

KEY PATTERNS

Manipulatable components:

Concentration of bristles and erasure bristles

Width of brush : 1,2,3 finger width

Flathead brush; Angled flathead brush; Semicircular brush

Ballpoint pen type brush

-ball pulled downward created a pointed bristle thin enough to hit medial canthus

-ball pushed upward pushed bristles outward like a flower enabling shading capability

Clickable brushes: similar to a pen, clicking in and out of multiple functions

Every click of the pen could increase the concentration of bristles

1st tier - foundation

2nd tier - largest gray area - degree of shading concentration / shape of shading / special application of shading to sensitive areas / degree of sharpness of lines

3rd tier - final touches - fans, contour, blending

Aesthetically pleasing box design

Tactile "pleasing to the touch" materials - high thread count vs acrylic logo

- Makeup Brush Cleaning Kit with samples- Brushes for cheeks, nose, temple, eyebrows and eyelids;
- One day lip fillers and mild plastic surgery solutions
- Permanent makeup

Swiss Knife Cosmetics- Eye & Lips Categorizations of Makeup constituent elements

PRODUCTS

Storage and Travel Solution: Modular and Personalised Trunks (with Palette for color mixing)

Big Makeup Repair Kit- Since we are making a kit, we can make a mini make up repair kit with clear instructions

Eg. When powder breaks, users have to buy rubbing alcohol, put it in a fridge, so instead of going to buy rubbing alcohol, they can already have it in the makeup repair kit!

(Pastel, minimal colors)

EYE

Lashes: Mascara Comb - (Precision 95%)

- Real and Artificial Lashes
 - Size of bristles
 - Angle of Brush

Eyelids: Shader Brush - (Precision 90%)

- Sharp color application
- Synthetic Bristle tips for longevity
- Requires longer handle and enough bristles to evenly apply color

Eyelids: Angled Shader Brush (Precision 85%)

- Enables eyeshadow blending capability
- Bristles are flathead - two planes meet at an edge
- Can create soft crease at the curvature of the eye

Eyelids: Tapered Shader Brush (Precision 70%)

- Enables eyeshadow blending where the eyelid ends at the rim of the ocular cavity
- Blends at the crease
- Can reach and apply color to the medial and lateral canthus of the eye

Eyelids: Flat Blending Brush - (Precision 70%)

- SPECIAL FUNCTION: Eraser of blend
- Enables a clean cut erasure of the blend at the curvature of the eye

Eyelids: Flat Definer Brush (Precision 85%)

- Precise Lines above and below the eye
- Two planes that meet at an edge

Eyelids: Pencil Brush - (Precision 90%)

- Enables user to apply color in the medial canthus of the eye with marginal comfort
- Thin bristles that come to a point
- May be used to line underneath the eye

Eyelids: Angled Pencil brush - (Precision 95%)

- Enables clean cut edges around the eye including the medial canthus
- Thin bristles that come to an edged point wherein two planes meet
- Edge may be angled as well instead of being a flathead
 - Angled edge bristles enable user to create a sharp pointed effect on the lateral canthus of the eye outward ‘

Eyelids: Regular and Angled Eyeliner - (Precision 95%)

- Sharp pointed bristles similar to a pen
- Lines the upper and lower eyelids where the eyelids meet

- Bristles must be hard enough to retain shape but soft enough to not cause superfluous discomfort to user

Eyelids: Pencil Shader Brush - (Precision 85%)

- Enables user to apply dense shading underneath and above eye with a degree of precision
- Nub of bristles soft enough to retain enough makeup to be densely applied

Brows: Angled Brow Brush - (Precision 85%)

- Fills in eyebrow gaps with Twilight Shading
- Bristle Tip may be flathead or angled
 - Size of bristles
 - Handle angle
 - Sharpness of Makeup

Observation and Conclusion- There are flathead, angled and semi-circular brushes, with different widths. We want to make a mutable brush that can be changed to flat, angle, semi-circular one width, two width, and three width. 10-in-1 complete ocular solution.

Bristles around the point, and if you pull the ball downward meteor campus- thicker, harder point of a pencil. If you push the ball up, then the bristles will push out and open like a flower.

One Eraser- Concentration of the brush determines how much it erases and for which part of the face.

FACE

Cheek: Foundation Brush - Base Brush (Precision 15%)

- Mobius Strip Ergonomic Design
 - Longer strip for increased precision
 - Shorter strip for increased ease for powder distribution
- Kissing tap of the cheek

Cheek: Buffering Brush - Final Foundation Blending Tool (Precision 20%)

- Thick

Cheek: Dense Fan Brush - (Precision 10%)

- Large and thickly concentrated bristles that enable the user to thickly apply bronzer, contour or significant color
- Requires a high enough bristle count to sufficiently retain significant amounts of product

Cheek: Stippling - 2nd Tier Buildable Foundation Brush

- Blush, Creams
- SPECIAL STIPPLING: Fibre Cream application

Cheek: Tapered Brush - Semicircular Brush (Precision 30%) (Pressure - Light)

- Produced clean fallout and applies powder gently

Cheek: Small Contour - 2/3rd Tier Buildable Foundation Brush

- Sculpts Contour around curvature of jawline

Cheek: Angled Contour 2/3rd Tier Buildable Foundation Brush

- Enables user to apply dense contour around the curvature of the jawline
- Bristle concentration is distinctly higher so as to increase makeup retention for dense application

Cheek/Temple: 3DHD Kabuki Brush - (Precision 60%)

- Flathead, edged brush that enables user to emulate sharp lined cheekbones with a pyramid shape that follows their inferior line at the base of their zygomatic cheek bones
- SPECIALIZED FUNCTION

Cheek/Nose: Concealer - Thin Synthetic Brush (Precision 70%)

- Bristle Wideness matches that of the midline of the nose
- Thin enough to be able efficiently and comfortable apply makeup around the eye

Cheek/Nose: Tapered Contour Brush (Precision 65%)

- Similar to eyelid tapered brush, enables user to apply highlights around the nose and mouth

Cheek/Nose: Flat Contour Fan Brush - (Precision 40%)(Pressure - Light)

- Semi-sharp lines may be applied
- Gentle clean fallout of highlighter/contour

Temple: Angled Foundation Brush - Base Brush (Precision 30%)

- Addressed Curvature of Hairline and Temple
 - Edged Point where two planes meet

LIP