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(57) A make-up article (1) comprising a base element (2) which defines at least one compartment (6, 6A, 6B,...) in which a cosmetic product (4) is housed, a cover (5), and hinging (7) between the cover (5) and the base element (2).

ment, the cover being configured so as to cover, when in a closed position, the compartment (6, 6A, 6B, ...), the cosmetic product being positioned directly inside the at least one compartment (6, 6A, 6B,...).

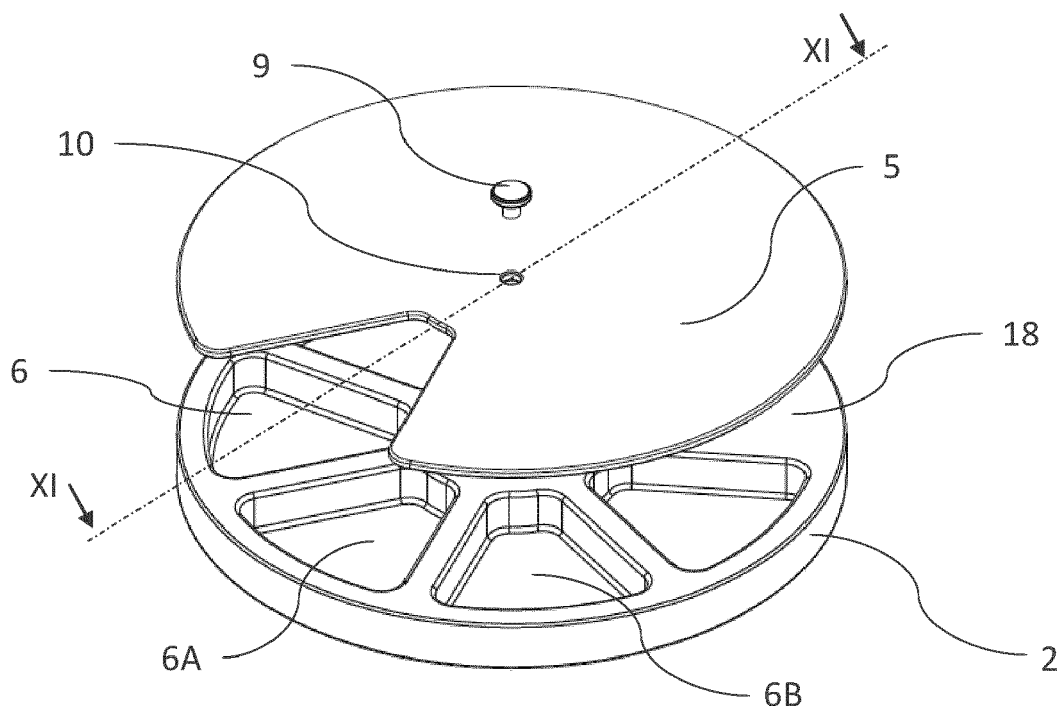


Fig.10

Description**FIELD OF THE INVENTION**

[0001] The present invention relates to a make-up article. 5

[0002] In particular, it refers to a make-up or cosmetic article which is anhydrous, baked, extruded, injected or in powder form, such as a foundation, eye shadow, blusher, highlighter, face powder, lipstick, bronzer, eyebrow pencil, eyeliner and mascara etc. 10

BACKGROUND ART

[0003] At present, make-up items are packaged in containers (or packaging) made of plastic. 15

[0004] In the case of compact powders, for example, a cosmetic powder is dispensed onto a bottom and pressed thereinto, sometimes several times, until the powder is compact. 20

[0005] The bottom with the powder is subsequently housed within plastic packaging which has a compartment to house the bottom and the cosmetic product. The bottom is secured to the bottom of the compartment, for example with a spot of glue. 25

[0006] The packaging usually also includes a cover which protects the cosmetic product, for example, during transportation of the packaged article.

[0007] Although the plastics used for commonly known make-up items are of the highest quality, the average user associates plastic with low-cost, low-quality products. 30

[0008] Furthermore, as it is known, plastic is not an environmentally friendly material. 35

SUMMARY OF THE INVENTION

[0009] The object of the present invention is to provide a make-up article which is more ecological (environmentally friendly) than the commonly known articles and whose design facilitates the disposal thereof. 40

[0010] A further object of the invention is to provide a make-up article which is of greater value and is more elegant than those currently available on the market.

[0011] This and other objects are achieved by means of a make-up article produced according to the technical teachings of the appended claims. 45

BRIEF DESCRIPTION OF THE FIGURES

[0012] Further features and advantages of the innovation will become clearer in the description of a preferred but not exclusive embodiment of the device, illustrated - by way of a non-limiting example - in the drawings annexed hereto, in which: 50

Figure 1 is a perspective view of a make-up article according to the present invention, in the closed con-

figuration;

Figure 2A and Figure 2B show the article in Figure 1 in, respectively, the semi-open position and the fully open position;

Figure 3 is a simplified section of the article in Figure 1, taken along line 3-3 in Figure 1;

Figure 4 is a perspective view of a variant of the make-up article in Figure 1, in the closed configuration;

Figure 5A and Figure 5B show the article in Figure 4 in, respectively, the intermediate position and the open position;

Figure 6 is a simplified section taken along line VI-VI in Figure 5B, but without the cosmetic product;

Figure 7 is a perspective view of a still further variant of the make-up article in Figure 1, in the closed configuration;

Figure 8 is a simplified exploded view of the article in Figure 7;

Figure 9 is a section taken along line IX-IX in Figure 7;

Figure 10 is an exploded view of a further variant of the make-up article in Figure 1 but with no cosmetic product present, i.e. prior to the filling thereof;

Figure 11 is a simplified section taken along line XI-XI when the article in Figure 10 is assembled and has the cosmetic product positioned therewithin. 55

DETAILED DESCRIPTION OF THE INVENTION

[0013] With reference to the figures stated, reference number 1 is used to denote, as a whole, a make-up article.

[0014] The make-up article 1 comprising a base element 2 (or base), in which there is at least one compartment 6 machined, within which a cosmetic product 4 is housed. 45

[0015] The compartment may have an edge running around the perimeter thereof, so as to literally contain the cosmetic product 4.

[0016] The cosmetic product 4 can fill the at least one compartment almost entirely. 50

[0017] The cosmetic product 4 can be positioned directly inside compartment 6, i.e. in direct contact with the base element. In this document, the term 'positioned directly' means that there is no object (for example a bottom) or any other material (e.g. fabric, paper, etc.) interposed between the cosmetic product and the base element 2. 55

[0018] There may be one compartment only and the

perimeter thereof may be the same shape as the base element. Obviously, though, the compartment 6 may be any shape, for example, a wedge, square, ellipse, star, heart etc. In this configuration, more compartments may also be envisaged in the base element, as will be seen later in other embodiments.

[0019] Obviously, each compartment may be filled with cosmetic products which differ from one another in terms of colour or properties.

[0020] The make-up article 1 also includes a cover 5 and hinging 7 between the cover 5 and the base element.

[0021] The cover is configured in such a way as to cover the compartment 6 when in the closed position and therefore to isolate and protect the cosmetic product 4 used for make-up purposes.

[0022] In the configuration in Figure 1, the cover 5 is hinged to the base element 2 along an axis A which is essentially vertical during use of the make-up article.

[0023] In practice, the A axis may be essentially perpendicular to a resting surface 20 of the base element 2.

[0024] In the configuration described, the container for the cosmetic product 4 is really quite simple.

[0025] For example, the base element 2 can be made from metal plate (preferably aluminium), which subsequently undergoes deep drawing processing in order to obtain the compartment 6 therein, together with the other shapes useful for defining the final configuration of the base 2.

[0026] The die block within which the base element 2 is processed can be configured to produce, working in conjunction with the punch, not only the at least one compartment 6, but also to carry out other particular processes, such as, for example, the annular compartment 21, visible from the side of the base opposite the side where the cover 5 is hinged.

[0027] This compartment 21 facilitates (by providing a grip) handling of the make-up article by a user.

[0028] The base can obviously also be produced with other mechanical processes, for example, die casting, 3D metal printing, etc.

[0029] In the example described, the cover 5 may have a very simple configuration, i.e. a circular plate (or with the same external shape or perimeter as the base element 2), advantageously made of the same material as the base element 2.

[0030] In practice, the cover 5 may be the same shape as the perimeter of the base element 2.

[0031] The hinging is also very simple. In this case the hinging 7 may be a rivet 9 or pin, or a similar riveted element, positioned in a hole 10 made in the cover 5, and simultaneously engaged in a hole 11 in the base element.

[0032] The rivet or pin may be made of the same material as the cover 5 or the base element 2.

[0033] Obviously, the rivet 9 may be replaced with any suitable fastener, such as, for example, a small screw or threaded element, or another commonly known system.

[0034] In this case, the hinging 7 may be positioned offset with respect to the base element 2 and externally

with respect to the perimeter of the compartment 6; or rather, in a position which is offset with respect to an axis A2 of the base element 2 (for example, in a symmetrical, axisymmetric, or barycentric position).

[0035] The article described is simple and elegant, with a sturdy, classy appearance lent by the fact that the base and optionally the cover are preferably made of metal, preferably aluminium.

[0036] In this, as in the other configurations which will be described, the cover and/or the base may be painted either entirely or in part, or may be finely decorated, for example with the silk-printing technique.

[0037] Obviously, the cover and/or the base may both feature recesses, engravings, etc. for decorative purposes, which may also be combined with the aforesaid painted finish.

[0038] Specific treatments may also be carried out, either individually or combined, such as: anodising, galvanising, polishing, satin finishing, laser finishing, pad printing, and UV or LED-curing inkjet.

[0039] Opening is done simply by turning the cover (as per arrow F) to make the cosmetic product 4 in compartment 6 accessible.

[0040] Optionally, there may be embossings, recesses, projections, grooves etc., between the base element 2 and the cover 5 to hold the cover in the open or closed position. The friction provided between the cover 5 and the base element 2, and generated by the compression exerted on the cover by the hinging 7 may be calibrated so as to make the movement of the cover smooth but not completely loose.

[0041] Figure 4 shows a variant of the make-up article described above. In this variant the same reference numbers already used above are used to denote the corresponding parts. Those parts will therefore not be described again.

[0042] In this embodiment, the base element 2 has an annular configuration, with a central opening 13. The base features a plurality of compartments 6, 6A, 6B, ... with a wedge-shaped configuration (but they may be any shape, as already said), which are arranged around the central opening 13.

[0043] The cover 5 still has an essentially flat configuration (with the same peripheral shape as the base) and the cover may comprise a window 12 which, when superimposed on the compartment 6, 6A, 6B, ..., allows access to the cosmetic product. Obviously, the cover is hinged to the base element and can rotate - with respect to the cover - around an axis A1.

[0044] The window 12 may be the same shape as the perimeter of the compartment 6 (or the compartments) but may be, for example, slightly larger. In this case, the window 12 also has a wedge-shaped configuration (or better a trapezoidal configuration with curved bases, and rounded corners).

[0045] However, there is nothing to prevent the window from being, for example, circular in shape and in this case the compartments could also be the same shape.

[0046] The cover 5 in this example may comprise a cylindrical wall 14 extending axially therefrom. An outer edge 8A of this wall is folded against a corresponding part of the base element 2, so as to create an undercut coupling between the base and the cover.

[0047] Obviously, the undercut coupling 8 between the base and the cover may also have other configurations, but in the event of an annular base element, the configuration described is particularly efficient and aesthetically pleasing.

[0048] In addition, the presence of the central opening 13, which can be axial, allows an easy grip thereon and handling thereof by a user of the make-up article.

[0049] In Figure 4, it can be seen that the base element 2 comprises at least one flat portion 18 which, when facing the window 12, prevents access to said at least one compartment 6, 6A, 6B, ... Therefore, the flat portion 18 may be a larger shape and have a larger surface area than the opening 12.

[0050] A further configuration of the make-up article is visible in Figure 7 and onwards.

[0051] In this case, the base does not have the opening 13 and, consequently, the cover 5 has no such opening either.

[0052] In fact, the cover is simply hinged onto the base element 2 in an axial position, for example with the afore-said rivet 9.

[0053] In this configuration, the window 12 opens onto a perimeter edge 5A of the cover, and is also wedge-shaped.

[0054] The compartment 6, on the other hand, is individual and extends with a sector-of-a-circle conformation almost entirely along the base element 2, with the exception of the area corresponding to the flat portion 18.

[0055] For example, at the flat portion 18, the base may be devoid of a cylindrical edge, while still featuring a grip and an unusual aesthetic effect.

[0056] The configuration in Figure 10 is entirely the same as that described previously. Instead of an individual compartment 6, there is a plurality of compartments 6, 6A, 6B, etc. present, which are also wedge-shaped (or another appropriate shape).

[0057] As already mentioned, in the embodiments described the cover 5, the base element 2, and optionally the hinge 8 may also be made of the same metal. This metal may be aluminium.

[0058] This renders the make-up article advantageous and environmentally friendly since once the cosmetic product 4 is finished, the entire empty container can be thrown away in the aluminium recycling bin.

[0059] It should be stressed that with conventional make-up items this is not possible because even if the packaging is made almost entirely of plastic, there is always a bottom or countermould inside which the cosmetic product is positioned.

[0060] This means the cosmetic product is never in direct contact with the base.

[0061] For example, in the case of pressed powders,

the powder is conventionally pressed onto a bottom which is then glued into a suitable seat featured within the plastic packaging.

[0062] With the present invention, a cosmetic powder can be dispensed and subsequently pressed directly into the base element 2 (which, as made of metal, withstands the pressure needed to compact the powder). Subsequently it is possible to couple the cover 5 to the base element 2 (possibly with rivet or undercut) and obtain a finished make-up article directly.

[0063] Therefore, the make-up article according to the present invention significantly decreases the time required for the production thereof, eliminating various steps which are necessary, according to the state of the art, to produce a conventional make-up article.

[0064] Furthermore, in conventional packaging there may be a conventional glass mirror, which is usually glued to the plastic cover. The mirror is unlikely to be removed from the packaging when the latter is thrown away at the end of its life. And this makes conventional packaging even less eco-friendly.

[0065] In the present invention, on the other hand, all or part, for example, of the cover 5 may be polished so as to be reflective to mirror standard. Therefore, the mirror can be obtained directly on the surface of the material by polishing the metal in question without adding anything else.

[0066] This is a great advantage in terms of the environmental impact of this packaging.

[0067] Furthermore, packaging such as that described may not require an additional adhesive label. Indeed, it is possible to engrave all the information that is usually found on a normal label of a make-up article directly onto the cover 5 or the base element 2 using, for example, laser engraving or other suitable techniques.

[0068] Obviously, it is also possible to engrave logos or brand the packaging, also using the engraving technique.

[0069] Various embodiments of the innovation have been described, but others may be conceived using the same innovative concept.

Claims

1. Make-up article (1) comprising a base element (2) which defines at least one compartment (6, 6A, 6B, ...) in which a make-up product (4) is positioned, a cover (5) and a hinging (7) between the cover (5) and the base element, the cover being configured so as to protect, at least in a closed position, the compartment (6, 6A, 6B, ...), the make-up product being positioned directly inside the at least one compartment (6, 6A, 6B, ...), so that the make-up product is in direct contact with the base element (2), at least the base element (2) being made of a metallic material.

2. Make-up article according to claim 1, wherein the cover (5) is hinged to the base element (2) along an axis (A, A1) which is substantially vertical during the use of the make-up article. 5
3. Make-up article according to the previous claim, in which the hinging (7) is made through an undercut (8) between the base element (2) and the cover and / or in which the base element (2) comprises an axial opening (13) inside which a cylindrical wall (14) which extends axially from the cover (5) is engaged, the undercut (8) being made on said cylindrical wall (14). 10
4. Make-up article according to claim 1, wherein the hinging (7) is a rivet (9) positioned in a hole (10) made in the cover, and engaged in a corresponding hole (11) of the base element, the rivet (9) being positioned axially with respect to the base element or in an offset position with respect to the base element. 15 20
5. Make-up article according to claim 1, wherein the cover (5) comprises a window (12) which, when superimposed on the compartment (6, 6A, 6B, ..), makes the cosmetic product (4) available and/or wherein the window (12) opens onto a perimeter edge (5A) of the cover. 25
6. Make-up article according to the preceding claim, wherein the base element (2) comprises at least one flat portion (18) which, when facing the window (12), prevents access to said at least one compartment (6, 6A, 6B, ..). 30 35
7. Make-up article according to claim 1, wherein the base element (2) is made by molding or drawing starting from a plate-like element. 35
8. Make-up article according to one or more of the preceding claims, wherein the cover (5) and the base element (2), and optionally the hinging (7), are made of the same metallic material. 40
9. Make-up article according to the previous claim, wherein the metal material is aluminum. 45
10. Make-up article according to claim 8 or 9, wherein at least one part, preferably of the cover (5), is mirror polished, so as to provide an aid during a make-up operation. 50
11. Make-up article according to one or more of the preceding claims, wherein at least one surface of the base and/or of the cover has at least one incision, preferably made using a laser technique, which carries labeling or branding information. 55

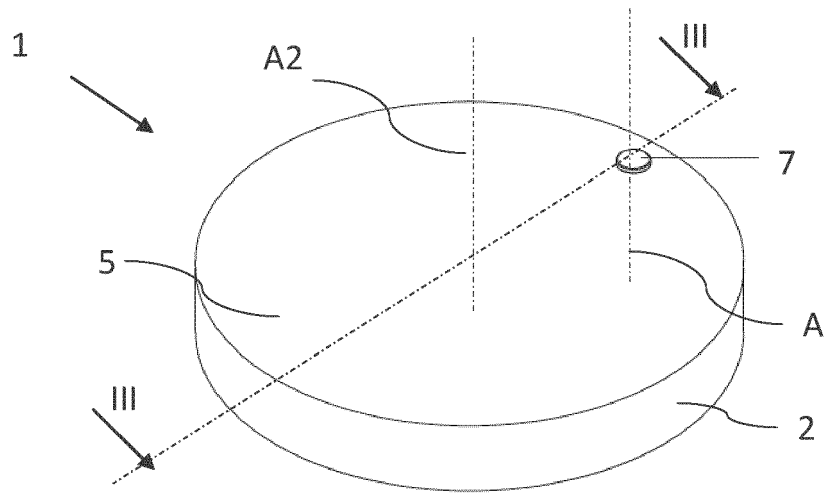


Fig.1

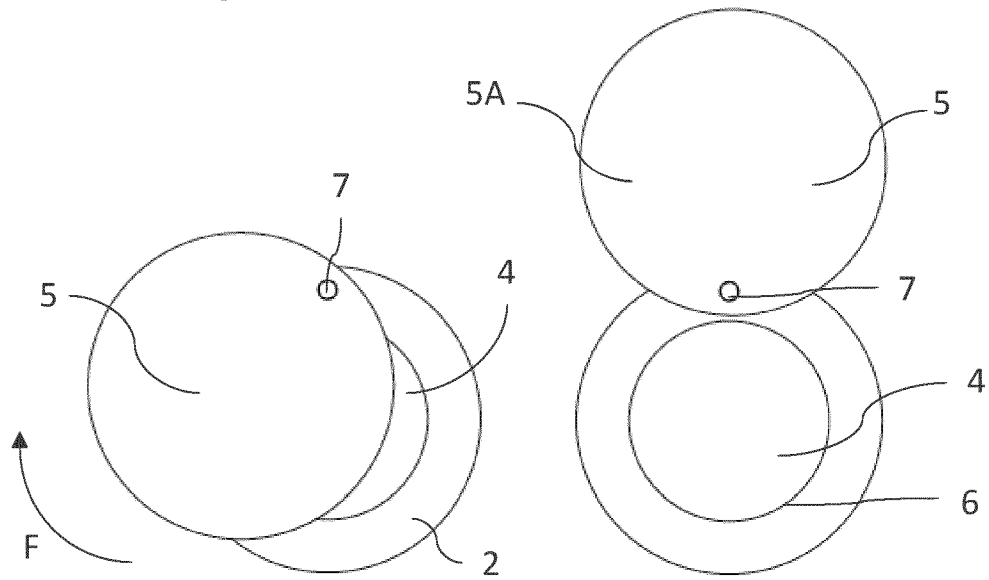


Fig.2A

Fig.2B

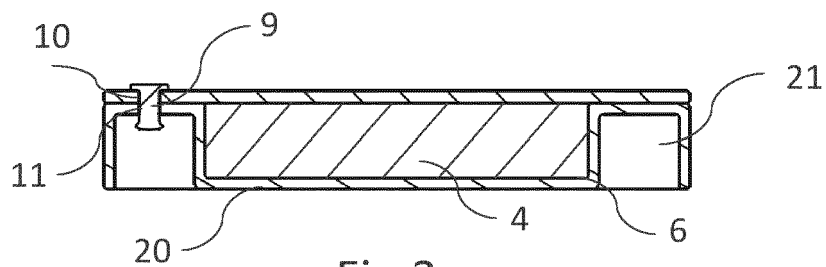


Fig.3

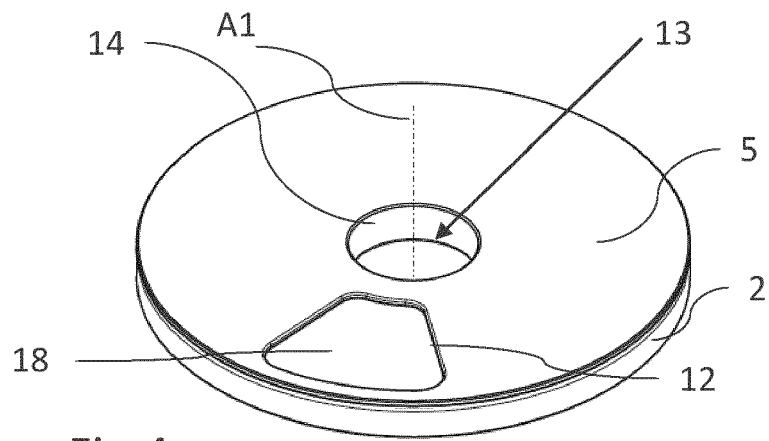


Fig. 4

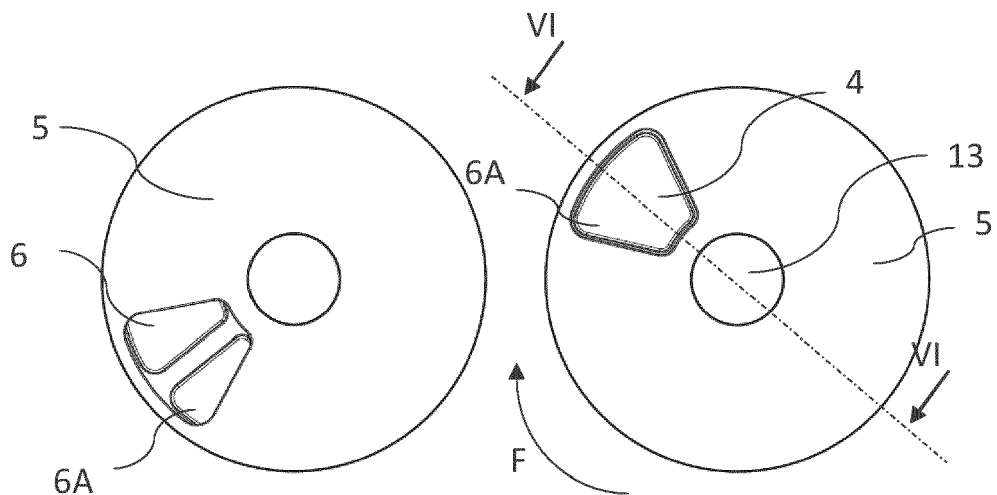


Fig. 5A

Fig. 5B

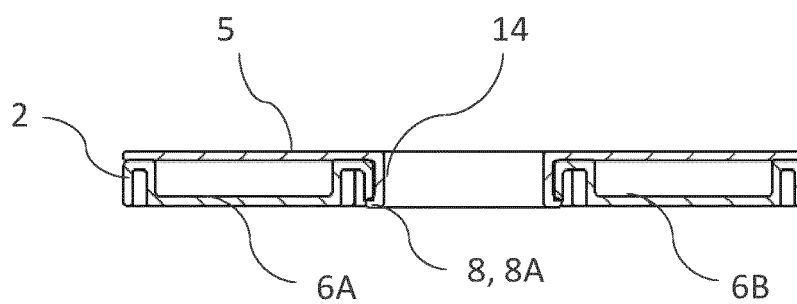


Fig. 6

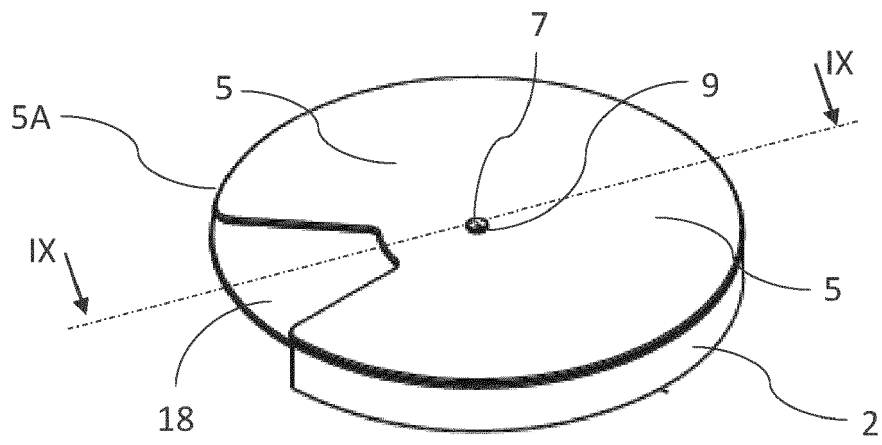


Fig.7

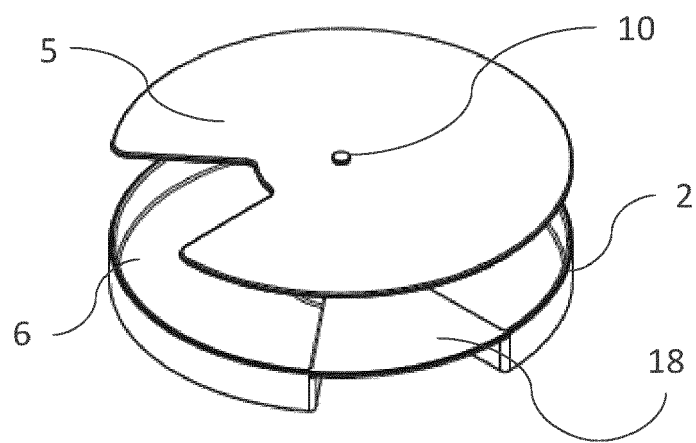


Fig.8

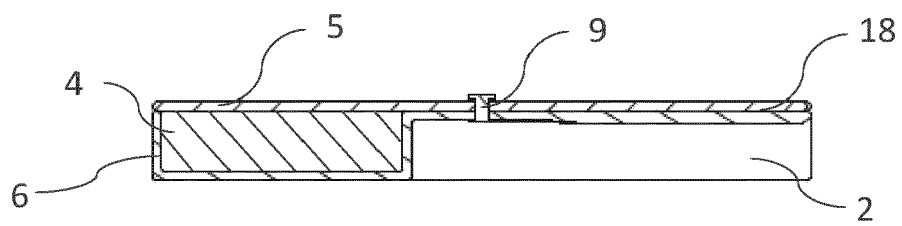


Fig.9

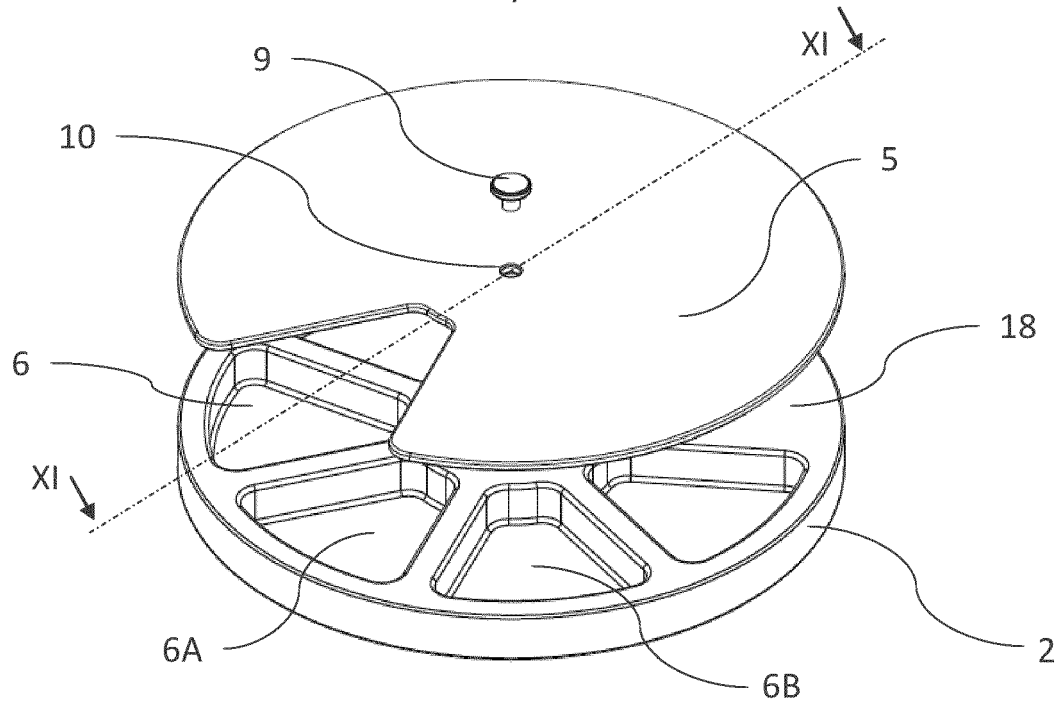


Fig.10

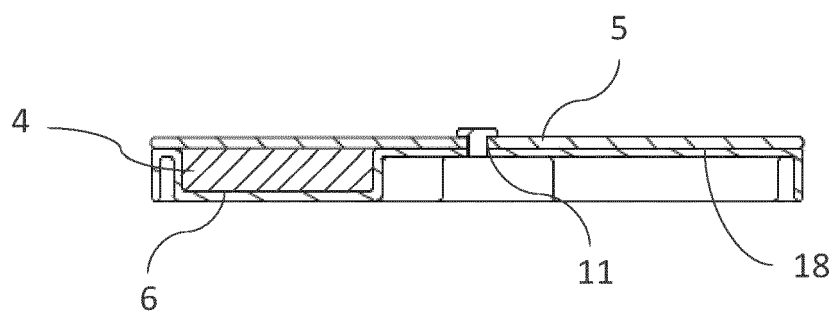


Fig.11



EUROPEAN SEARCH REPORT

 Application Number
 EP 20 20 4272

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DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	US 2007/204876 A1 (ALLEN HARRY S [US] ET AL) 6 September 2007 (2007-09-06) * paragraph [0018]; figures 1-4 * * paragraph [0021] * * paragraph [0025] *	1-4,7-11	INV. A45D33/00 A45D40/22 A45D40/24
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Y	* column 1 - column 2; figures 1-3 *	5,6	
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			TECHNICAL FIELDS SEARCHED (IPC)
			A45D
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 5 March 2021	Examiner Oliveras, Mariana
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
ON EUROPEAN PATENT APPLICATION NO.**

EP 20 20 4272

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05-03-2021

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For more details about this annex : see Official Journal of the European Patent Office, No. 12/82