

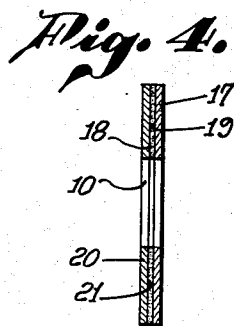
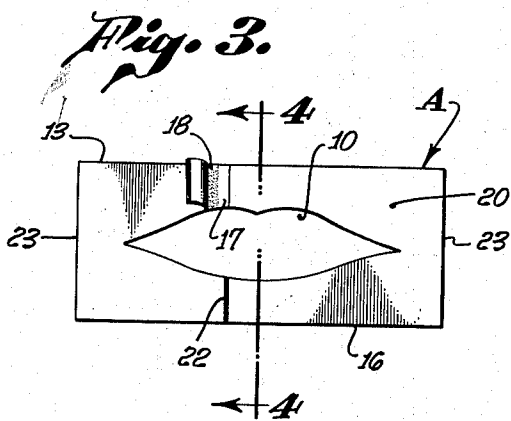
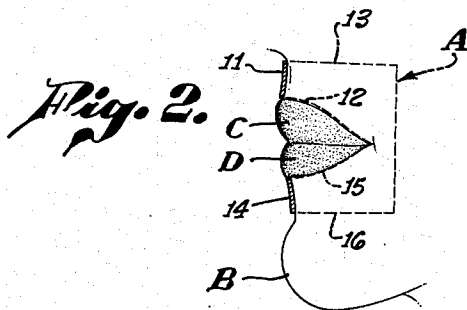
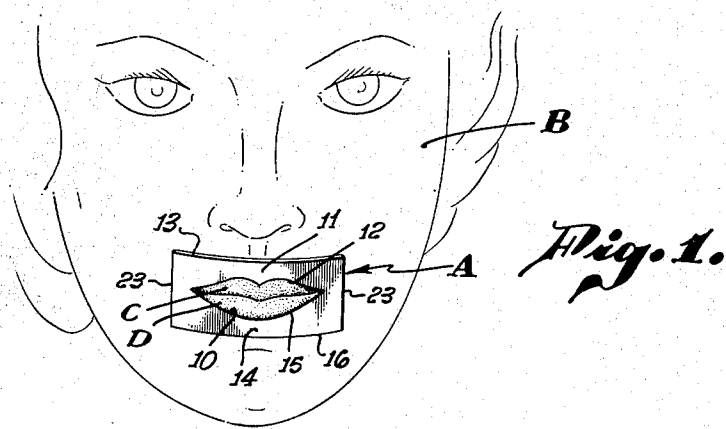
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GUIDE AND GUARD FOR MARKING LIPS

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GUIDE AND GUARD FOR MARKING LIPS

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1 Claim. (Cl. 132—88.5)

The present invention relates to devices for facilitating the application of rouge, and the like, to the lips of persons.

Templates or masks have been proposed for insuring the application of rouge to the lips in conformity with a desired contour or outline. The template or mask is usually formed with the desired lip outline and is placed and held over the lip region during the application of the rouge. However, the device may slip or become otherwise displaced during the application of rouge, or it may not conform to the contour of the face at the region of the lips, resulting in an incorrect outline being applied to the lips. In addition, the devices are intended for repeated use, resulting in their messiness and possible unsanitary condition.

Accordingly, an object of the present invention is to provide an improved device for facilitating the application of rouge, or similar cosmetic, to the lips in the desired outline.

Another object of the invention is to provide a device for marking lips that can be positioned accurately with respect to the person's lips, and which will not become displaced inadvertently while the rouge is being applied to the lips.

A further object of the invention is to provide a device for marking lips that conforms closely to the contour of a person's face adjacent the desired outline of the lips, so as to prevent application of rouge externally of the desired outline.

Yet another object of the invention is to provide a device for marking lips that is held in proper position on the person's face in close conformity therewith, without distortion of the lips and mouth.

Still another object of the invention is to provide a device for marking lips that is protected before use, to insure its sanitary condition when used. The device is non-toxic and may embody an antiseptic on the surface applied to the person, to insure against deleterious effects.

Another object of the invention is to provide a device for marking lips that is inexpensive and readily disposable after a single use.

This invention possesses many other advantages, and has other objects which may be made more clearly apparent from a consideration of a form in which it may be embodied. This form is shown in the drawings accompanying and forming part of the present specification. It will now be described in detail, for the purpose of illustrating the general principles of the invention; but it is to be understood that such detailed description is not to be taken in a limiting sense, since the scope of the invention is best defined by the appended claim.

Referring to the drawings:

Figure 1 is a front elevation of the device applied to the mouth and lip region of a person's face;

Fig. 2 is a side view, parts being shown in vertical section, of the device applied to the face;

Fig. 3 is a front elevation, on an enlarged scale, of the guide and marking device;

Fig. 4 is a cross-section, on an enlarged and exaggerated scale, taken along the line 4—4 on Fig. 3.

The guide and guard or stencil A for marking lips is illustrated in Figs. 1 and 2 as applied to a woman's or girl's face B. The device is made of flexible and conformable material, being provided with an opening 10 shaped to conform to the outline of the person's lips C, D. The material 11 between the upper outline 12 of the upper lip C and the upper end 13 of the device is

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relatively narrow, to enable its proper application to the person's face without interference from the nose. Similarly, the width of material 14 between the lower outline 15 of the lower lip D and the lower edge 16 of the device is relatively narrow, to avoid interference with the person's chin.

The device itself is of a composite construction. It includes a base sheet 17 of relatively thin flexible material, such as paper, that has a relatively thin pressure-sensitive adhesive coating 18 on its inner face or surface 19 (the thicknesses are exaggerated in Fig. 4 for purposes of illustration). A suitable pressure-sensitive adhesive coating may be used, and may, for example, include latex in a natural condition, the adhesive itself having non-drying characteristics, being capable of remaining in a tacky state. In order to insure the adhesion of the coating 18 to the base sheet 17, the inner surface or face 19 of the latter may have a suitable primer coating provided thereon.

The pressure-sensitive adhesive coating 18 preferably has an antiseptic agent incorporated therein, such as zinc oxide. With such antiseptic agent, assurance is had that the coating is non-toxic and will be sanitary when applied to the person's face.

Prior to use of the device A, the adhesive coating 18 is covered or protected by a protective or backing sheet 20 which adheres in a relatively light manner to the adhesive coating. The inner surface 21 of this backing sheet, which may be made of a suitable paper, may be coated to decrease its affinity for the adhesive 18, so that when stripped from the coating, very little, if any, of the coating material will be removed from the base sheet 17. The protective or backing sheet 20 may also have the same shape of opening 10 forming the lip outline 12, 15 as the base sheet 17, although this is not necessary.

For the purpose of facilitating removal of the base sheet 20, it is provided with a split 22 between its side margins 23. When the device is deflected, tear tab portions will extend upwardly from the adhesive coating 18. These tab portions may be grasped by the person's fingers and the protective sheet 20 peeled from the adhesive coating and discarded. Thereafter, the base sheet 17 may be applied to the person's face, the adhesive coating 18 being pressed against the latter, with the upper and lower margins 12, 15 of the opening 10 disposed in proper position at the upper portion of the upper lip C and the lower portion of the lower lip D (see Figs. 1 and 2). Pressure applied on the exterior of the base sheet 17 will cause the adhesive coating 18 to adhere to the person's face, with the outline of the opening 10 disposed appropriately with respect to the lips.

The stencil A is preferably disposed on the person's face tightly enough to pucker the lips C, D slightly, which will facilitate application of lip rouge to the lips disposed within the opening 10 of the device. The lipstick, or the like, may be applied through the entire opening and will produce the desired outline of the lips, whereupon the base sheet 17 may be grasped, as at a corner, and removed readily from the face, the pressure-sensitive adhesive 18 adhering to the sheet 17 and not to the person's face, removing substantially none of the make-up from the face. Thereafter, the application of lip rouge to the lips may be completed, as by slightly parting the lips and filling in their corner and inner portions. The base sheet may now be discarded.

The guide and guard devices A may be made with a suitable selection of sizes and shapes of lip outlines, to enable a person to select the size and shape conforming to her lips. After the backing or protective sheet 20 is removed, and the adhesive side of the base sheet 17 applied to the face, in proper position around the lips C, D, the adhesive coating 18 retains the guide and guard device in appropriate position on the face, without the necessity for the continued application of pressure on the device or against the face, which may cause a distortion of the face and lips. In addition, the base sheet 17, which is made of relatively thin paper, will conform to the contour of the person's face around the lips C, D and will be held in close contact with such portions of the face by the adhesive coating. As a result, the de-

vice cannot be inadvertently displaced while the rouge, or similar cosmetic, is being applied to the lips. Moreover, the close adherence of the lip outline portions of the device to the face prevent any of the rouge from being disposed under the device, which would result in an irregular and undesired rouge outline being applied to the lips.

The backing or protective sheet 20 guards the adhesive coating 18 and precludes its becoming in an unsanitary condition prior to use. It is only immediately before the device is to be used that the protective sheet 20 is peeled from the adhesive coating, which offers assurance that the portion of the sheet to be applied to the face will be in a clean, sanitary and non-toxic condition. In addition, the incorporation of an antiseptic, such as zinc oxide, or the like, in the adhesive coating 18 further offers assurance against toxicity.

Since the device is preferably made of inexpensive materials, such as paper and the like, its use only once is rendered economical. In view of the fact that only a single use is contemplated, the adhesive coating 18 may be made very thin, which also affects some economy in cost of production. Following its use, the device can be discarded, in the same manner that paper cleansing tissues are discarded, the person using another device whenever rouge is to be applied to her lips. The protective sheet 20 remains on the adhesive coating 18 until she is ready to apply the rouge to her lips, insuring the sanitary condition of the device.

The inventors claim:

In a guide and guard for facilitating the application

of rouge and the like to the lips: a sheet of flexible and conformable material having an opening corresponding to the desired lip outline; a non-toxic pressure-sensitive adhesive coating on a surface of the sheet for application and adherence against a person's face; and a protective sheet covering said flexible sheet and having a coating thereon adhering to said other coating, said protective sheet coating having little affinity for said adhesive coating so as to adhere lightly to said adhesive coating to enable said protective sheet to be stripped from said flexible sheet without removing any substantial portion of the adhesive coating from said flexible sheet; said pressure-sensitive adhesive coating having the characteristics of adhering tenaciously to the flexible sheet and of being removed substantially entirely with the flexible sheet when the latter is withdrawn from the person's face, so as not to remain on the person's face.

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