PACKAGE WITH INTERNAL SENSORY ELEMENTS

FIELD OF THE INVENTION

This invention relates to packaging elements, and more particularly to razor packaging elements

BACKGROUND OF THE INVENTION

Current razor cartridge packages include plastic containers with a storage region for each cartridge. In many instances, when a consumer purchases a razor system package, there is a razor cartridge package or dispenser package with additional razor cartridges placed inside the system package. Typically, once the interior razor system package is opened, there is a tendency for the consumer to throw away the package or recycle it, keeping only the blade and the dispenser package with the extra razor cartridges. Thus, any information provided about the features of the particular razor product, if any were on the interior package, are gone. Further, detailed information about the razor characteristics and usage are typically not found on either the interior packages for razor system products or on the dispenser packages.

Additionally, male and female razor cartridges are typically packaged with different styles of packaging.

For instance, male cartridges are typically stored in cartridge dispensers in stacks of four (4) or more cartridges where a portion of each cartridge is exposed. One disadvantage of such dispensers is that, if a previously used cartridge is returned to the dispenser, there is no clear signal to the user which of the cartridges in the dispenser are new and which are not new as it may be very difficult to differentiate the old or used cartridge from the new cartridges. Adding to the difficulty is the fact that this type of dispenser is not covered in that no opening of the dispenser or the stored cartridges is required.

In contrast, the female shaving family of cartridges, e.g., Gillette® Venus® Breeze™, typically stores cartridges in individually sealed plastic tubs. When a new cartridge is required, the seal on top of the tub is broken or peeled off, guaranteeing a fresh new cartridge. This

provides the additional advantage that cartridges can be stored in the shower, unlike the male cartridges.

Such containers for shaving cartridges or other stored items are described in US Patent Nos. 6,499,595, 6,648,140, and 6,886,690.

The concept of having a sensory element such as a scent during and after the shaving process has been known in the art but only in limited forms. One such form is a scent being contained in shave preparation and/or after shave products. Other forms include shaving aids or soap rings situated around the periphery of the razor cartridge (e.g., Gillette® Venus® Breeze™ and Schick® Intuition®) which have a variety of scents in the soap. In addition, scents have been added to the handle portion of a razor to also correlate the shaving experience to a particular scent during the shaving process. A known scented handle razor product is the Gillette® Venus® Malibu™ razor system. These scents are all incorporated into various areas of the razor itself (e.g., cartridge or handle).

With more and more features being included in razor systems and razor cartridges, there is a need to provide more information to the user to enhance and improve their shaving experience at each use.

Additionally, there is a need to provide a unique package and method of packaging suitable for both male and female razor cartridges enabling the consumer to be better informed about the razor products and better optimize their safety and razor cartridge consumption.

SUMMARY OF THE INVENTION

In accordance with the present invention, a novel razor cartridge package includes at least one sensory element incorporated onto at least one interior surface of the cartridge package, the cartridge package storing at least one razor cartridge.

In another aspect of the invention, a package includes at least one sensory element incorporated onto at least one interior surface of the package. The sensory element of the

present invention provides a stimulus to one or more senses selected from the group consisting of: visual, olfactory, touch, auditory, and taste or any combination thereof. The package may include at least one container for storing one or more items selected from the group consisting of razor products, tooth brush heads, batteries, feminine care products (e.g., tampons), baby care products, health care products, home care products (e.g., dryer sheets, Swiffer® replacement sheets, etc.), beauty care products, and pet care products.

The invention provides a method of making a razor cartridge package incorporating at least one sensory element onto at least one interior surface of the cartridge package. The sensory element provides a stimulus to one or more senses selected from the group consisting of: visual, olfactory, touch, auditory, and taste or any combination thereof.

In yet another aspect of the present invention, an array of graphics disposed on an interior surface of a razor cartridge package is provided where the array includes a sequence of designs corresponding to stages of wear of a razor cartridge.

Unless otherwise defined, all technical and scientific terms used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs. Although methods and materials similar or equivalent to those described herein can be used in the practice or testing of the present invention, suitable methods and materials are described below. All publications, patent applications, patents, and other references mentioned herein are incorporated by reference in their entirety. In case of conflict, the present specification, including definitions, will control. In addition, the materials, methods, and examples are illustrative only and not intended to be limiting.

Other features and advantages of the invention will be apparent from the following detailed description, and from the claims.

BRIEF DESCRIPTION OF THE DRAWINGS

While the specification concludes with claims particularly pointing out and distinctly claiming the subject matter which is regarded as forming the present invention, it is believed that the invention will be better understood from the following description which is taken in

conjunction with the accompanying drawings in which like designations are used to designate substantially identical elements, and in which:

FIGs. 1 and 1A are perspective views of a razor cartridge package showing sensory elements disposed on an interior surface of a partially opened package in accordance with the present invention.

FIG. 2 is a perspective view of a razor cartridge package showing sensory elements disposed on an interior surface of a partially opened package in accordance with another embodiment of the present invention.

FIG. 3 is a perspective view of a razor package showing sensory elements disposed on an interior surface of a partially opened package in accordance with another embodiment of the present invention.

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FIG. 4 is a perspective view of a razor cartridge package showing sensory elements disposed on an interior surface of the package in accordance with still another embodiment of the present invention.

FIG. 5 is a perspective view of a razor cartridge package showing sensory elements disposed on an interior surface of the package in accordance with yet another embodiment of the present invention.

FIG. 6 is a perspective view of a razor cartridge package showing sensory elements disposed on an interior surface of the package in accordance with still yet another embodiment of the present invention.

FIG. 7 is a perspective view of a razor cartridge package showing sensory elements disposed on an interior surface of the package in accordance with still yet another embodiment of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

A novel package (e.g., a razor cartridge package) for storing devices (e.g., razor cartridges) is disclosed where the package comprises at least one sensory element incorporated into an interior surface of the package.

The sensory elements include stimuli to one or more senses: visual, touch, olfactory, auditory, taste, and combinations thereof. The interior package sensory elements may correspond to characteristics and/or indicia of use of the razor cartridge or any combination thereof. The interior sensory elements may also correspond to communicating other items which may not directly relate to characteristics or usage of a cartridge but which convey that the razor cartridge is new or in some way enhance or improve the shaving experience for a user.

A visual sensory element in the present invention may be any item or element depending on the sense of sight. Such items may include graphics and/or text or any combination thereof. Graphics may include pictures, charts, or other presentations that appeal to the sense of sight. A graphic, for instance, may include a hologram for showing a three dimensional image.

A touch sensory element in the present invention may be any item or element depending on the sense of touch. Such items may include the hand, finger, etc., coming into contact with or feeling something on a package interior and/or the sense perceived by that contact. For instance, one or more feelings of smoothness, roughness, softness, furriness, or any combination thereof may be contemplated.

An olfactory sensory element in the present invention may be any item or element depending on the sense of smell where an odor or scent is perceived through the nose by means of the olfactory nerves. Such items may include a fragrance which may include scents of fruit, berries, flowers, mint, outdoors (e.g., grass, rain, meadows, pine forest), a commercially available fragrance (e.g., a fine or prestige fragrance), a spice scent specific to a particular demographic, market, or country or holiday, a new car smell, or the smell of food or drink (e.g., cookies, pies, coffee) or any combination thereof.

An auditory sensory element in the present invention may be any item that pertains to the sense of hearing or perceiving sounds by the ears. Such items may include a sound or sounds, tones, music, musical tones, vocal utterances, noise or noises, vibrations, or the like or any combination thereof.

A taste sensory element in the present invention may be any item that pertains to the sense of tasting or perceiving or distinguishing the flavor or quality of something by using the mouth. Such items may include food candy, mint, gum, or liquid or any combination thereof.

Depending on the type of sensory element, any suitable process or means of incorporating, disposing, affixing, attaching, or coupling the sensory element onto a portion of the interior surface of a cartridge package is contemplated in the instant invention.

The term "incorporated in" or "incorporated into" as used in the present invention with regard to the fragrance shall signify that the fragrance is "integrated with", "disposed on," "disposed within," or "placed into" a package; accordingly, these equivalent terms may be used interchangeably.

The term "fragrance" is used herein to signify the quality of having a "scent" however, the terms fragrance and scent may be used interchangeably.

In one embodiment of the invention, a novel package may have an olfactory sensory element such as a fragrance incorporated into at least one interior surface of the packaging. In this embodiment, the fragrance is released when the package is opened and may be associated by the user with a fresh, new smell reinforcing that it is new and unused. Therefore, in the present invention, the fragrance is also closely associated with the opening of the package.

Referring now to FIG. 1 of the present invention, package 10 is shown including a container 12 in a "tub" format having a cover 14 and a sensory element in the form of a fragrance 18 (e.g., olfactory stimuli) incorporated into the package 10 where the fragrance 18 is incorporated into an interior surface of the package 10. With such a package 10 having a cover 14 and a container 12, the fragrance 18 may be incorporated into either the interior surface 14a

of the cover 14 or into the container 12 or into both. Desirably, the fragrance 18 is incorporated into the package interior prior to closure or sealing of the package 10. Container 12 may have a razor cartridge 19 stored inside as depicted in FIG. 1. Many female razors such as the Gillette® Venus® Breeze™ have cartridges with soap wings which typically have a particular scent or fragrance. In FIG. 1, therefore, when cover 14 is opened, these sensory element areas may release a potent scent of the soap wings.

If the fragrance 18 is incorporated into the interior surface 14a of cover 14, it may be in the form of a drop of scented oil or a cream, perfume or other formulation as depicted in FIG. 1, on the underside 14a of the cover 14. Fragrance 18 may include a small sachet of flowers incorporated onto the interior surface 14a of cover 14.

Fragrance 18 may also encompass a touch sensory element providing a pleasant feeling to a user in the present invention as it may include a shaving aid, lotion or cream which a user can apply to their hands, neck, face, or body to improve their shave and/or to further enhance their shaving experience.

Cover 14, as shown in FIG. 1, is a plastic seal which is adhesively coupled to container 12. In addition, the adhesive may "seal in" the scent of fragrance 18. When the seal cover 14 is broken or initially peeled back as depicted in FIG. 1 (e.g., at the time when a user needs a new cartridge), the scent from fragrance 18 is released from the package 10 and wafts into the air and an odor or scent is perceived through the nose of a user by means of the olfactory nerves. When released, this fragrant scent indicates to the user that the razor cartridge is new and has never been used and pleasantly enhances the shaving experience.

As mentioned above, the fragrance of the present invention may be incorporated into the package in any of a number of ways and locations. Thus, the fragrance 18 may also be placed or integrated within an adhesive or glue 13 of package 10 as shown in FIG. 1 which may or may not be the same adhesive used to seal the cover 14 to the container 12 since package 10 may include other adhesives.

In yet another embodiment of the present invention, the fragrance 18 (e.g., multiple drops of fragrant oil) may be disposed on an interior surface 15 of the container 12 or on the underside of opening tab 17 as shown in FIG. 1A. The fragrance 18 may also be compounded or embedded into the material (e.g., polymer) of the container and/or the material (e.g., plastic) of the cover, respectively, as shown in FIG. 1A.

Since the sensory element fragrance 18 is not limited to being in only one location of the package, it is contemplated that it may be disposed in one of these locations described above, in just some or all of these locations in any appropriate manner and in combination with any other sensory elements as desired.

In the present invention, any type of sensory element in any form is contemplated for incorporation into the package. As mentioned above, some desirable olfactory sensory elements in terms of fragrances may be the scent of fruit, berries, flowers, or mint, the scent of freshly washed laundry, the scent of the outdoors, (e.g., grass, rain, a meadow or a pine forest), a commercially available fragrance such as a fine or prestige fragrance, a spice scent specific to a distinct market or country, a new car smell, or the smell of food (e.g., freshly baked cookies or pie) or freshly brewed coffee.

The present invention may encompass covers composed of a plastic or foil or any derivative thereof, though any other appropriate materials may be used to form any type of cover, such as a lid or a cap and of any shape or form.

In the present invention, container 12 may be composed of a polymer plastic such as a polyethylene (PET), polypropylene or polyethylene terephthalate glycol (PETG) material or any other suitable plastic, elastomer, or derivative thereof for properly storing a razor or a razor cartridge or any other suitable item.

Furthermore, package 10 of the present invention may alternatively be formed as a unitary piece (e.g., where a cover is integrated with the container) and therefore, the fragrance of the present invention may also be incorporated into any type of package with any form of container or cover in addition to a polymer package and seal type cover described herein. Some alternate package examples are described below.

Referring now to FIG. 2, an alternate embodiment of the present invention is shown to include a package 20 having five individual cartridges 22 sealed with a plastic or foil seal 24. When each individual seal 24 is broken or peeled back (e.g., at the time when a new cartridge is needed), a fragrance 26 with a scent is released from the package as described above in conjunction with FIG. 1. When released, this scent indicates to the user that the razor cartridge is new and has never been used and enhances the shaving experience. It should be noted that seal 24 and any of the covers described herein may be transparent, translucent, partially transparent or opaque such that a user is provided a visual cue of the razor product in the package.

The sensory element package concept of the present invention may also be applied to a sealed container capable of protectively storing a razor having a cartridge and a handle, as described in US Patent Application No.12/215,818, entitled, *Protective Container for Razor*, and as depicted in FIG. 3. As shown in FIG. 3, package 30 includes a container 32 with a cover 34 and a fragrance 36. Package 30 may have a razor stored inside (razor handle 38 is depicted in FIG. 3).

The novel aspects of the present invention, therefore, will apply equivalently to any type of razor packages.

Referring now to FIG. 4 of the present invention, the sensory element is shown to include one or more stickers (e.g., a visual sensory elements) or labels coupled to an interior surface of the dispenser package 40 (or incorporated with a cover or covers of package) where the stickers may include graphics and/or words (e.g., text) thereon to communicate to the consumer information characteristics about the cartridges, and usage (e.g., a change rate) for optical shave performance.

The sticker or stickers may be disposed on any interior surface of the dispenser package (e.g., interior surface of cover or container) and may be made of any type of plastic and adhesively sealed onto these interior surfaces of the dispenser package. FIG. 4 shows a dispenser package 40 with a container 41 capable of having an item such as a razor cartridge

(not shown) disposed therein. Stickers 42 of FIG. 4 may be disposed on the interior surface 43a of cover sheets 43 located on the same side of the package 40 from where the razor cartridges will be removed. The cover sheet 43 and hence sticker 42 may be desirably peeled off to provide the user access to the new razor cartridge.

The sticker 42 on package 40 in FIG. 4 may describe the characteristics of a razor cartridge's lubrastrip. In this embodiment, there are four graphics shown on each sticker 42 of FIG. 4. Graphic 42a is shown to include a razor cartridge showing a lubrastrip of a certain color 42a' (e.g., green) adjacent to a man's face, the numeral 1, and the word "new". The man's face is depicted with a smile. Thus, graphic 42a communicates to a user how a lubrastrip should appear when it is new and by showing the man with a smile (e.g., happy), this provides a signal to a user that the cartridge will provide a substantially pleasant experience.

Referring now to graphic 42b on sticker 42b there is shown a razor cartridge having a lubrastrip of a certain color 42b' (e.g., yellow) different than color 42a', the numeral 2, and the word "Fading". Thus, graphic 42b communicates to a user how a lubrastrip should appear when it is fading or wearing away. In this instance, showing the color change in the lubrastrip between graphic 42a and 42b provides this information to the user.

Graphic 42c on sticker 42c shows a razor cartridge having a lubrastrip of a certain color 42c' (e.g., red) different than color 42a' and 42b', adjacent to a man's face, the numeral 3, and the word "Change". The man's face in graphic 42c is depicted with a frown. Thus, graphic 42c communicates to a user how a lubrastrip should appear when the lubrastrip is worn and it is time for the razor cartridge to be changed. By showing the color change in the lubrastrip between graphic 42b and 42c, graphic 42c provides the user information for when to change the razor cartridge to maintain optimal blade performance and how best to use the razor cartridge.

Graphic 42d is shown to include a new razor cartridge having a lubrastrip of a certain color 42d' (e.g., green) which in the present invention may be the same color 42a' as depicted in graphic 42a, adjacent to a man's face, the numeral 4, and the phrase "Fresh blade, better shave." The man's face is depicted with a smile (similar to graphic 42a). Thus, graphic 42d communicates to a user how a lubrastrip should appear when it is replaced with a new razor

cartridge and by showing the man in graphic 42d with a smile and by providing the phrase "fresh blade, better shave", this provides a signal and information to a user the newly replaced razor cartridge will provide a better shave than the one in graphic 42c.

In summation, FIG. 4's graphics 42a, 42b, 42c, and 42d aptly communicate the features of the stop light signal changing from green to yellow to red with the red color serving as a signal to change the blade to maintain optimal blade performance. Thus, a user who may have been confused or wary about the proper time to change their razor cartridge, now has ample information provided by graphics 42a, 42b, 42c, and 42d as described above to optimize his/her consumption and safety (e.g., graphics which indicate lubrastrip color change and time to change) so there is no under-utilization or over-utilization of each razor cartridge. Graphics such as those described herein may also beneficially inspire users to pay more attention to how the cartridge blades feel against their skin during each subsequent use.

On the contrary, in the prior art dispenser package with no sensory elements provided on the interior of the dispenser package, the color change of the lubrastrip and the time to change the razor cartridges or any other feature desired to be called out, are not clearly communicated to the user and the user's knowledge may be based on a recall of past experiences or perhaps a recall of information of the interior package and eventually guesswork as time goes by. Thus, by providing this sensory element to the interior surface of the dispenser package, this provides an unexpected result or benefit for the user by taking the guesswork out. This is because the user now has these trusted, easy to interpret and eye-catching graphics and information at his/her disposal at each subsequent use of a razor cartridge and not only when he purchases the product at a store or at the time of first opening of the razor package. Furthermore, this benefit is achieved without requiring a new routine, a new way of thinking, or extra work for the consumer.

In addition, this unique package having sensory elements incorporated on its interior surface is very beneficial when new razor products with new features are debuted; a sticker or other means for conveying the new characteristics and other information to the user would improve the shaving experience and optimize safety and cartridge consumption for the user.

The present invention contemplates providing any type of visual messages or communication corresponding to the characteristics and suggested use of the razor cartridge disposed or incorporated onto any interior surface of a dispenser package.

For instance, another example of a visual sensory element is shown in FIG. 5 where a dispenser package 50 having four connected containers 54a, 54b, 54c, and 54d, is shown to include labels or stickers 52a, 52b, 52c, and 52d with text disposed or incorporated on the interior or interior surfaces 51a, 51b, 51c, and 51d of covers 53a, 53b, 53c, and 53d which are disposed respectively onto containers 54a, 54b, 54c, and 54d of package 50 but on the side of the package 50 where the razor cartridges are removed. Each cover sheet (and hence the respective sticker) may be desirably peeled off to provide the user access to the new razor cartridge.

The present invention further contemplates having visual sensory elements anywhere on and around the interior sides of the dispenser package. For instance, a visual element may be located on an interior surface 55 behind the cartridge itself as shown at sticker 55a and thus properly viewable when the cartridge is removed for use. The visual sensory elements of the present invention may be disposed in any combination of locations on an interior surface of the package.

In FIG. 5, the interior surfaces 51a, 51b, 51c, and 51d or the stickers 52a, 52b, 52c, and 52d are shown to include graphics 52a, 52b, 52c, and 52d comprising text. As above, the stickers may be made of plastic. As shown in FIG. 5, when cover sheet 53a is peeled off, graphic 52a is revealed. Similarly,when cover sheet 53b is removed, graphic 52b is revealed and so on. raphics may include any text phrase. In FIG. 5, graphic 52a states “Got shaving cream?”; graphic 52b includes the text phrase “Hi”; graphic 52c includes the text phrase “The best a man can get!”; and graphic 52d includes the text phrase “Bye!”.

Therefore, each graphic in FIG. 5 may communicate one or more visual sensory elements to the consumer of the optimal use of the cartridges or may enhance the shaving experience.

In combination with other visual element on the exterior surface of the package (not shown), cues for directing the sequence of removal of the cover sheets or the order of use of the razor cartridges may be provided in the present invention.

While the message or communication of the present invention may include graphics and text or words incorporated onto the interior surface of a dispenser package as described above, it may also include other sensory elements, or further any combination thereof. For instance, sensory elements may also include auditory, touch, and taste stimuli which correspond to featuring characteristics or indicating use of razor cartridges or any combination thereof or enhance the shaving experience.

Referring now to FIG. 6, in accordance with another embodiment of the present invention, a single cartridge package 60 having a container 61 and a cover 62 of the present invention is shown to include, on an interior surface 62a of cover 62, an auditory sensory element 64a which may emit a sound or sounds or music stimuli either of its own accord upon the opening of the cover 62 or by pressing an area 65 around sensory element 64a of package 60 or perhaps shaking or tilting the package 60. For instance, the sound emitted may include the voice of a person speaking to the consumer communicating characteristics or usage of the razor cartridge or it may include a jingle or words related to the product's brand or other commercialized characteristics or any other popular music. For instance, the vocal utterance or the voice of a person speaking may say "I smell like white tea" or "Have a great shave!" or "Press button hear music." The person speaking may be an individual linked to the product's brand (e.g., a celebrity spokesperson like Tiger Woods) or may be a popular singer's voice (e.g., Miley Cyrus) or other person identifiable to a particular demographic or age group or country.

Area 65 as shown in FIG. 6 would provide a touch sensory element 65a to the user. A touch stimuli may include, but is not limited to, being smooth, rough, soft, furry, or any combination thereof. This touch sense may enhance the shaving experience for the user or may indirectly communicate a characteristic or usage information of the razor cartridge to the user by releasing sound.

Referring now to FIG. 7, a single razor cartridge package 70 having a container 71 and a cover 72 is shown to include a sensory element 74 as a taste stimuli incorporated onto the

interior surface 72a of cover 72 of in accordance with the present invention. In FIG. 7, the taste stimuli 74 may include, but is not limited to, one or more pieces of food, candy, mint, gum, or liquid or any combination thereof. The taste stimuli 74 may enhance the shaving experience for the user or may communicate a characteristic or usage information of the razor cartridge to the user.

Thus, in accordance with the present invention, any number of sensory elements and any combination thereof may be incorporated onto any portion of the interior surface of any type of package. With razor or razor cartridge packages, the package may be comprised of one, two, three, four, five or more razor cartridge containers and may include covers or cover sheets.

The novel aspect of the present invention of incorporating a sensory element to the interior surface of a razor cartridge package may be extended to other types of packages beyond dispenser packages for razor cartridges described above. For instance, any product that includes disposable parts or consumables and requires a user to purchase refills or other consumables may be contemplated in the present invention. Such packages may include, but are not limited to, products such as tooth brush heads, batteries, feminine care products (e.g., tampons), baby care products, health care products, home care products (e.g., dryer sheets, Swiffer® replacement sheets, etc.), beauty care products, and pet care areas products.

The dimensions and values disclosed herein are not to be understood as being strictly limited to the exact numerical values recited. Instead, unless otherwise specified, each such dimension is intended to mean both the recited value and a functionally equivalent range surrounding that value. For example, a dimension disclosed as “40 mm” is intended to mean “about 40 mm”.

All documents cited in the Detailed Description of the Invention are, in relevant part, incorporated herein by reference; the citation of any document is not to be construed as an admission that it is prior art with respect to the present invention. To the extent that any meaning or definition of a term in this written document conflicts with any meaning or definition of the term in a document incorporated by reference, the meaning or definition assigned to the term in this written document shall govern.

While particular embodiments of the present invention have been illustrated and described, it would be obvious to those skilled in the art that various other changes and modifications can be made without departing from the spirit and scope of the invention. It is therefore intended to cover in the appended claims all such changes and modifications that are within the scope of this invention.

What is claimed is:

1. A razor cartridge package characterized by at least one sensory element incorporated into at least one interior surface of said cartridge package, said cartridge package storing at least one razor cartridge.

2. The package of claim 1 wherein said sensory element provides a stimulus to one or more senses selected from the group consisting of visual, olfactory, touch, auditory, taste, and combinations thereof.

3. The package of claim 1 wherein said sensory element communicates one or more characteristics of said at least one razor cartridge to a user, communicates that said at least one cartridge is new, communicates usage of a razor cartridge disposed in said cartridge package to a user, or any combination thereof.

4. The package of claim 2 wherein said visual sensory element comprises graphics, text, or any combination thereof.

5. The package of claim 2 wherein said olfactory sensory element comprises a fragrance wherein said fragrance is selected from the group consisting of essential oils, perfumes, formulations, sachets, and combinations thereof, said auditory sensory element is a sound selected from the group consisting of a tone, music, vocal utterances, noise, and combinations thereof, said taste sensory element is selected from the group consisting of pieces of food, candy, mint, gum, liquid, and combinations thereof, and said touch sensory element is a feeling selected from the group consisting of smoothness, roughness, softness, furriness, and combinations thereof.

6. The package of claim 2 further comprising at least one container for storing at least one razor cartridge and at least one cover removably attached to each of said at least one container.

7. The package of claim 9 wherein said at least one sensory element is released when said cover is removed from said container.

8. The package of claim 9 wherein said at least one cover is adhesively sealed onto said at least one container.

9. The package of claim 11 wherein said at least one sensory element is incorporated in said adhesive.

10. A method of making a razor cartridge characterized by incorporating at least one sensory element onto at least one interior surface of said cartridge package.

11. An array of graphics disposed on an interior surface of a razor cartridge package, the array characterized by a sequence of designs corresponding to stages of wear of a razor cartridge.

12. The array of graphics of claim 14 wherein said sequence of designs further comprises
a first indicia depicting a happy face associated with a razor cartridge with a lubrastrip having a first color;
a second indicia depicting a neutral face associated with said razor cartridge having a second color on said lubrastrip;
a third indicia depicting a sad face associated with said razor cartridge having a third color on said lubrastrip; and
a fourth indicia depicting said happy face associated with said razor cartridge having said first color on said lubrastrip.

13. A package characterized by at least one sensory element incorporated onto at least one interior surface of said package wherein said package further comprises at least one container for storing one or more items selected from the group consisting of razor products, tooth brush heads, batteries, feminine care products (e.g., tampons), baby care products, health care products, home care products (e.g., dryer sheets, Swiffer® replacement sheets, etc.), beauty care products, and pet care products.

14. The package of claim 14 wherein said sensory element provides a stimulus to one or more senses selected from the group consisting of: visual, olfactory, touch, auditory, and taste or any combination thereof.

15. A method of making a razor cartridge package characterized by incorporating at least one sensory element onto at least one interior surface of said cartridge package wherein said at least one sensory element provides a stimulus to one or more senses selected from the group consisting of visual, olfactory, touch, auditory, taste, and combinations thereof.