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(54) **MAKE-UP PRODUCT**

(57) A make-up product (1), comprising a base (2) to which a cover (5) is associated and at least a first (3) and a second make-up element (4) constrained to the base (2) by constraining means (8); the first make-up element (3) comprises a first sponge (3A) soaked with a

first make-up fluid, the second make-up element (4) comprising a second sponge (4A) soaked with a second make-up fluid different from the first make-up fluid, the first (3) and the second make-up element (4) being mutually arranged side by side on said base (2).

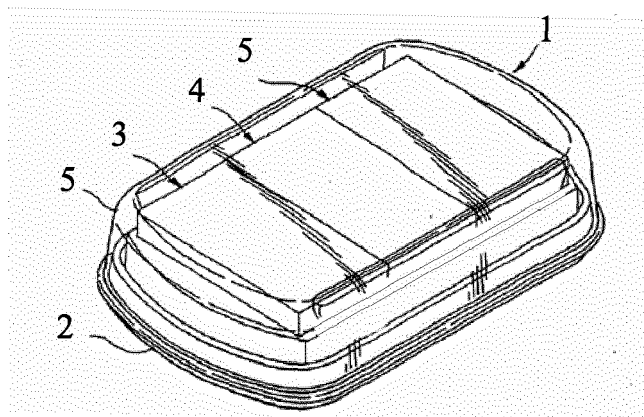


FIG. 1

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Description

FIELD OF THE INVENTION

[0001] The present invention relates to a make-up product.

[0002] In particular, it relates to a multi-colour make-up product for the face, eyes, lips, cheeks, etc. such as a foundation, primer, eye shadow, lipstick, lip gloss, blush, mascara, eyeliner, etc.

PRIOR ART

[0003] As known, some cosmetic products for make-up are marketed in the form of fluid, liquid or semi-liquid products. The use in that form is rather inconvenient as it is difficult to take the product and apply it without waste.

[0004] For some time, in order to improve usability and ease of use, these products have been marketed in containers that house a sponge soaked with the relative make-up product.

[0005] The use of the sponge makes the operation of taking the fluid product much easier and can minimise waste associated with the make-up operation.

SUMMARY OF THE INVENTION

[0006] The object of the present invention is to provide a make-up product which is improved compared to the prior art, by providing at least two distinct fluids make-up products within the same container.

[0007] This and other objects are achieved by a make-up product according to the technical teachings of the appended claims.

BRIEF DESCRIPTION OF THE FIGURES

[0008] Further features and advantages of the invention will become apparent from the description of a preferred but non-exclusive embodiment of the device, shown by way of a nonlimiting example in the accompanying drawings, in which:

figure 1 is a perspective view of a make-up product according to the present invention;

figure 2 is a simplified longitudinal sectional view of the make-up product of claim 1;

figure 3 is a simplified plan view of the make-up product in figure 1;

figure 4 is an enlargement of the portion enclosed in the circle in figure 2; and

figure 5 shows a detail of a different embodiment of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

[0009] With reference to the above figures, a make-up product is shown, globally denoted by reference numeral 1.

[0010] The make-up product 1 according to the present invention comprises a container provided with a base 2, usually made of plastic material or other materials suitable for the purpose, to which a cover 5 is associated. Advantageously, cover 5 can be hinged at the base so that, by opening the latter, the products present on base 2 or therein may be accessed.

[0011] Of course, cover 5 may be associated to the base in a different manner and for example, may be slidable with respect to the latter or hinged so as to rotate along an axis perpendicular thereto.

[0012] Depending on the type of make-up fluids housed by base 2, the cover may be provided or not with seals that isolate the interior of the container from the outside environment and preserve the cosmetic product.

[0013] The base may be constrained to at least a first 3 and a second 4 make-up element through appropriate constraining means 8 (fig. 4). As seen in figure 1, a third make-up element 5 is also provided, totally similar to the first two. In the configuration shown, the constraining means 8 may comprise simple adhesive for cosmetic use, but they may also be of different types depending on the needs.

[0014] The first make-up element 3 comprises a first sponge 3A soaked with a first make-up fluid 3B. Also the second make-up element 4 comprises a second sponge 4A soaked with a second make-up fluid 4B, which is however different from the first one. The same applies to the third make-up element 5, which provides a third sponge 5A also soaked in a third make-up fluid 5B, which may be different from the first two.

- The formula with which the make-up fluid 3B, 4B is made has a low dynamic viscosity, such as between 1000 and 10,000 cPs. It is designed not to create differences in the amount of product contained in the sponge and in particular for: preventing colour variations within and along the surface of the sponge,
- facilitating the absorption in the sponge,
- being optimally retained by the sponge which, if handled or moved, should not release product outside.

[0015] The formula of the make-up fluid can meet the performance standards of the specific cosmetic product for make-up and for example must minimise migration if it is a lipstick, must minimise unevenness if it is a foundation, must minimise the formation of lines and migrations if it is an eye shadow, etc.

[0016] The formula of the make-up fluid 3B, 4B may need or not of an air-tight container and therefore may comprise or not some substances known in the cosmetic field as "volatile".

[0017] Possible examples of formulation of make-up

fluid 3B, 4B are those shown below:

Example 1 of (anhydrous) mixture which may comprise:

- a) Anhydrous phase 75-90% (comprising film forming polymers 0-10%, rheological additives 30-50%, preferably 30-40%, emollient oils 30-50%, volatile solvents from 0 to 30%, pure pigments 0-10%).
- b) Texturising agents 5- 10%

Example of (aqueous) mixture 2 which may comprise:

- a) Aqueous phase 50-90% (water 50-90%; wetting agents 1-5%; rheological additives 0.1-2%)
- b) Pure pigments and/or beads 0-30%, preferably 1-20%
- c) Emollient oils 1-20%
- d) Solubilising agents 0.01-10%

[0018] As can be seen, at least the first 3 and the second 4 make-up element are mutually alongside on base 2; in particular, the second make-up element is arranged between the first 3 and the third 5 make-up element.

[0019] From the analysis of figure 2 but even better from the analysis of figure 4, it is seen that at least the first sponge 3A and the second sponge 4A have at least one mutual contact side 7, in rest configuration or at least when one of them is subjected to a pressure in an area adjacent to the contact side 7.

[0020] Preferably but not necessarily, at least one sponge at at least said contact side 7, has a coating 6 intended to obstruct the migration of the fluid astride said contact side 7.

[0021] Coating 6 is particularly important in cosmetics, since the migration of a make-up fluid present on a sponge to the adjacent sponge, impregnated with a make-up fluid different even in one characteristic only (such as the colour) must be prevented or minimised.

[0022] A particularly advantageous configuration is clearly visible in figure 4, where each of the sponges 3A, 4A has its own coating 6 at said contact side 7.

[0023] As an example, coating 6 may consist of a layer of insulating polymeric and non-polymeric resins, or of insulating filming polymers applied, for example by brush, spray, by partial dipping, by contact or other suitable method, on one or more sides (even on all sides) of the sponge or sponges.

[0024] The coating may also be made of a transparent or non-transparent polymeric elastomer film, or of an insulating plastic material, for example glued or constrained in another suitable manner to the sponge. A technique that can be used can be the one known as in-moulding, wherein the film is applied to the intended mould before forming the sponge; the film attaches to the sponge during the expansion step of the synthetic

resin with which the sponge itself is produced.

[0025] The coating may also simply consist of an area or part of the sponge with different physical characteristics than other areas of the same (such as a smaller or no porosity, or a different density).

[0026] Coating 6 may also be formed by a surface treatment of the vulcanisation type made directly on the sponge(s), or outer coating with insulating nano-particles.

[0027] As already mentioned above, the make-up elements may be stably fixed to base 2 or removable constraining means 8 may be provided, thus allowing to remove and replace at least one of the make-up elements 3, 4 into position for impregnating again the sponge with the relative make-up fluid.

[0028] The removable means 8 may for example be of plastic material, snapping, directly associated to a portion of the sponge, or they may simply provide interference joints with suitably shaped portions of the base, or associated with it.

[0029] Advantageously, the sponge(s) is/are synthetic and can be made for example of: urethane or polyurethane resin; open-cell and partly closed foamed polyurethane resins; closed cell foamed polyethylene resins; as a "mousse", also known as foamed synthetic rubbers or elastomeric foams.

[0030] Particularly suitable for the present application are sponges of open cell polyurethane foam with a density ranging from 60 to 90 kg/m², preferably of 75 kg/m² $\pm$ 5%, and with a resistance to compression at 40%, ranging from 13,5 to 17 kPa, preferably equal to 14 $\pm$ 5% (ISO 3386 standard).

[0031] According to a possible variant, at least one of the make-up elements comprises a bottom 9 inside of which the relative sponge is partially housed. In this case, the constraining means 8, which may be of the types described above, may be provided between bottom 9 and base 2 itself.

[0032] As is seen in figure 5, the height of the edge of the bottom(s) 9 is lower than the height of the sponge housed therein.

[0033] The embodiment described above is provided with only three make-up elements, but of course a desired number thereof may be provided, also depending on the type of make-up product to be implemented. All the make-up elements will be substantially similar to those described above.

[0034] To use the make-up product 1, a user may at first remove the cover 5. In this condition a dispensing surface (the upper surface in fig.2) of the make-up elements 3,4 fixed to the base 2 is made directly accessible to the user. It is to be noted that during the normal use of the make-up product, i.e. when used during a make-up procedure, the make-up elements are stably fixed to the base. The make-up elements, as described above in some embodiments, may be removed from the base only for maintenance reasons or to refill them with other make-up fluid.

[0035] In particular, during the use, the dispensing surfaces of the make-up elements (that when the cover is in position, are facing the cover) may be accessed by the user while remaining fixed to the base.

[0036] In this condition the user may put a finger (or an applicator) on the dispensing surface of the make-up element of the desired colour (or with the desired make-up fluid).

[0037] At the same time, the base can be held with a hand in order to stabilize it, or may be lied on a surface that supports and stabilizes it. For this reason, the base is rigid. This means that the base is built with a rigid material. In this contest a rigid material may be metal or plastic, of the type usually employed for casings of make-up products. In particular, that kind of rigid materials should maintain their shape when firmly grasped by an operator using the make-up product.

[0038] The pressure of the finger (or of the applicator) squeezes the sponge thereby dispensing a needed quantity of make-up fluid that may then be used to perform make-up procedure.

[0039] It is noted that all the percentages given in the present description are to be understood by weight. The other measurements are instead carried out at 25 degrees centigrade.

[0040] Various embodiments of the invention have been described but others may be conceived using the same innovative concept.

Claims

1. Make-up product (1), comprising a rigid base (2) to which a cover (5) is associated and at least a first (3) and a second make-up element (4) constrained to the base (2) by constraining means (8), the first make-up element (3) comprising a first sponge (3A) soaked with a first make-up fluid (3B), the second make-up element (4) comprising a second sponge (4A) soaked with a second make-up fluid (4B) different from the first make-up fluid (3B), the first (3) and the second make-up element (4) being mutually arranged side by side on said base (2), the first and second make-up element (3,4), during the use, being fixed to the base with a dispensing surface facing the cover (5) so that, upon removal of the cover (5), a user can withdraw a part of the make-up fluid by pressing a dispensing surface of the make-up elements (3,4) while the make-up elements (3,4) are on the rigid base (2).
2. Make-up product (1) according to the previous claim wherein the first sponge (3A) and the second sponge (4A) have at least one common contact side (7) at least when one of them is subjected to a pressure in an area adjacent to the contact side.
3. Make-up product (1) according to the previous claim,

wherein at least one sponge (3A, 4A), at at least said contact side (7), has a coating (6) intended for obstructing the migration of the fluid astride said contact side (7).

4. Make-up product (1) according to the previous claim wherein each of the sponges (3,4) has said coating (6) at said contact side (7).
5. Make-up product (1) according to one or more of the previous claims wherein said coating (6) is formed by a layer of polymeric and/or non polymeric insulating resins, and/or insulating film-forming polymers preferably applied by brush and/or by spraying and/or by partial dipping and/or by contact on said sponge and/or wherein said coating is formed by a film of transparent or non transparent polymeric elastomers and/or of insulating plastic material, firmly constrained to the sponge, and/or wherein said coating is formed by a surface treatment of the vulcanization type and/or by nano-particles, and/or wherein said coating is formed by a part of the sponge provided with physical characteristics different from other areas of the same.
6. Make-up product (1) according to one or more of the previous claims, wherein at least one of said constraining means (8) is removable, thus allowing to remove and replace at least one of the make-up elements (3,4), for impregnating again the sponge (3A, 4A) with the relative make-up fluid (3B, 4B).
7. Make-up product (1) according to one or more of the previous claims, wherein at least one of the make-up elements comprises a bottom (9) inside of which the relative sponge is at least partially housed.
8. Make-up product (1) according to the previous claim wherein the height of an edge of said bottom (9) is lower than the height of the sponge housed therein.
9. Make-up product according to one or more of the previous claims, wherein said sponge is of the synthetic type and has a density ranging from 60 to 90 kg/m², preferably of 75 kg/m²±5%, and/or with a resistance to compression at 40%, ranging from 13,5 to 17 kPa, preferably equal to 14 ± 5%.
10. Make-up product (1) according to one or more of the previous claims wherein said make-up fluid has a dynamic viscosity ranging from 1000 to 10.000 cPs.

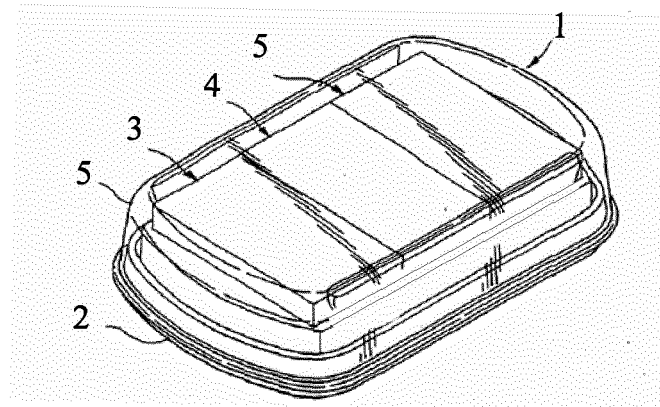


FIG. 1

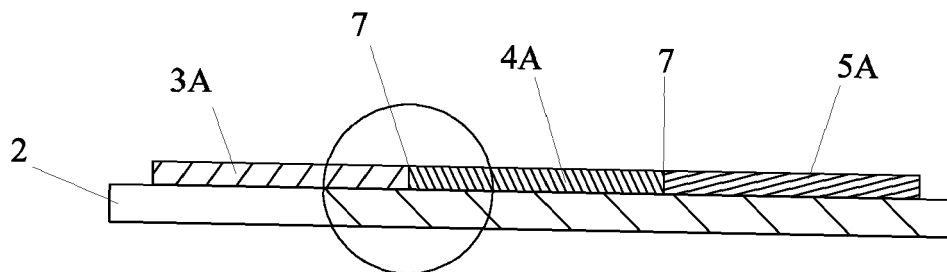


FIG. 2

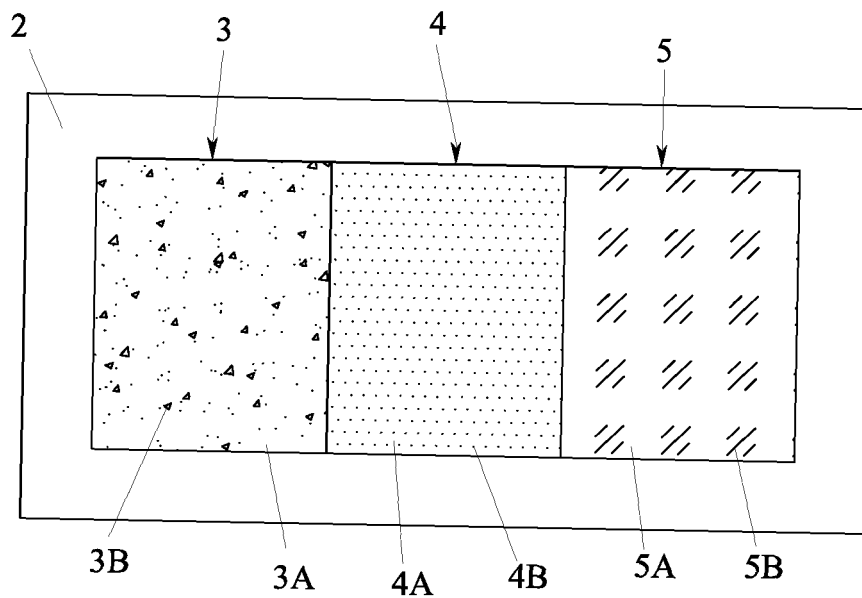


FIG. 3

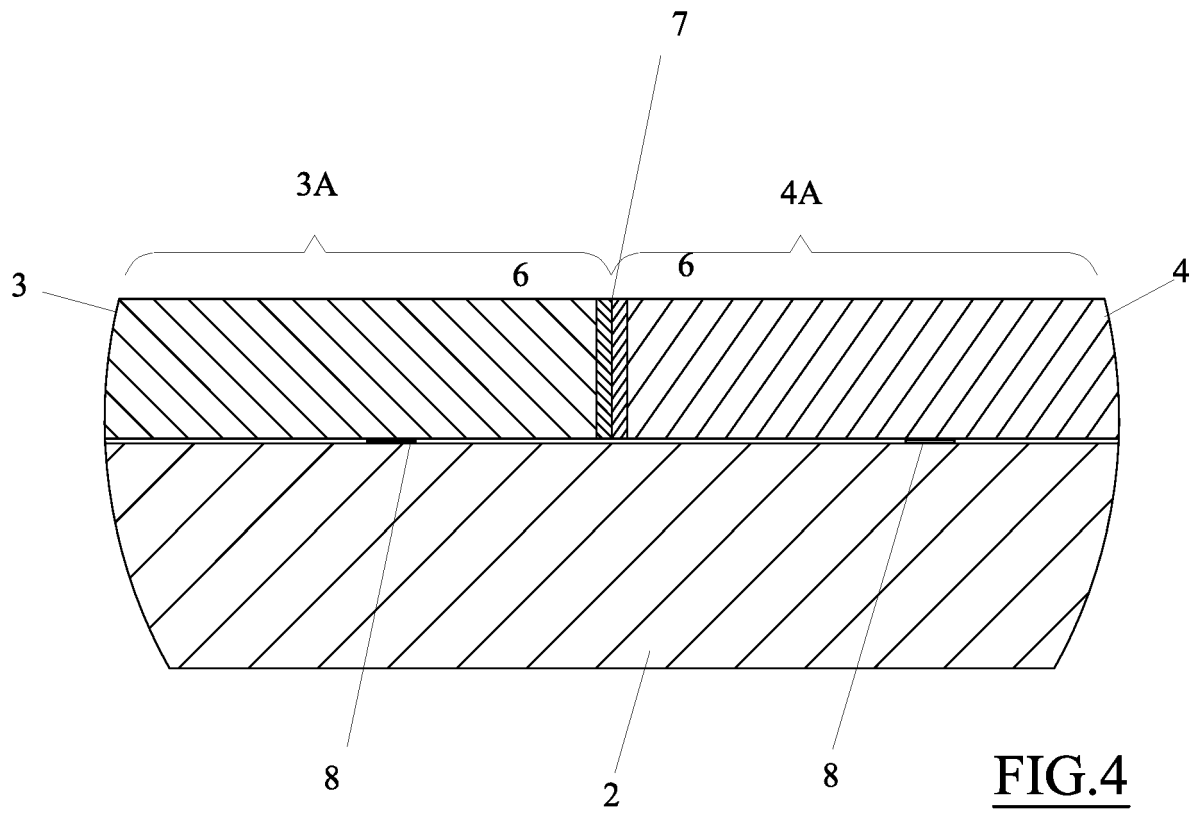


FIG. 4

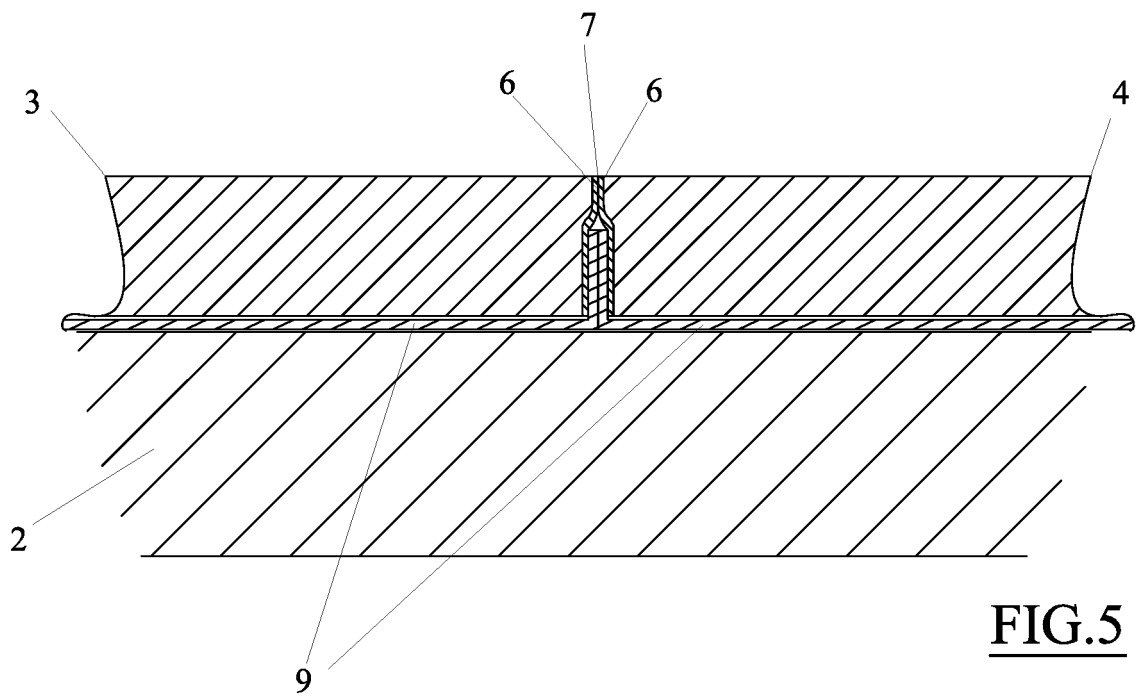


FIG. 5



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Application Number
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The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 16 June 2017	Examiner Ehram, Sabine
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

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**ANNEX TO THE EUROPEAN SEARCH REPORT
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