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Declarations under Rule 4.17:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

(54) Title: SYSTEM AND METHOD FOR SELECTIVE APPLICATION OF COSMETIC COMPOSITION TO IMPART UNDER-EYE BRIGHTENING

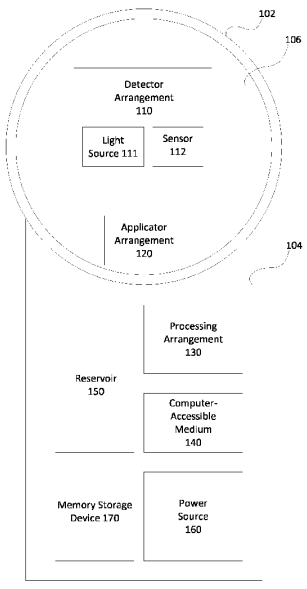

Fig. 1

(57) Abstract: A device and method for selectively applying a composition to a treatment surface (*e.g.*, skin) to alter an aesthetic appearance of the skin in the undereye region of the face. The device includes an applicator applying the composition to the skin, and a detector obtaining image data corresponding to an image of an area of skin. The device generates a target reflectance value based on the image data and past image data. The target reflectance value is higher than reflectance of at least half of areas corresponding to the image data and past image data. The device determines a desired level of reflectance modification for a location within the area of skin imaged by comparing image data corresponding to reflectance of the location to the target reflectance value, and directs the applicator to selectively apply the composition to the location based on the desired level of reflectance modification.

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