CLAIMS

WHAT IS CLAIMS IS:

1. A cosmetic applicator wand in the form of an elongated tool comprising,
a stem portion disposed between a first end and a second end of the elongated tool, the stem portion including a region configured to be gripped by a user,
an applicator coupling element at the first end of the elongated tool, and
an enlarged element disposed between the region configured to be gripped by the user and the applicator coupling element, wherein
the enlarged element includes a groove, and
an applicator configured for coupling to the coupling element, the applicator including an applicator tip, wherein the applicator tip is curved away from the primary axis of the applicator handle and the applicator tip includes a through hole.

2. The cosmetic applicator wand according to claim 1, wherein the region configured to be gripped by the user has a cross sectional shape of a circle, an oval, or an n-sided shape, where n is an integer between three and 10.

3. The cosmetic applicator wand according to claim 1, wherein the region configured to be gripped by the user is textured for secure gripping by the user.

4. The cosmetic applicator wand according to claim 1, wherein the stem is tapered, having a larger cross section area at a position proximate to the enlarged element and a smaller cross section area at a position distal from the enlarged element.

5. The cosmetic applicator wand according to claim 1, wherein the groove has an arcuate surface.

6. The cosmetic applicator wand according to claim 1, wherein the enlarged element has a diameter smaller than about 5 cm.

7. The cosmetic applicator wand according to claim 1, wherein the applicator coupling element is configured to removably couple with a handle of an applicator, wherein a primary axis of the elongated tool and a primary axis of the applicator handle are substantially parallel.

8. The cosmetic applicator wand according to claim 1, wherein the coupling element and applicator handle comprise a male and female coupling combination.

9. The cosmetic applicator as in claim 1, wherein the applicator consists of a silicone, a thermoplastic polyurethane (TPU), a thermoplastic elastomers (TPE), and combinations thereof.

10. The cosmetic applicator as in claim 1, wherein the applicator tip comprises at least two working surfaces for applying a cosmetic formulation.

11. An assembly for application of a cosmetic comprising,

a cosmetic applicator wand in the form of an elongated tool and an applicator comprising an applicator shaft and an applicator tip, the applicator tip comprising an application surface for applying a cosmetic formulation to skin,

wherein the applicator wand comprises,

a stem portion disposed between a first end and a second end of the elongated tool, the stem portion including a region configured to be gripped by a user,

an applicator coupling element at the first end of the elongated tool, and

an enlarged element disposed between the region configured to be gripped by the user and the applicator coupling element,

wherein the applicator shaft is coupled to the wand at the first end of the elongated tool using the applicator coupling element, wherein

the enlarged element includes a groove, and

wherein the applicator tip is curved away from the primary axis of the applicator handle and the applicator tip includes a through hole.

12. The assembly according to claim 11, further comprising a vessel configured as a reservoir for a cosmetic formulation and configured for sealing to the wand proximate to the first end of the elongated tool.

13. A method for applying cosmetic formulation to a subject comprising,

holding an assembly, the assembly comprising;

a cosmetic applicator wand in the form of an elongated tool and an applicator comprising an applicator shaft and an applicator tip, the applicator tip comprising an application surface for applying a cosmetic formulation to skin,

wherein the applicator wand comprises,

a stem portion disposed between a first end and a second end of the elongated tool, the stem portion including a region configured to be gripped by a user,

an applicator coupling element at the first end of the elongated tool, and

an enlarged element disposed between the region configured to be gripped by the user and the applicator coupling element,

wherein the applicator shaft is coupled to the wand at the first end of the elongated tool using the applicator coupling element,

wherein the enlarged element includes a groove, and

using the stem portion of the elongated element and contacting the application surface of the applicator to an eyelid or eyebrow of the subject, and grounding the enlarged element against the face of the subject.

14. The method of claim 13, wherein grounding comprises rolling or sliding the element against the face of the subject.

15. The method of claim 13, wherein holding the assembly includes resting a finger on the groove.