpackung und Auftragsset, umfassend:

- einen Behälter (103), der eine Dosis Kosmetikprodukt (105) enthält;
- ein Element zum Auftragen (107) nach einem der Ansprüche 1 bis 4.

7. Set nach Anspruch 6, **dadurch gekennzeichnet, dass** der Behälter eine Öffnung zur Abgabe von Kosmetikprodukt aufweist, wobei das Element zum Auftragen derart an den Behälter befestigt ist, dass die Öffnung durch das Gewebe versiegelt ist, wobei das Gewebe mit dem Behälter durch die Verstärkung verbunden ist.

8. Set nach Anspruch 6, **dadurch gekennzeichnet, dass** der Behälter eine Öffnung zur Abgabe von Kosmetikprodukt aufweist, wobei das Element zum Auftragen geeignet ist, um eine erste Position einzunehmen, wobei das Element zum Auftragen die Öffnung versiegelt, und eine zweite Position, wobei das Element zum Auftragen vom Behälter getrennt ist, wobei das Gewebe in der ersten Position innerhalb des Behälters aufgenommen ist und sich in der zweiten Position außerhalb des Behälters befindet.

9. Set nach Anspruch 6, **dadurch gekennzeichnet, dass**

- das Kosmetikprodukt in fester Form vorliegt;
- der Behälter ein Heizelement umfasst, um das Kosmetikprodukt zu erweichen und Öffnungen für den Durchgang des erweichten Kosmetikprodukts aufweist;
- das Element zum Auftragen das Heizelement abdeckt.

10. Set nach Anspruch 9, **dadurch gekennzeichnet, dass** das Heizelement ein Gitter ist, das in einer Öffnung des Behälters angeordnet ist.

11. Kosmetikprodukt-Verpackung und Auftragsset, umfassend:

- einen Behälter (103), der eine Dosis Kosmetikprodukt (105) enthält;
- ein Element zum Auftragen (107) nach Anspruch 5.

12. Verfahren zur Herstellung eines Elements zum Auftragen nach einem der Ansprüche 1 bis 5, wobei das Verfahren die folgenden Schritte umfasst:

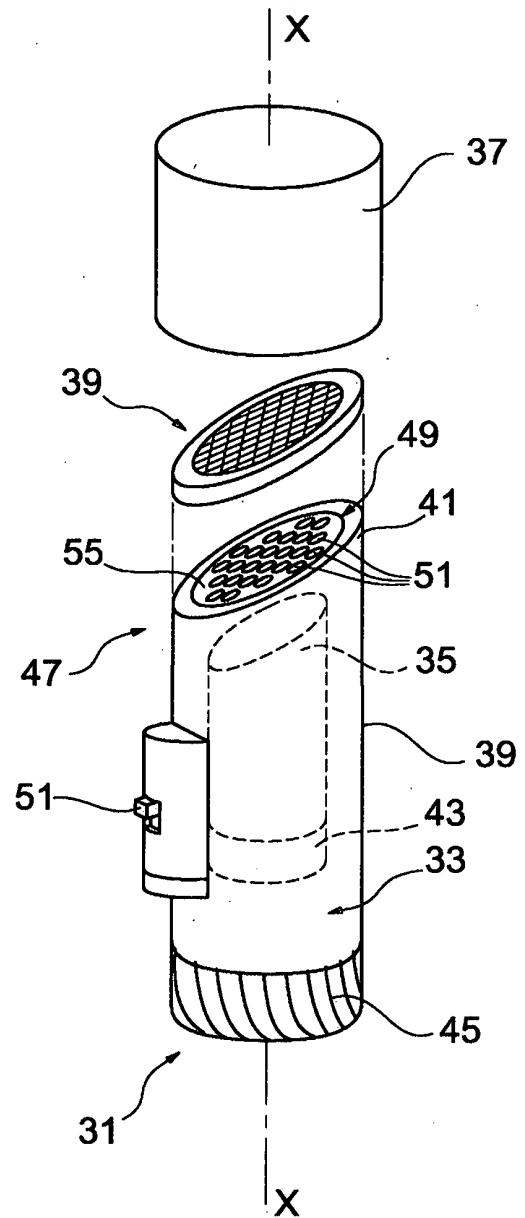
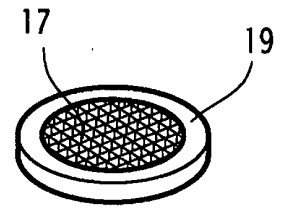
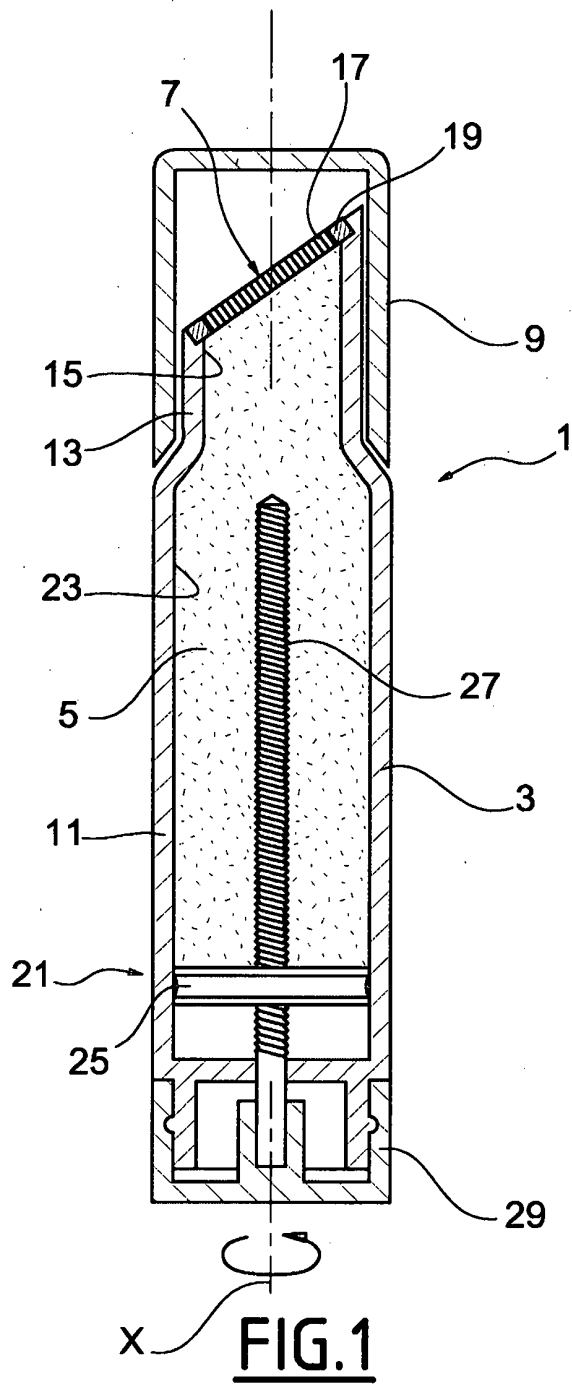
- Bereitstellen eines Gewebes (115) zum Auftragen des Kosmetikprodukts;
- Formen einer Plastikverstärkung (117) auf dem Gewebe (115).

Revendications

1. Élément d'application de produit cosmétique (107), comprenant :

- une étoffe (115) prévue pour l'application du

- produit cosmétique ;
 - un renfort plastique (117), moulé sur l'étoffe (115),
caractérisé en ce que le renfort (117) comprend une portion de contour fermée (119), définissant une surface interne dans laquelle l'étoffe (115) s'étend, et **en ce que** le renfort (117) comprend au moins une branche (121), divisant la surface interne en au moins deux zones (123).
2. Élément selon la revendication 1, **caractérisé en ce que** l'étoffe (115) est définie par un bord périphérique sur lequel la portion de contour fermée (119) du renfort (117) est moulée.
3. Élément selon l'une quelconque des revendications précédentes, **caractérisé en ce que** le renfort comprend une tige, pour raccordement de l'élément d'application à un élément de préhension pour l'utilisateur.
4. Élément selon l'une quelconque des revendications précédentes, **caractérisé en ce qu'il** comprend un élément de préhension, à tenir par un utilisateur, et raccordé au renfort plastique.
5. Élément selon la revendication 1 ou 2, **caractérisé en ce qu'il** comprend un boîtier (111) ayant une ouverture (113) obturée par l'étoffe (115), l'étoffe (115) étant raccordée au boîtier (111) par le renfort (117).
6. Ensemble de conditionnement de produit cosmétique et set d'application, comprenant :
 - un réceptacle (103) contenant une dose de produit cosmétique (105) ;
 - un élément d'application (107) selon l'une quelconque des revendications 1 à 4.
7. Ensemble selon la revendication 6, **caractérisé en ce que** le réceptacle a un orifice de distribution de produit cosmétique, l'élément d'application étant fixé au réceptacle de telle sorte que l'orifice soit obturé par l'étoffe, l'étoffe étant raccordée au réceptacle par le renfort.
8. Ensemble selon la revendication 6, **caractérisé en ce que** le réceptacle a un orifice de distribution de produit cosmétique, l'élément d'application étant adéquat pour adopter une première position dans laquelle l'élément d'application obture l'orifice et une seconde position dans laquelle l'élément d'application est séparé du réceptacle, l'étoffe étant logée à l'intérieur du réceptacle dans la première position et étant située en dehors du réceptacle dans la seconde position.
9. Ensemble selon la revendication 6, **caractérisé en ce que**
 - le produit cosmétique est sous forme solide ;
 - le réceptacle comprend un élément chauffant permettant de ramollir le produit cosmétique et comportant des orifices pour le passage du produit cosmétique ramolli ;
 - l'élément d'application couvre l'élément chauffant.
10. Ensemble selon la revendication 9, **caractérisé en ce que** l'élément chauffant est une grille agencée dans un orifice du réceptacle.
11. Ensemble de conditionnement de produit cosmétique et set d'application, comprenant :
 - un réceptacle (103) contenant une dose de produit cosmétique (105) ;
 - un élément d'application (107) selon la revendication 5.
12. Procédé de production d'un élément d'application selon l'une quelconque des revendications 1 à 5, le procédé comprenant les étapes suivantes :
 - fourniture d'une étoffe (115) pour l'application du produit cosmétique ;
 - moulage d'un renfort plastique (117) sur l'étoffe (115).



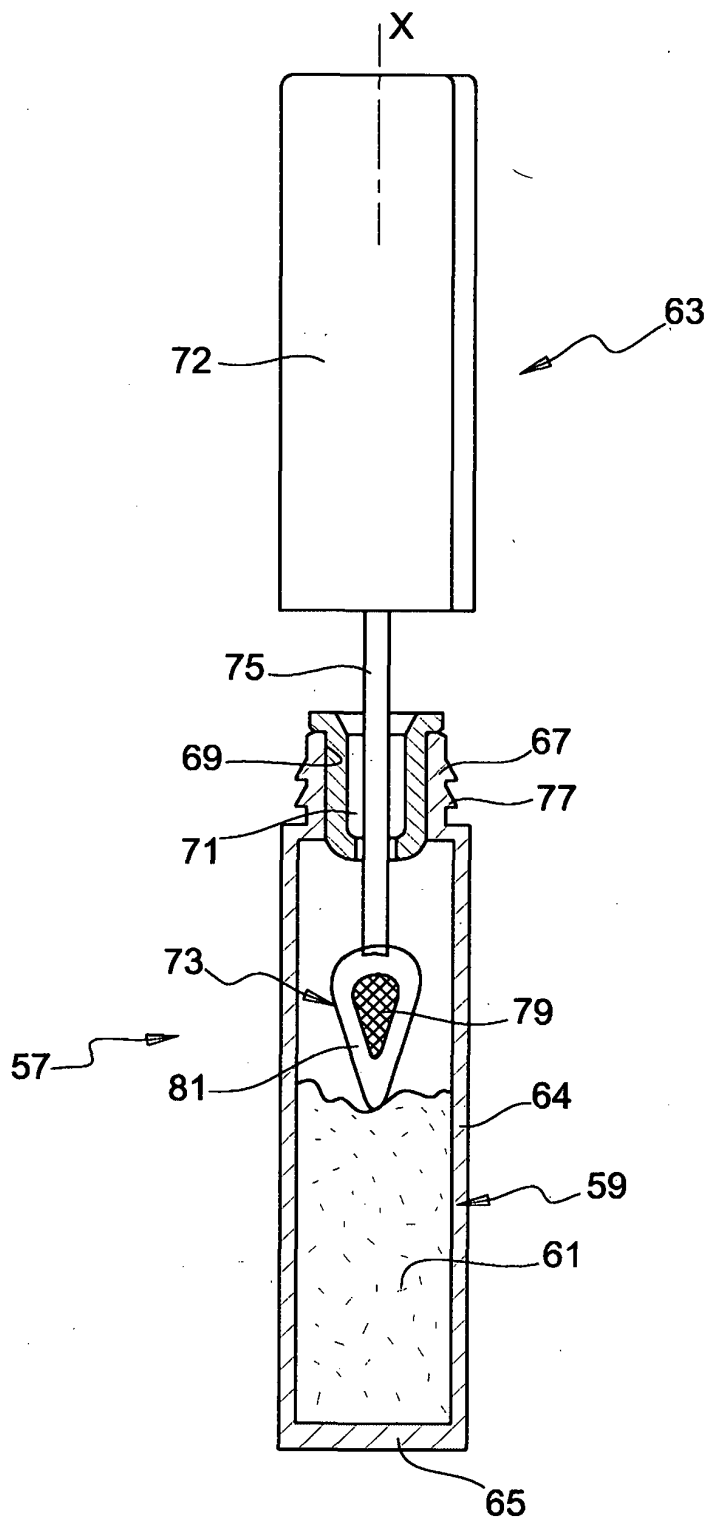
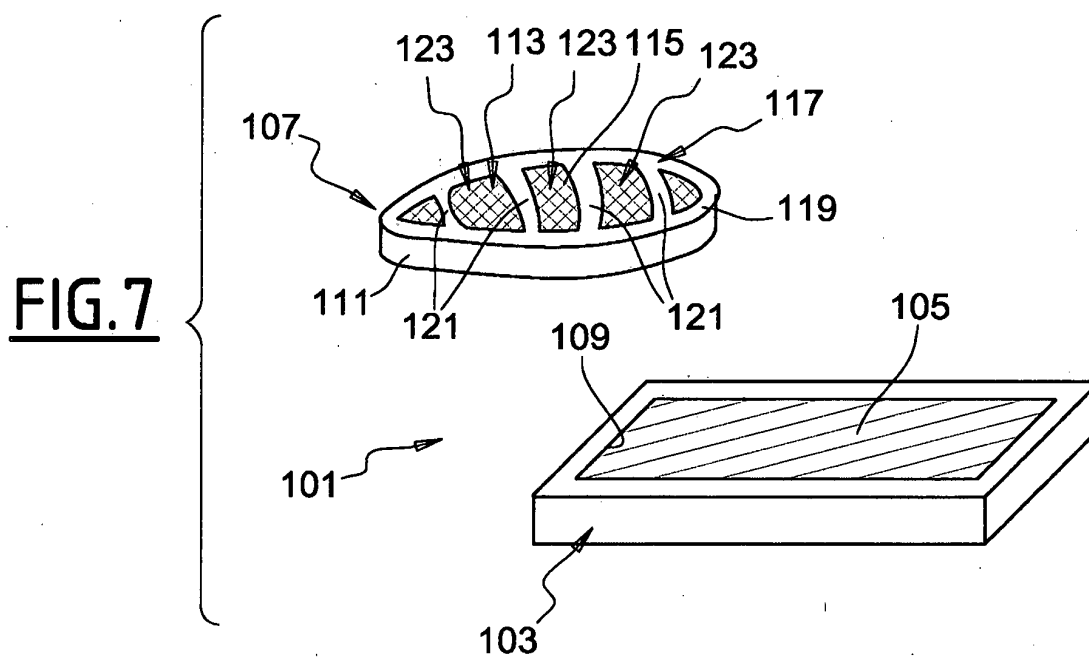
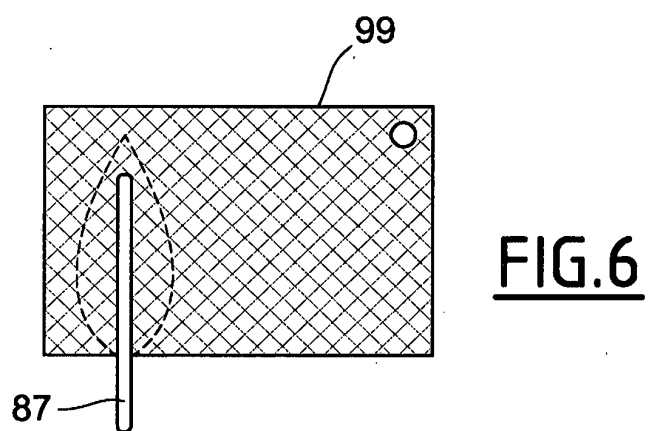
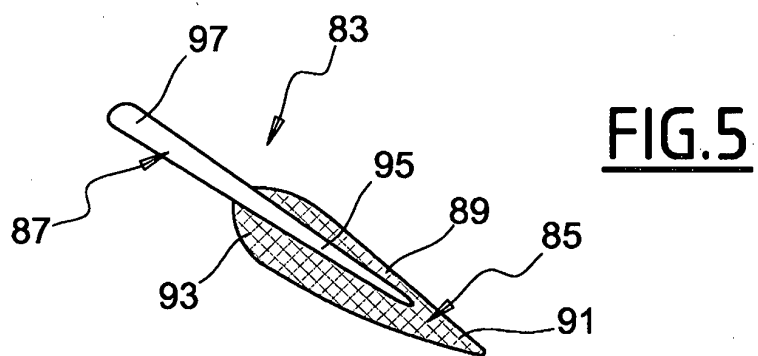


FIG. 4



REFERENCES CITED IN THE DESCRIPTION

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