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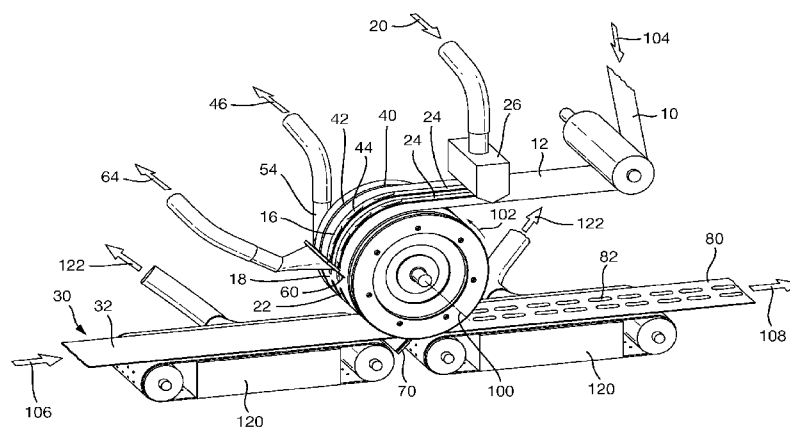
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(54) Title: PROCESS FOR MAKING PERSONAL CARE ARTICLES

Fig. 1



(57) Abstract: A process for coating a personal care composition onto at least one discrete treatment area of a substrate having a first and second surface wherein the personal care composition has a yield point of from 10 Pa to 2000 Pa measured via a stress controlled amplitude sweep at a frequency of 1Hz and a temperature of 25°C comprising applying the personal care composition to a portion of the first surface of the substrate; providing a support member with a support surface wherein the second surface of the substrate contacts the support surface of the support member, the support surface having at least one cavity corresponding to the treatment area; providing a wiping member in contact with the first surface of the substrate; deforming the substrate with the applied personal care composition on its first surface into the cavity such that the resulting stress created due to the deformation of the substrate into cavity is less than the elastic limit of the substrate; providing relative motion between the support member and the wiping member such that excess personal care composition is removed and the substrate is coated with a discrete area of personal care composition substantially corresponding to the cavity; wherein the substrate is not permanently deformed; and removing the substrate from the support member.