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(54) **DRY PEEL COSMETIC SAMPLER**

(57) A dry peel cosmetic sampler (12) including a series of plies or layers of material such as polymer, polyethylene, foil, a polymer sheet lined with foil, paper, all of which plies have equivalent dimensions, so that when the sampler (12) is assembled, with all of its plies have no separate edges, when assembled for processing and application to a carrier such as a newspaper, magazine page, and the like. The sampler (12) includes a top ply (13), a bottom ply (16), an intermediate ply (15), having a well formed therein, a sample of cosmetic is applied, and all of said plies are heat sealed through a mild application that allows for the top ply (13) to peel free from the middle and bottom plies (15,16) during usage. A dry

peel base label (18) is secured by a dry peel adhesive (17) to the underside of the bottom ply (16), so that when the sampler is received by the consumer, the entire sampler (12) can be released from the dry peel base (18), and conveyed or used separately. A release liner (20) secures a supply of pressure sensitive adhesive (19) to the bottom of the dry peel base (18), so that when the sampler (12) is applied to a carrier, such as a sheet, brochure, card, or other type of carrier, the release liner (20) may be separated manually or by machinery and applied to such carrier in preparation for its delivery to the potential consumer.

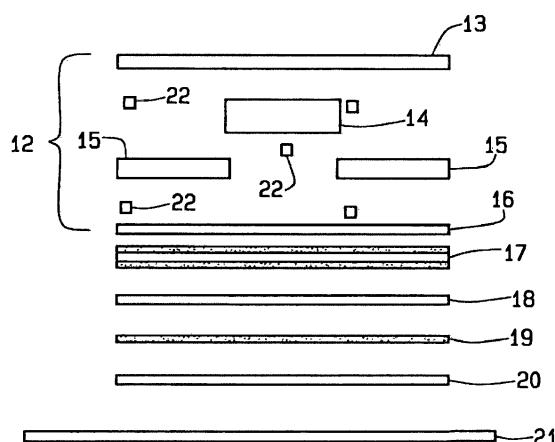


FIG. 4

Description

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This non-provisional patent application claims priority to the provisional patent application having Serial No. 62/122,196, filed on October 13, 2014, which is a continuation-in-part of patent application of the same inventor of application having Serial No.13/136,777, filed on August 11, 2011; it is also a continuation -in- part of the patent application to the same inventors having Serial No. 12/384,447, filed on April 4, 2009; and, this application is continuation-in-part application to the same inventor pending under Serial No. 10/986,123, filed on November 10, 2004; which latter application is a continuation-in-part of copending application having Serial No. 10/464,392, filed on June 17, 2003; which is a continuation-in-part of Serial No. 10/233,136, filed on August 30, 2002; which in turn is a continuation-in-part of application having Serial No. 09/858,566, filed on May 17, 2001, now United States Patent No. 6,461,620, which is a continuation-in-part of Application having Serial No. 09/531,296, filed on March 20, 2000, now United States Patent No. 6,251,408, most of these applications entitled Fragrance Sampler Inserts, and all of which are incorporated herein by reference.

FIELD OF THE INVENTION

[0002] The concept of this invention is to provide a Dry Peel Cosmetic Sampler, one that can be conveniently applied to a sampler card, newspaper or magazine page, or the like, but which sampler can be readily removed, and stored or carried to another location, for eventual peeling open and sampling of the cosmetic applied therein.

BACKGROUND OF THE INVENTION

[0003] There are a myriad of cosmetic samplers that have long been available in the art. Applicant has been a manufacturing and distributor of a variety of samplers, for use for the testing of cosmetics, by the prospective purchaser, to determine whether the fragrance and texture of the cosmetics meets the customer's satisfaction. [0004] Typically, liquid- delivery type samplers comprise a liquid fragrance contained in a hermetically sealed filmed envelope which has a heat-sealed or glued perimeter so as to contain the liquid fragrance within these samplers without leaking. These samplers are generally manufactured in the form of a label comprising multiple film layers. Generally, the manufacturing process produces the samplers at low speeds on a small format web or label press that has been modified to suit the application. Machinery then mechanically or physically attaches the samplers to a carrier page for later incorporation into magazines or other mailings. Further, small stand alone sampler pieces also provide handouts or flyers in retail

establishments.

[0005] Currently, there are a variety of samplers that are available in the art. One sampler has a packet of laminates, with a cosmetic therein, and which is permanently applied to a "post-it" style of carrier label. Then, the sampler label is permanently adhered to a carrier label and applied to a magazine, card, or the like.

[0006] There is another sample label currently available that is affixed to a card, but the sample must be opened from the card, or sampled from it, when it is applied.

[0007] In addition there are foil packets that are glued to multi panel hand out cards, which are applied by a glue dot that holds it down to the center of the card, but the edge of the sample are free for pulling loose from the card, and the problem with the loose edges of the sample, such as being inadvertently pulled free, or during the manufacturing and adhering process whence samples are applied to the card, present problem for usage.

[0008] Examples of peel-off labels can be seen in the prior published application to McQueeney, et al, No. US 2006/0028014, entitled Peel-Off Label and Methods of Utilizing the Same. In addition, the published application to Biskupski, No. US 2012/0193432, shows a transaction cart with dual scratch and peel label. In addition, the European patent application to the inventors Van Driesten, et al, No. EP1026215A1, shows another form of dry peel label laminates and processes of making the same.

[0009] Traditionally fragrance samplers were dry pre-scented blotter cards that had to be individually over-wrapped to contain the fragrance for use in direct mail or magazine advertising. Beginning in the late 1970's, the micro-encapsulated Scentstrip® style magazine and direct mail insert was introduced. The Scentstrip insert is described in United States Patent No. 5,093,182 to Ross. This product was produced on wide web offset printing equipment and therefore offered significant cost efficiencies for mass marketing. However, this was still a dry sample since the water moisture in the deposited fragrance slurry would very quickly wick into the paper substrate and leave the product sample dry. In fact, the entire technology depended on this moisture wicking since the wet microcapsules would not bond to the paper and would not break upon opening of the sampler. The microcapsules only break and release the fragrance oil when they are dry and are bonded to the paper. The drawback with this product was that it did not replicate the actual wet perfume product very well. In order to sample the fragrances in its real life wet form, the moisture wicking of the wet fragrance slurry deposited in the wide web offset printing process needed to be prevented. This was most easily accomplished by using existing narrow web flexographic label printing technology to create a pressure sensitive product that incorporated a wet fragrance or cosmetic sample material between impervious barrier materials such as plastic films and foil structures.

[0010] Currently, there are three main fragrance sampler patents that guide us in wet fragrance or cosmetic

sampling in magazines and direct mail. One is United States Patent No. 5,391,420 to Bootman, which describes a pressure sensitive label comprising two plies of a film or plastic material, one bottom pressure sensitive ply, a deposit of fragrance material and an overlay of a second ply which traps said fragrance deposit. The sealing is by heat seal. The draw back of this product is that the fragrance material is often forced into and through the seal areas under pressure from the stacking forces of many magazines or inserts in distribution.

[0011] United States Patent No. 5,161,688 to Muchin perfects upon the Bootman product by introducing a center ply material which has a die-cut window. This window ply is introduced onto the bottom pressure sensitive ply and thus creates a well for the fragrance material. The top, third ply is then added and the result is that stacking forces are distributed on to the window ply and the fragrance material is exposed to less forces that may lead to seal failures and leakage, a major defect in the original product.

[0012] A modification of this second patent concept is described in United States Patent No. 5,622,263 to Greenland. Greenland uses a liquid polyethylene or other hot liquid plastic material that creates the above-mentioned well and also assists in the heat sealing process. The draw back of the Muchin patent is that the additional window ply involves additional cost and manufacturing complications for die-cutting and introducing the third ply in the process. The Greenland concept also adds additional material cost and slows the process as the liquid plastic material needs to be deposited and bonded to the top and bottom ply. Further, the hot liquid plastic material introduces foreign odor and can, in some circumstances, contaminate the cosmetic or fragrance sampling material.

[0013] There are various other patents that deal with cosmetic sampling. Gunderman (U.S. Patent No. 5,690,130) discloses a sampling device with a unit dose of cosmetic that is screen printed onto a base paper with a perimeter adhesive and clear film overlay. In this case a well area is embossed to receive an integral applicator. The well is not designed as a receptor for the cosmetic product nor is the embossing incorporated into the seal so as to afford strength and allow the seal to withstand pressure better. Also, this sampler uses screen printing and, as disclosed, is not intended or capable of delivering a wet liquid dose of cosmetic material. Lastly, a pressure sensitive base material is not envisioned which would allow automatic affixing as a label onto magazine or direct mail materials as the current invention envisions.

[0014] Gunderman (U.S. Patent No. 5,566,693) describes a screen printed sampler that delivers a cosmetic dose under a clear film overlay with pressure sensitive base material allowing affixing as a label. Again, this sampler is not designed to deliver a wet fragrance. The fragrance formulation requires the fragrance to be mixed in a powder-based vehicle so that it can be screen printed. Also the sealing is not designed to contain wet fragrance

or provide enough strength to contain liquid under stacking pressure. Further no embossing is envisioned to hold a cosmetic dose or to create seal wall integrity.

[0015] Gunderman (U.S. Patent No. 5,562,112) envisions a lipstick sampler, again with neither a well or an embossed seal wall feature.

[0016] Ashcraft (U.S. Patent No. 5,249,676) describes a multi-layer film with a flavor carrier layer between barrier layers. This does not create a wet fragrance sampler and there is no provision to create seals by embossing or otherwise that will allow a wet cosmetic sample to be contained under pressure.

[0017] Moir (U.S. Patent No. 5,192,386) describes a screen printed, two-ply sampler with perimeter adhesive and clear film overlay. The cosmetic ingredient is a cosmetic powder, a heated oily, non-liquid waxy material, or a fragrance in a dry powder formulation. The product is dry, not wet, and there is no provision for creating heat sealed, embossed or interlocking walls to define a well and create internal seal strength sufficient to withstand stacking forces.

[0018] Szycher et al. (U.S. Patent No. 4,880,690) shows a perfume patch.

[0019] Moir (U.S. Patent No. 4,848,378) discloses a cosmetic screen printed, two-ply sampler that allows a pattern deposit of the cosmetic ingredient in the form of a non-smeary powder. This product is not pressure sensitive and has no embossed wells or seal walls and does not deliver a wet sample.

[0020] Dreger (U.S. Patent No. 4,769,264) discloses a label product comprising at least two sheets, bonded by adhesive, with microencapsulated fragrance. The liquid fragrance inside the microspheres is so little that it does not create a wet rendering of the product and is as dry to the touch as in current day dry "scentstrips". There is no mention of creating a well to hold the cosmetic dose in a confined area, nor is any use made of embossing or interlocking seal walls to create an improved seal and resist stacking pressure.

[0021] Moir (U.S. Patent No. 4,751,934) discloses another version of a screen printed cosmetic powder formulation that may include fragrance in a two-ply pressure sensitive label construction. The seals of the two ply layers are by adhesive seal and the product rendering is dry or waxy, as in the lipstick dose version, but not wet as contemplated in the current invention. No embossing or debossing, or intermittent layer is used to create well areas or build wall seals.

[0022] Fraser (U.S. Patent No. 4,720,423) describes using a multi-layer strip having an adhesive with frangible microcapsules as a package overwrap. This product does not render a wet sample and create wells or seal walls either.

[0023] Charbonneau (U.S. Patent No. 4,606,956) discloses a pressure sensitive two ply label construction with conventional microencapsulated slurry applied wet and then allowed to dry as is the conventional practice in the manufacture of scent strips. The product sample is ren-

dered in a dry state, no wells or embossed walls are used to create a more impervious seal that can hold up to stacking forces.

[0024] There are several other patents that disclose fragrance samplers. Charbonneau (Pat. No. 4,606,956) shows an on page fragrance sampling device. Charbonneau (Pat. No. 4,661,388) shows a pad fragrance sampling device. Fraser (Pat. No. 4,720,423) shows a package opening system. Moir et al. (Pat. No. 4,751,934) discloses a cosmetic sampler. Dreger (Pat. No. 4,769,264) discloses an on page fragrance sampling device. Moir et al. (Pat. No. 4,848,378) discloses a cosmetic sampler. Moir et al. (Pat. No. 5,192,386) discloses a method of making a cosmetic sampler. Ashcraft et al. (Pat. No. 5,149,676) discloses a flavor burst structure and method of making it. Gundermann (Pat. No. 5,562,112) discloses a lipstick sampler. Gundermann (Pat. No. 5,566,693) discloses a fragrance sampler. Gundermann (Pat. No. 5,690,130) discloses a cosmetic sampler with an integrated applicator. Sweeny (Pat. No. 4,493,869) discloses fragrance microcapsules clear substrate. Turnbull (Pat. No. 4,487,801) discloses a fragrance releasing pull-apart sheet. Greenland (Pat. No. 5,622,263) discloses a sampler package and method of making it. Muchin (Pat. No. 5,161,688) discloses a sampler and method of making the sampler. Bootman (Pat. No. 5,391,420) discloses fragrance laden pouch samplers.

[0025] These are examples of the variety of the prior art that are available in this industry, but yet the current invention still provides an additional enhancement over these, by not only allowing the sampler to be applied and sustained affixed to magazine or news paper pages, can be sampled in place, or can be pulled free and carried for use at a later time, at the desire of the prospective customer.

SUMMARY OF THE INVENTION

[0026] This invention contemplates the formation of a cosmetic or fragrance sampler that has greater versatility of usage, is easier to assemble and apply to various carrier structures during processing, and can be independently separated from its carrier location, for personalized handling, conveyance, and for usage and testing at a subsequent time. In addition, because of the dimensional features of the various layers making up this cosmetic sampler are design for uniformity, its application to a carrier such as a newspaper, or magazine sheet, is much more easily handled by the processing equipment, and does not expose any edges of the sampler to encountering obstructions that may cause it to break free of its adherence, particularly during manufacturing, application, or when later viewed and applied in a magazine, during its useful life.

[0027] The structure of the current invention allows the sampler to be designed as a pressure sensitive label, that is adhered to a carrier label of the same size and dimension. Thus, there are no over hanging "post-it" style

of material that makeup the sampler per se. The carrier portion remains adhered to the carrier and the sample removes cleanly from the carrier to be opened and sampled separately. Thus, the sampler can be removed from the carrier, as for example, placed into ones pocket or purse, and then used at a subsequent time for sampling of the fragrance or cosmetic. Thus, the product can be manufactured in rolls, using conventional labeling equipment, which is known to be far less costly of a process than that of Tipping. Furthermore, the sample is affixed over an entire surface of the carrier card, magazine sheet, or newspaper, or other flyer, and therefore present a lower profile and avoids the potential hang up or it being knocked of the carrier during transport, handling, during hand-out, or binding when initially processed. The dry peel adhesive is conventional, but it effectively works for allowing the sampler to be adhered to its carrier, and then pulled free, for other usage, without exhibiting any tacky surfaces in the process. A dry peel adhesive, as known, adheres to components when wet, but after drying or curing, it is a very low tack and when separated, or broken, does not exhibit any adhesive properties.

[0028] Thus, to further clarify the structure of this device, there is included an upper top ply which may be formed of a film, paper, metalized film, foil, and which may have imprinted upon its upper surface various advertising, trademarks, or other decorative imprints. The bottom ply is of a same type of material, and may be formed of the same components defined for the top ply. Intermediate the top and bottom ply is a medium ply, which is opened in its center, and extends around the outer perimeter of the top and bottom plies, and in this manner, furnishes a central opening into which the fragrance sampling material or cosmetic may be applied, when forming the sampler packet. Then, a dry peel adhesive is furnished under the bottom ply, and this is provided for adhering the fragrance sampler to a dry peel base label of the sampler, when forming the structure. Finally, a permanent adhesive, such as a pressure sensitive adhesive, is supplied to the bottom of the dry peel base, and it has applied to it a release layer, which makes the structure more acceptable for roll handling, and the release layer may include a silicon release type material, which during the processing of the sampler, and its application to a newspaper, magazine page, brochure, or any other sheet material, the release liner may be removed, and the entire formed sampler applied by pressure for securement to such sheet material, through its pressure sensitive adhesive.

[0029] During usage, the entire sampler including its top and bottom plies, may be pulled free from its dry peel adhesive, and utilized for the purposes of sampling the contained fragrance, or cosmetic, to be tested. In addition, the top and bottom plies, and the dry peel base label, are all of the same dimension, so that it appears as a singular packet that can be applied by machinery or manually to a sheet or page, during its application, and since the entire bottom ply will have been coated with a dry

peel base label, through the application of the dry peel adhesive, the entire sampler is of uniform dimension, and therefore, the entire sampler is applied to the underlying sheet and does not present any exposed edges that can be pulled or jarred free during usage. But, when the sampler is ready for usage, and application by the subscriber or customer, the entire packet can be removed from its dry peel adhesive, as previously described.

[0030] To facilitate usage of the sampler, an integral tab may be extended from one edge of the top ply. Thus, when the consumer is ready to test the sample, all one needs to do is hold the removed packet in one hand, peel the top ply free, which exposes the contained cosmetic or fragrance, immediately for sampling.

[0031] It is, therefore, the principal object of this invention to provide a sampler packet that is secured by a dry peel adhesive to a subsurface, and can be removed for usage, conveyance or storage.

[0032] A further object of this invention is to provide a cosmetic sampler that is adhered by a dry peel adhesive to a support surface, where the sampler has uniform dimensions that do not expose to any of its individual edges for separation or premature removal.

[0033] Still another object of this invention is to provide a cosmetic sampler that is held by a dry peel adhesive to a base, and can be easily separated therefrom, for sampler removal and the entire base then held by a permanent and pressure sensitive adhesive to a further support such as a magazine page, newspaper sheet, or the like.

[0034] Still another object is to provide a sampler that is held by a dry peel adhesive to a base, and the base is secured with a pressure sensitive adhesive to a release layer which when removed, allows for the entire sampler to be applied either manually or by machinery to the surface of a paper, magazine sheet, card, or other sampler carrying material.

[0035] Still another object of this invention is to provide a sampler having an integral tab, which can facilitate the removal of a top ply to expose the contained fragrance or cosmetic to application by the user.

[0036] These and other objects may be more apparent to those skilled in the art upon review of the summary of this invention, and the description of its preferred embodiment, in view of the drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

[0037] In referring to the drawings,

FIG. 1 is a plan view of the dry peel cosmetic sampler of this invention;
FIG. 2 is an exploded transverse sectional view showing the various plies and layers for the sampler;
FIG. 3 is an exploded view showing the various plies and layers of the sampler and the adhesive application areas for various of the plies when the sampler is assembled; and

FIG. 4 is a further detailed schematic, and exploded view, showing the various plies and layers of the films and adhesives that make up the structure of this dry peel sampler.

DESCRIPTION OF THE PREFERRED EMBODIMENT

[0038] In referring to the drawings, and in particular FIG. 1, the dry peel cosmetic sampler 1 of this invention is readily disclosed, and as to be noted, the basic shape of the various plies may be to any configuration, whether it be polygonal, round, oval, square, or rectangular, as noted. As can further be seen, the various plies that make up the sampler are generally of the same dimension, so that there is no un-alignment between the various layers that make up the structure of the identified and shown sampler. As also noted in FIG. 1, the top ply 2 may include an extending tab 3 which may be provided anywhere around the perimeter of the top ply, and that tab is designed to facilitate the removal of the top ply from the sampler, to allow for access to the cosmetic or fragrance located therein, when it is desired to sample the same.

[0039] As can be seen in FIG. 2, which is a cross sectional transverse view of the entire sampler, it includes its top ply 2, an intermediate ply 4, and an intermediate ply 4 has an opening 5 provided centrally therethrough, such that when the sampler is assembled the central opening of the ply 4 furnishes a well into which the cosmetic material may deposit when the sampler is assembled. A bottom ply 6 is adhered to both the intermediate or middle ply 4, and also to the top ply 2, through the use of any type of adhesive, as at 7, or a peelable heat seal, generally as can be seen around the perimeter of the sampler, as noted in FIG. 1. Thus, the sampler, generally as formed by these top, bottom, and intermediate plies, is the sampler that contains the fragrance or cosmetic, and it may be separated from the remainder of the sampler structure so that can be independently used, conveyed, pocketed, placed into a purse, or essentially separated from the remaining sampler structure, during usage.

[0040] To achieve such, the previously defined plies, that form the sampler, are held by a dry peel adhesive 8 to a further layer, identified as a dry peel base 9 that is also formed initially within the structure of the sampler. Applied to the bottom of the dry peel base is a pressure sensitive adhesive 10, and a further layer or release liner 11, that make up the entire structure of the sampler, when assembled for initial application to another carrier, such as a sheet within a magazine, or other brochure, or to a newspaper, or to a fragrance card, as known in the art. Thus, during the mass assembly of these components into the sampler as previously explained herein, either through machinery, or manually, the release liner 11 will be removed, and the entire sampler is then applied to a supporting member such as the type of sheets previously explained. Furthermore, these samplers may be fabricated in roll form, so that a plurality of them will be man-

ufactured in assembled, in roll form, shipped to the magazine or newspaper publisher, where they will be separated and applied onto these types of media, once the release liner is separated and the samplers applied by its pressure sensitive adhesive to such supporting member.

[0041] The type of dry peel adhesive as identified herein may be any type of adhesive as previously explained, that adheres the various plies together, when wet, but after drying or curing, it is a very low tack and when separated, as when the sampler is opened for application, will not exhibit any adhesive properties.

[0042] The type of pressure sensitive adhesive that is used may be any of the variety of PS adhesives that are readily available of the art, and which may be of the solvent, hot melt, and emulsion type of pressure sensitive adhesives. They may be rubber-based pressure sensitive adhesives, or acrylic adhesives, as known in the art.

[0043] As can be seen in FIG 3, the various plies making up the sampler are shown in exploded view. As noted, the sampler 1 includes its top ply 2, the intermediate or middle ply 4, and the heat seal adhesive, as noted at 7, which may be applied to both the top and the bottom of the middle ply 4, for adherence of the middle ply to both the top ply 2, and the bottom ply 6, as previously explained. Then, the bottom ply 6 has its dry peel base 9 applied thereto through the usage of the dry peel adhesive, as noted at 8, of the type that as previously reviewed. In addition, the release sheet 11 is formed for application to the bottom of the dry peel base 9 through the pressure sensitive adhesive 10. Thus, when the entire assembled sampler, as explained within the FIG 2 and FIG 3, are shipped to the media company or publisher, all they need to do is, either manually, or through the processing machinery, simply remove the release liner 11, and apply the remaining sampler through its pressure sensitive adhesive 10 to the media sheet used as the carrier for the sampler to the consumer.

[0044] FIG. 4 shows a more detailed disclosure of the various plies and layers, in addition to the adhesive segments, that make up the overall removable sampler of this invention. Generally, the removable sampler portion 12 of this invention is disclosed. It includes a top ply of the removable sampler, which may or may not optionally have various indicia print, in detail, advertising material, trademark, or company name applied thereto. It generally is a film of material, in a vicinity of 0.2 mil.-5 mil. of polyester, polypropylene, polyethylene, aluminum foil, EVA, paper, polymer, or any combination thereof. It is preferably heat sealable with the remaining plies of the removable sampler portion.

[0045] This top ply is noted at 13. Then, the various fragrance or cosmetic sample material, that is deposited upon the bottom ply, can be noted at 14. This may be a loose cosmetic, a hot por cosmetic, powder, towelette, brush or applicator tool, that may be a removable form of material that may be impregnated or for use for application of the fragrance or cosmetic sample. An optional

mid-ply 15 is provided for structural support, and it also allows for the development of a cavity, to provide for greater fill of the cosmetic or fragrance therein, as the sampler is formed. It also may be of a dimension of approximately 0.5 mil.-20 mil. of polyester, polypropylene, polyethylene, aluminum foil, EVA, paper, polymer, or any combinations thereof. It also is a preferably heat sealable material or film.

[0046] Finally, the bottom ply of the sampler, as at 16, may also be optionally decorated with any type of the aforesaid print. It likewise is formed, for example, of 0.2 mil.-5 mil. polyester, polypropylene, polyethylene, aluminum foil, EVA, paper, polymer, or any combination thereof. It also is preferably a heat sealable film. Thus, the entire sampler can be sealed with its cosmetic therein, through a heat sealable process. On the other hand, other types of adhesive may also be used, for adhering the plies together. Then, a proprietary dry peel adhesive system, as noted at 17, may be applied. It may be a UV or conventional evaporative adhesive optionally combined with a released coating, treatments and print patterns to control release and tackiness of the adhesive, particularly when the removable sampler has been removed therefrom. Thus, it may lose its tackiness when the removable sampler is released, so that there is no further adherence qualities to such an adhesive, either upon the undersurface of the sampler, or upon the surface of the remaining carrier. Then, a base label 18 may be applied. It also is of a 0.2 mil.-5 mil. of polyester, polypropylene, polyethylene, aluminum foil, EVA, paper, polymer, or any combinations thereof.

[0047] The next layer is a permanent pressure sensitive adhesive, as known in the art. This is noted at 19. It may be a UV or waterbased acrylic adhesive such as Henkel 8685, Flexcon V122, or the like. To this pressure sensitive adhesive, during the manufacture of the sampler, is applied a release liner, as noted at 20. This liner may also be of a thickness in the vicinity of 0.5 mil.-3 mil. siliconized PET or paper, which may be removed, when the completed sampler is ready to be applied to any substrate, such as a newspaper, magazine sheet, mailing card, or the like. Finally, there is the substrate 21 to which the entire removable sampler is applied, being any of the carriers as just previously described. This may be a printed or unprinted advertising carrier card, or insert, typically it will be of a paperbased material.

[0048] The various types of seals that make up the removable sampler, itself, can be seen at 22. These may either be heat seal connections, or adhesive or cohesive seals, sonic bonding of the bottom/top/and optional midplies to the conatin sample material. This is an example, of more detailed analysis, of the dry peel removable sampler of this invention.

[0049] As previously summarized, the desire of this sampler is that all of its various plies and sheets are of the same dimension, as can be noted in FIG 1, FIG 2, and FIG 3, and as shown in alignment in FIG. 4, so that once the sampler is applied by pressure sensitive adhe-

sive to the carrier sheet, there will be no exposed separate edges for any of the plies, that can hang up on any obstruction, and separate prematurely, which is completely undesirable for any sampler when mailed or delivered to a potential consumer. And, when the consumer is ready to test the fragrance or cosmetic, all one needs to do is simply pull upon the top ply tab 3, pull it free from its heat seal adhesive, so as to remove the top ply, and expose the cosmetic contained within the intermediate ply 4, within its well 5, for the consumer to place it upon their fingers and apply it to their face or elsewhere, for testing. The whole purpose is to entice the consumer with a readily available sample, so that when next shopping for a particular cosmetic, they will remember the favorable results they obtained from using the sampler when previously applying a cosmetic or fragrance from the same.

[0050] As previously reviewed, there are no over hanging edges to the sampler, it is not applied to any "post-it" style of material, that can come loose or separate from the sampler, prematurely, before usage or application.

[0051] Variations or modifications to the subject matter of this invention may occur to those skilled in the art of upon review of the disclosure as provided herein. Such variations, if within the spirit of this invention, are intended to be encompassed within the scope of any claims to patent protection issuing hereon. The review of the invention in the summary, its detailed description within the specification, and its depiction in the drawings, are set forth for illustrative purposes only.

Claims

1. A dry peel cosmetic sampler for use by a potential consumer for sampling of a cosmetic or fragrance, the sampler includes a top ply, an intermediate ply having a well formed interiorly thereof, and a bottom ply, all of which plies have the same external dimensions, and can be adhered together by heat seal or other adhesive, to contain a cosmetic or fragrance within the formed sampler well, such that when the top ply is pulled free from the intermediate ply, the cosmetic or fragrance may be sampled.
2. The dry peel cosmetic sampler of claim 1 wherein said top ply includes an extending tab, extending from one of its external edges, and which tab facilitates the removal by pulling of the top ply from the middle ply when the sampler is used.
3. The dry peel cosmetic sampler of claim 1, and including a dry peel base sheet, and a dry peel adhesive applied to the base sheet, and for use for securement to the underside of the bottom ply, such that the entire sampler including its top, middle, and bottom plies may be separately removed from the dry peel base sheet when separated for usage.

4. The dry peel cosmetic sampler of claim 3 and including a release liner, said release liner having a surface of pressure sensitive adhesive, and said release liner and pressure sensitive adhesive applied to the underside of the dry peel base sheet, such that when the release liner is removed, the entire sampler and its various plies may be applied to a magazine page or newspaper, fragrance card, or brochure for conveyance to a potential customer.
5. The dry peel fragrance sampler of claim 4 wherein the entire sampler and all of its plies and sheets may be assembled in roll form, for shipment to the publisher for application to any magazine page or newspaper sheet.
6. The dry peel cosmetic sampler of claim 3 wherein said top and bottom plies are formed of polymer film.
7. The dry peel cosmetic sampler of claim 6 wherein said polymer film is a metalized polymer film.

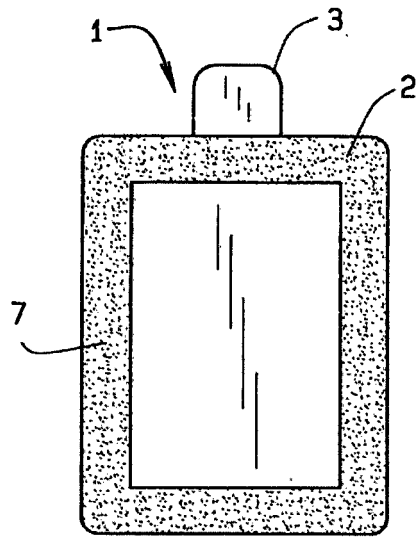


FIG. 1

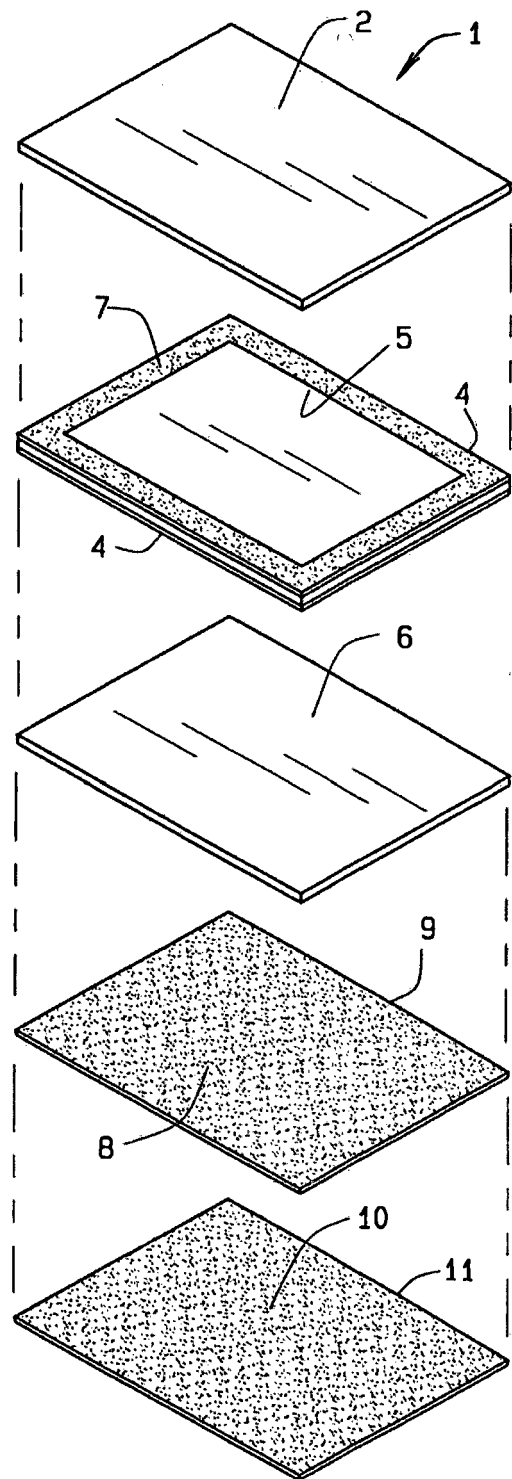


FIG. 3

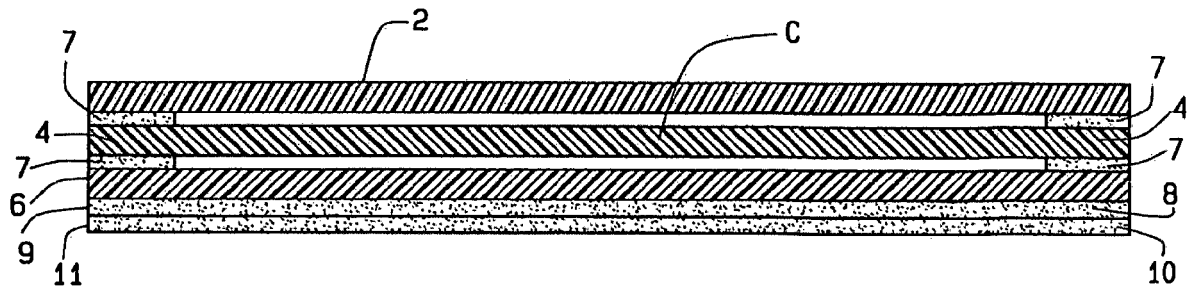


FIG. 2

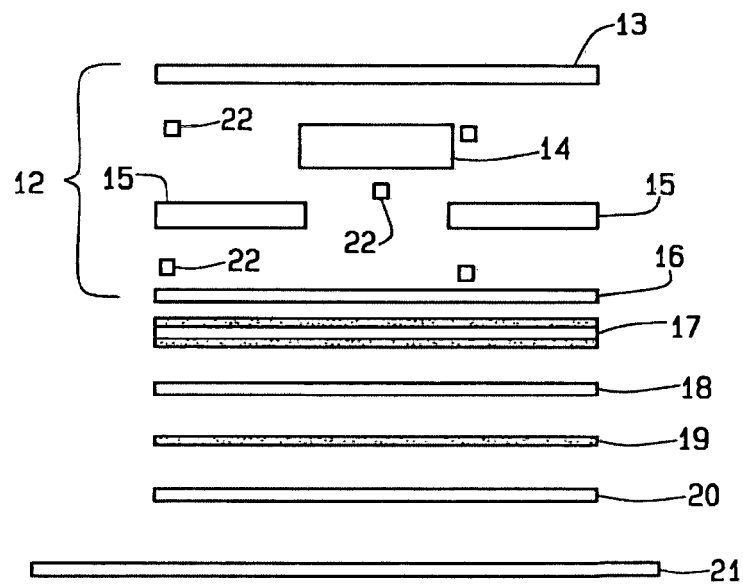


FIG. 4



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Application Number
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