

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
7 October 2010 (07.10.2010)

PCT

(10) International Publication Number
WO 2010/114551 A1

(51) International Patent Classification:

B32B 27/00 (2006.01) *A61K 8/73* (2006.01)
B32B 23/14 (2006.01) *A61K 8/02* (2006.01)
A61Q 11/00 (2006.01)

(21) International Application Number:

PCT/US2009/039324

(22) International Filing Date:

2 April 2009 (02.04.2009)

(25) Filing Language:

English

(26) Publication Language:

English

(71) Applicant (*for all designated States except US*): **COLGATE-PALMOLIVE COMPANY** [US/US]; 300 Park Avenue, New York, NY 10022 (US).

(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **BOYD, Thomas** [US/US]; 226 High Street, Metuchen, NJ 08840 (US). **TRIVEDI, Harsh, M.** [US/US]; 134 Grantham Drive, Somerset, NJ 08873 (US). **PAN, Guisheng** [US/US]; 9192 Frankford Avenue, Philadelphia, PA 19114 (US). **WANG, Wei** [CN/US]; 239 Bromley Place, East Brunswick, NJ 08816 (US). **PAN, Simon** [CN/US]; 38 Hamilton Drive, Spotswood, NJ 08884 (US). **LIN, Nora** [US/US]; 74 Alder Lane, Basking Ridge, NJ 07920 (US).

(74) Agent: **TRAUT, Donald, L.**; Colgate-palmolive Company, Patent Department, 909 River Road, Piscataway, NJ 08855 (US).

(81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report (Art. 21(3))

(54) Title: COLOR CHANGING CONSUMER PRODUCTS

(57) Abstract: The invention relates to personal care products containing multilayer films with decorative layers and may impart a noticeable color change. The invention is applicable in products including type toothpaste, soaps, and other products until diluted with water (or saliva).



WO 2010/114551 A1