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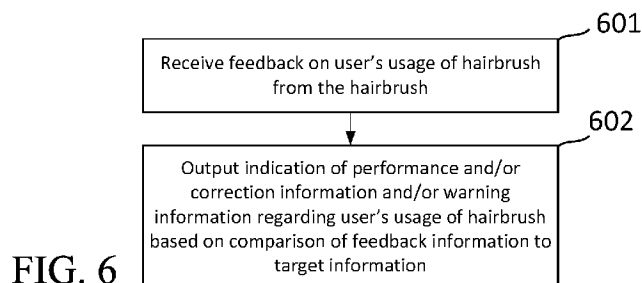
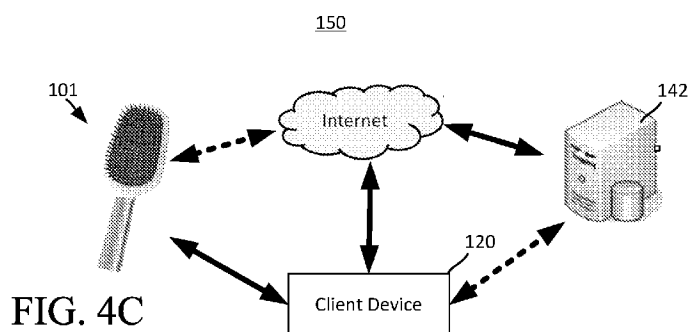
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(54) Title: CONNECTED HAIRBRUSH



(57) Abstract: A system that includes a styling tool configured to treat or shape a user's hair; and a client device configured to communicate with the styling tool and provide feedback to the user regarding a user's usage of the styling tool based at least in part on measured data captured by the styling tool. The styling tool may be a hairbrush that includes circuitry and/or sensors configured to detect one or more of sound, acceleration, force, rotation, hair humidity, and ambient temperature and humidity.



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CONNECTED HAIRBRUSH

CROSS-REFERENCE TO RELATED APPLICATIONS

The present application is related to and claims the benefit of U.S. Provisional
5 Application No. 62/440,488, filed December 30, 2016, the entire contents of which is
hereby incorporated herein by reference.

BACKGROUND

A hairbrush that transmits sensed data to a remote entity is disclosed by U.S.
10 Publication No. 2015/0342515A1, which is herein incorporated by reference. However,
there is a need for a connected hairbrush that provides improved hair health and brushing
gesture indicators, user live feedback, a learning protocol, personalized hair care
recommendations, bristles/teeth/cushion designed to output sound carrying valuable
information at any wavelength of interest and an improved method of evaluating the state
15 of the user's hair surface with a brush/comb.

SUMMARY

In an embodiment, a connected hair brush provides to the end consumer hair
health information and brushing motion coaching by recording day-to day brushing
20 sessions.

The internal circuitry of the hair brush measures sound, acceleration, force,
rotation, hair humidity, ambient temperature and humidity. The obtained raw signals are
remotely processed on a cloud architecture by algorithms enabling analytic consolidation
over lifetime.

The end consumer's benefits are to monitor changes over time, get personalized advice and product routine recommendation.

The following objectives are achieved with the present embodiments:

- 1) Based on a signal measurement the internal circuitry of the hair brush triggers an haptic feedback to the end consumer to warn her/him and modify the motion. For ex. pressing too hard might sensitize the scalp, using too much force during session might damage the hair fiber, etc.
- 2) Based on hair tangled measurements detected by the internal circuitry the triggered haptic feedback can help to untangle the hair while brushing.
- 3) Day to day sound measurements processed by algorithms (relative energy comparison and frequency analysis) on the cloud architecture can predict when a shampoo and conditioners are no longer having effect and alert the end consumer to re-apply hair treatment or to obtain a certain type of shampoo, conditioner, or other product.
- 4) The number of brushing strokes can be counted and the stroke rate on fixed period of time can show relative tangling rate.
- 5) Relative hair-surface damage can be assessed by cloud algorithm thanks to a frequency analysis of the sound generated by the hair resonance contact with the boar and plastic bristles.
- 6) The consolidation of different signals can provide different hair/scalp health scores such as:
 - a. Hair brushing motion coach: accelerometer + force + gyroscope
 - b. Scalp sensitization: force + gyroscope + sound
 - c. Untangling score : force + accelerometer + gyroscope + sound

d. Stroke count: sound + accelerometer

- 7) The connected app interface displays hair health information, coaching and product routine information related to hair analysis and environment data.
- 8) The contact pin that measures if the hair is wet or dry can help cloud algorithms to determine the hair damage, vulnerability and adjust dynamically the algorithms thresholds
- 9) The accuracy of the hair damage algorithm can be dynamically adjusted thanks to the declared curliness degree.

The following solutions can be implemented to achieve the objectives:

- Microphone Frequency and sound energy to analyze hair damage.
- Load cells to detect force applied between head and handle for brushing gesture analysis.
- Accelerometer/Gyroscope Number of hair brushing strokes.
- Conducted pin Quills to detect if hair is wet or dry.
- Haptic feedback For user hair brush motion feedback.
- Wi-Fi & Bluetooth To connect to the cloud and the app.
- Ambient temperature/humidity to make algorithms independent to ambient conditions (normalize measurements algorithms).

DESCRIPTION OF THE DRAWINGS

The foregoing aspects and many of the attendant advantages of this invention will become more readily appreciated as the same become better understood by reference to the following detailed description, when taken in conjunction with the accompanying drawings, wherein:

FIGURE 1 depicts a signal processing example according to an embodiment.

FIGURE 2 depicts an IT infrastructure and dataflow from where a learning protocol can start.

FIGURE 3 depicts a system and method of providing product/service
5 recommendations according to an embodiment.

FIGURE 4A depicts a system according to an embodiment that includes a hairbrush and a client device.

FIGURE 4B depicts examples of client devices according to embodiments.

FIGURE 4C depicts an alternative system according to an embodiment.

10 FIGURE 5 depicts an electrical/hardware block diagram of the hairbrush according to an embodiment

FIGURE 6 depicts a method performed by the client device according to an embodiment.

FIGURE 7 depicts a method performed by a hairbrush according to an
15 embodiment.

DETAILED DESCRIPTION

The present embodiments are directed to a smart, connected hairbrush, comb, or toothbrush that provides improved hair health and brushing gesture indicators, user live
20 feedback, a learning protocol, personalized hair care recommendations, bristles/teeth/cushion designed to output sound carrying valuable information at any wavelength of interest, and an improved method of evaluating the state of the user's hair surface with a brush/comb. First an overview of the features of the present embodiments

will be described, followed by a description of a device, system, and method according to the embodiments.

I. Hair health and brushing gesture Indicators

A connected hairstyling tool that captures raw data thanks to embedded sensors is
5 able to determine hair attributes and brushing gesture indicators thanks to data
information analysis processed locally or remotely. All indicators might be computed
partially or totally by a questionnaire filled by auto assessment or third party evaluation.
The questionnaire may be directed towards targeting the user's hair surface state based
on age and habits of a damaging process. However, regarding brushing gesture analysis
10 there are several indicators that can be followed by the end user and/or hairstylist such as:
number of strokes per session, number of strokes of brushing versus number of
untangling gestures. The stroke pace is also an indicator of gesture. At the end of a
brushing session, an expert evaluator may also count the number of hairs remaining in the
brush as more hair in the brush indicates that the user has more fragile hair and this
15 potentially indicates that a force applied by the hairbrush might be too strong. Sensor
signals may be combined so as to consolidate hair indicators and dynamically
weight/adjust thresholds and outputs. Raw signals can be analyzed point-by-point or
aggregated over a part or total duration of the brushing session. These indicators
comprise:

- 20 1. Hair health as combination of a few or all of
 - Hair damage surface state based on sound analysis (including but not
limited to spectrum analysis, amplitude, energy and their combination) due
to hair friction while going through bristles/teeth/cushion of the hairstyling
tool.

- Hair breakage based of force measurement and gesture analysis thanks 3
axis accelerometer and gyroscope linked to a hair damage assessment
- Tangling degree based on sound analysis (spectral and energy but not
limited to) during stroke motion and/or force measurement and/or
5 accelerometer and gyroscope.
- Dryness assessment based on day to day energy and spectral sound
variation to determine when to reapply hair care product.
- Hair moisture level to differentiate physical hair characteristic when wet or
dry, as measured by humidity sensor.
- 10 - Brushing index as combination of a few or all of
- Brushing force energy integrated during a brushing session
- Brushing stroke pace based on frequency of stroke motion and the
duration of each stroke
- Behavior monitoring gentle/aggressive gesture based on force
15 measurement and motion analysis relying on a 3-axis accelerometer and
gyro and/or computer vision via a camera and/or a magnetometer
- Tangling snag count based on counting force peaks between handle and
head including accelerometer and gyro and/or sound analysis.

All of these indicators will be displayed to the end user in the app/website/ any
20 digital medium. Fig. 1 shows a signal processing example according to this feature.

II. User Live Feedback

A connected hairstyling tool that captures raw data thanks to embedded sensors is
able to coach over time and dynamically or not the end user to improve his hair health

and brushing habit by taking in account environmental information. All feedback might be computed partially or totally by a questionnaire filled by auto assessment or third party evaluation. Sensors signals and external data may be combined so as to refine the feedback and advices over time. These feedbacks can be synchronized with brushing
5 session or delivered asynchronously. Feedback can be delivered as vibration, light, sound, voice and displayed on app/website/computer/any digital medium. The feedback includes:

1. Improper brushing detection - Based on a force sensor (such as a 3-axis load cell between the handle and the head of the brush which measures the force applied by
10 the hand on the brush while brushing, and also flexion force), 3 axis accelerometers, gyroscope, sound, the hairstyling tool will notify (through vibration, light, sound) the user that his brushing out of the recommended gesture/force/stroke number. These thresholds are adjusted based on his profile over time.

2. Reapply hair treatment- Based on day to day energy and spectral sound
15 variation the user will be notified on app screen/email/website that he needs to reapply hair care treatment.

3. Weather alert - Based on localized weather on the ground information the user can be informed by notification of the impact of weather conditions on hair. The weather information includes temperature, humidity, wind, UV index, pollution and can be
20 combined in hair metrics.

4. Hair care routine alert - Based on event time stamping, whether the user has a hairdresser appointment or coloration date, the app of the connected styling tool can remind the user when to reapply a hair care routine or make an appointment.

5. Personalized coaching - Over the time, based on hair profile clustering of the user, the app or website can provide to an identified user personalized advices and objectives as stroke number per session, dedicated product routine, gesture coaching, visual diagnosis that can be performed thanks to a photo (such as a “selfie” image) captured by a camera.

III. Learning Protocol

A connected hairstyling tool that captures raw data thanks to embedded sensors will be linked to a remote IT infrastructure able to store, process users data over time.

10 Users can be clustered thanks to their characteristics and indicators computed after each brushing session and app usage. For one user, thresholds and results will be estimated and used as input of comprising learning protocol:

1. Statistical clustering of user to qualify their score

- Database collection of results and hair indicators mentioned in slide #4 will be analyzed to find statistical figures and number helping to qualify hair indicators result compared to the panel users.
- Clusters and group can be determined on one or several parameters as brushing gesture, hair characteristics or business follow up.
- Qualification of user group will help to display end user metrics in a user friendly way as “optimal, average, bad”.

2. Learning process to predict hair condition

- All hair information collected may be used as input of learning algorithms including diagnosis of hair condition auto assessed, the indicators and raw signals, business figures so as to predict hair condition over time among users.

- The purpose is to evaluate automatically one or several following items:
 - Hair characteristics : such as length, hair diameter, curl level, nutrition, damage, manageability
 - Brushing gesture : ideal brushing stroke number depending on hair
5 length/curl, ideal force and gesture type
 - Environment: “predict brushing duration based on weather condition
frizzing hair for example”

Fig. 2 shows an example of an IT cloud infrastructure of a system which implements the above-noted concepts.

10

IV. Personalized Hair Care Recommendations

A connected hairstyling tool that captures raw data thanks to embedded sensors and linked to external data information sources (weather, social networks, emails, business database, CRM, user agenda, geo-localization, calendar...) can be aggregated to
15 enable a personalized hair care routine and/or product recommendation and/or services (hairstylist). These recommendations can be displayed on email/app/computer/website as depicted in Fig. 3.

V. Bristles/teeth/cushion Designed to Sound

20 Measuring hair surface state with a microphone in a styling tool requires amplifying (resonance) frequencies due to hair frictions against material of the hairstyling tool and minimize contribution from non-relevant sources. Targeted frequencies or sound effect can be generated by designing on purpose specific cushion and or bristles and or

teeth and or their mechanical integration. This design will determine the results obtained by applying some rules as:

- Type of bristles: diameter, material (synthetic or/and animals hair like boar), length, elasticity, thickness.
- 5 - Pattern of bristles/teeth: density, geometrical shape.
- Position of the microphone on the styling tool.
- Texture/material of cushion and mechanical enclosure.
- Geometrical dimensions

10 **VI. Additional method to evaluate hair state surface with a brush/comb**

- A system and/or hairbrush according to the present embodiments may further include a tribometer or an optical device apart from a camera (spectrometer, etc) to evaluate the state of the user's hair.

15 **VII. Embodiment Description**

A system according to an embodiment connects a hairbrush (as an example, but also could be a comb or toothbrush) with a client device. The client device receives inputs on the user's brushing gestures, provides feedback on hair health, and can correct the user's technique while using the hairbrush.

20 Fig. 4A shows a system 100 that includes a hairbrush 101 and a client device 120. It is noted that while element 101 is depicted as a hairbrush, it may also be a comb, a toothbrush, or a similar tool. In an embodiment, the hairbrush 101 is in communication with the client device 120 with a wireless signal 110. In an embodiment, the client device 120 is configured to operate a software application or set of software modules to receive

and send communications from and to the hairbrush 101. In an example, the software application can send a protocol or target profile to the hairbrush 101, as well as receive data from the styling tool 101 to track the usage in real time.

FIGURE 4B shows different examples of the client devices 120 including, a
5 mobile device 122, a wearable electronic 124, a television or magic mirror 126, a network router 128, and a personal computer 129.

The wireless signal 110 can be any appropriate signal such as an electromagnetic signal including WIFI, Bluetooth, near-field, or any other signal such as optical, and acoustic. Each client device, including the appliance, may communicate with each other
10 through an internet connection via an 802.11 wireless connection to a wireless internet access point, or a physical connection to the internet access point, such as through an Ethernet interface. Each connected device is capable of performing wireless communication with other devices, such as through a Bluetooth connection or other wireless means as well.

15 FIGURE 4C is a diagram representing an example of a system 150 to promote optimum performance of a hairbrush 101, according to one example. The system 150 includes at least the hairbrush and the client device. Optionally, the system 150 may further include one or more external servers 142 which are implemented as part of a cloud-computing environment and in communication with the system 150 through the
20 Internet. The one or more external servers 142 can store user data, products such as formulations, protocols and routines, tutorials, as well as other 3rd party services according to an example.

Fig. 5 shows a diagram of the electrical block diagram of the hardware components of the hairbrush 101. The power from the power source 204 is controlled by

the processor 203. It will be appreciated that the electrical block diagram may be modified to adapt to other configurations in accordance with the principles disclosed herein.

In an example, the communication interface (I/F) 205 can include circuitry and hardware for communication with a client device 120. The communication interface 205 may include a network controller such as BCM43342 Wi-Fi, Frequency Modulation, and Bluetooth combo chip from Broadcom, for interfacing with a network. The hardware can be designed for reduced size. For example, the processor 203 may be a CPU as understood in the art. For example, the processor may be an APL0778 from Apple Inc., or may be other processor types that would be recognized by one of ordinary skill in the art. Alternatively, the CPU may be implemented on an FPGA, ASIC, PLD or using discrete logic circuits, as one of ordinary skill in the art would recognize. Further, the CPU may be implemented as multiple processors cooperatively working in parallel to perform the instructions of the inventive processes described above. The client device may also have similar circuitry and hardware as described above.

In an embodiment, the hairbrush includes a user interface 206, which may be in the form of input buttons on the housing of the tool, or it may be in the form of a contact-sensitive display, such as a capacitive or resistive touch screen display.

In an embodiment, the hairbrush includes output indicator 202 which may be in the form of lights (such as LED lights), an indicator on a touch screen, or an audible output through a speaker.

In an embodiment, the hairbrush includes a memory 207 that stores software for controlling the styling tool, or for storing user data or other information.

In an embodiment, the hairbrush includes a position/motion sensor 208 that can detect an orientation of the styling too as it is being held by the user, and it may also detect movements and motion paths of the styling tool as well. In an embodiment, the position/motion sensor is at least one of or a combination of a geomagnetic sensor and an
5 acceleration sensor. For example, a 3-axis geomagnetic sensor ascertains the direction of geomagnetism, or in other words a geomagnetic vector V_t , given the current orientation of (the housing of) the styling tool housing the 3-axis geomagnetic sensor. A 3-axis acceleration sensor ascertains the direction of gravity, or in other words a gravity vector G , given the current orientation of (the housing of) the styling tool housing the 3-axis
10 acceleration sensor in a still state. The gravity vector G matches the downward vertical direction. The gravity vector G likewise may be decomposed into X_s , Y_s , and Z_s axis components.

Alternatively, or additionally, a gyroscope may be used which is a sensor that detects angular velocity about the three axes X_s , Z_s , and Y_s (roll, pitch, and yaw), and is
15 able to detect the rotation of an object. In addition, the geomagnetic sensor is able to ascertain the heading in which the object faces, based on a geomagnetic vector as discussed earlier.

The hairbrush may include sound sensing circuitry 209, which may include a microphone to detect the dryness of the user's hair based on day-to-day energy and
20 spectral sound variation.

The hairbrush may also include moisture sensing circuitry 211. This circuitry may be similar to that described in U.S. Application No. 13/112,533 (US Pub. No. 2012/0291797A1), incorporated herein by reference. Alternatively, the moisture sensing

circuitry may rely on a hall-effect sensor which detects changes in a magnetic field, such changes being sensitive to a moisture level.

Additionally, the hairbrush may include conducted pin quills embedded in the hairbrush for detecting if the hair is wet or dry.

5 The hairbrush may also include a force sensor 211, which may be in the form of a load cell disposed between the head and handle.

The hairbrush may also include an ambient temperature/humidity sensor 212 that detects the local temperature or humidity near the hairbrush.

The client device 120 is configured to collect information about a user and to
10 provide output to the user. The operating system of the client device can have a user interface that is configured to perform multiple functions. In an aspect, the client device can be in communication with a network and enable the user interface access to the Internet as well as Internet of Things (IOT). As can be appreciated, the network can be a public network, such as the Internet, or a private network such as an LAN or WAN
15 network, or any combination thereof and can also include PSTN or ISDN sub-networks. The network can also be wired, such as an Ethernet network, or can be wireless such as a cellular network including EDGE, 3G and 4G wireless cellular systems. The wireless network can also be WiFi, Bluetooth, or any other wireless form of communication that is known. In an example, the network can access a server hosting media, protocols,
20 products, personal accounts, stored usage data, and other data related to the appliance, the brushheads, and skin care.

The user interface can display tutorials on how to use the hairbrush. The user interface can create and download protocols for a regimen or routine. The user interface can coach, track usage and compare the tracked usage to the protocol, the regimen, and

the routine. The user interface can calculate a score based on the tracked usage. The user interface can store the scores and the tracked usage of the hairbrush in memory of the client device. The user interface can be used to make a purchase of any products related to the hairbrush. For instance, the hairbrush may be used with a combination of styling
5 products or chemical compositions used for treating the user's hair, and the client device can output recommendations on particular styling products or compositions to be used, and which step in the process they are to be used, based on the desired results inputted by the user.

As an initial step, the client device may optionally collect information regarding
10 a user's hair characteristics and usage patterns. The client device may store search results locally or may connect to an external system or server to access the database or search results.

The user may also access tutorials for using the hairbrush to achieve a target look. The tutorials may be in text form, still image form, video form, or audio-only form.

15 In addition to using the tutorials, the user may connect the client device 120 with the hairbrush over the wireless connection (such as the Bluetooth or Wi-Fi connection) to receive real-time feedback while using the hairbrush, or to record the usage of the hairbrush for later reporting or feedback.

For example, while using the hairbrush, the motion sensor on the hairbrush can
20 output a detection motion of the styling tool as feedback to the client device. The client device is configured to compare the detected motion with predetermined motion data for providing real-time performance results to the user to or to output instructions for the user to make a correction.

The client device can also have a camera function that can be used to provide inputs to the customer profile. For instance, the camera can take images of the user's hair to determine the state of the user's hair based on visual data, or to make further recommendations to the user based on the characteristics of the hair.

5 The client device is configured to upload data regarding the user to an external system or server (such as a cloud-based system). Such data may include the user profile, amount of use of the hairbrush, or performance results when using the hairbrush. The client device can also provide an option to keep the user data anonymous.

10 The client device can use the camera function to provide a sharing feature, in which the user can upload photos taken before and/or after the use of the hairbrush. The uploaded photos can be used for receiving feedback from professional hair stylists or other users. In an embodiment, the uploaded photos may be uploaded directly to a social media platform.

15 Fig. 6 shows a flowchart of a method performed by the client device based on the above-described features. In step 601, after the user starts using the styling tool, the client device receives feedback on the user's usage of the styling tool from the styling tool (such as feedback from the various sensors incorporated into the hairbrush and described above). In step 605, the client device outputs an indication of the user's performance based on a comparison of the feedback information received from the
20 hairbrush and target information. Alternatively, the client device may output correction information (such as an adjustment of a movement, speed, or force of the hairbrush) based on the feedback information. Alternatively, the client device may output warning information (such as a warning related to a sensed damage or excessive force) to the user based on the feedback information. The output information may differ based on a time

period, such that an instant output may be provided based on the recent session or the current day, and also an output based on an aggregated collection of data over time may be outputted. Thus, the output provides session-to-session, day-to-day, or long period assessments of the user's use of the hairbrush and hair health information to coach the
5 user towards better hair health.

Fig. 7 shows a flowchart of a method performed by a hairbrush according to an embodiment. In step 701, the hairbrush measures one or more signals related to the user's usage of the hairbrush. As discussed above, these signals may be one or more of signals relating to a measurement of sound, acceleration, force, rotation, hair humidity,
10 and ambient temperature and humidity. In step 702, the hairbrush transmits the measured signal to the client device either through wireless or wired transmission.

The principles, representative embodiments, and modes of operation of the present disclosure have been described in the foregoing description. However, aspects of the present disclosure which are intended to be protected are not to be construed as
15 limited to the particular embodiments disclosed. Further, the embodiments described herein are to be regarded as illustrative rather than restrictive. It will be appreciated that variations and changes may be made by others, and equivalents employed, without departing from the spirit of the present disclosure. Accordingly, it is expressly intended that all such variations, changes, and equivalents fall within the spirit and scope of the
20 present disclosure, as claimed.

CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

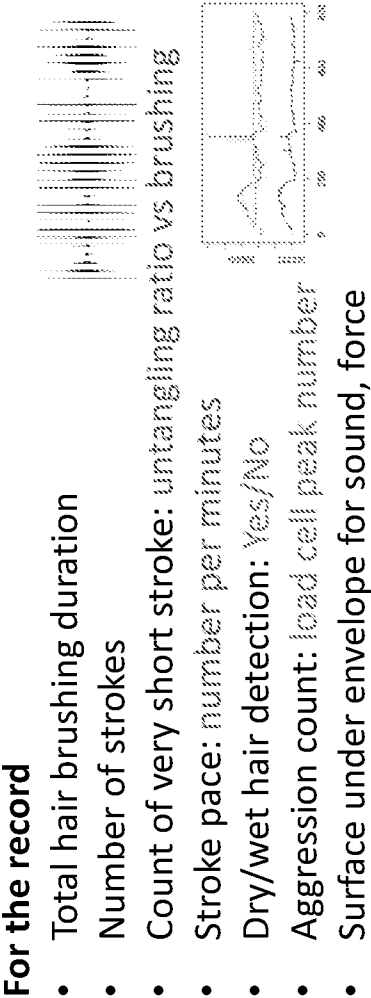
1. A system, comprising:

a styling tool configured to treat or shape a user's hair; and

a client device configured to communicate with the styling tool and provide feedback to the user regarding a user's usage of the styling tool based at least in part on measured data captured by the styling tool.
2. The system according to claim 1, wherein the client device is configured to output assessment information on the user's use of the styling tool and to output guidance information on a method of using the styling tool to achieve a target hair health.
3. The system according to claim 2, wherein the guidance information is image data, video data, or audio data on using the styling tool to achieve the desired result.
4. The system according to claim 2, wherein the client device is configured to receive user information regarding physical characteristics of the user and outputs the guidance information based on the received user information.
5. The system according to claim 1, wherein the styling tool is a hairbrush.
6. The system according to claim 5, wherein the hairbrush includes circuitry configured to detect one or more of sound, acceleration, force, rotation, hair humidity, and ambient temperature and humidity as the measured data.

7. The system according to claim 2, wherein the outputted assessment information and guidance information is based on measured data received for a single continuous session of the user using the styling tool.

8. The system according to claim 2, wherein the outputted assessment information is based on measured data received for a predetermined period of time that includes multiple sessions of the user using the styling tool.

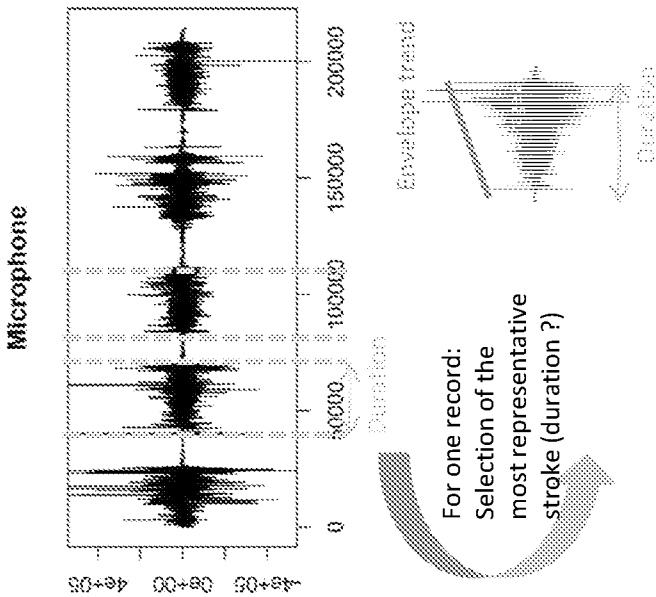


For each stroke / or one representative stroke (TBC)

- Duration: [s]
- Sound energy: $abs \langle amplitude \rangle * duration$
- Envelope inclination : scalp to ends detection
- Frequencies analysis

5

FIG. 1



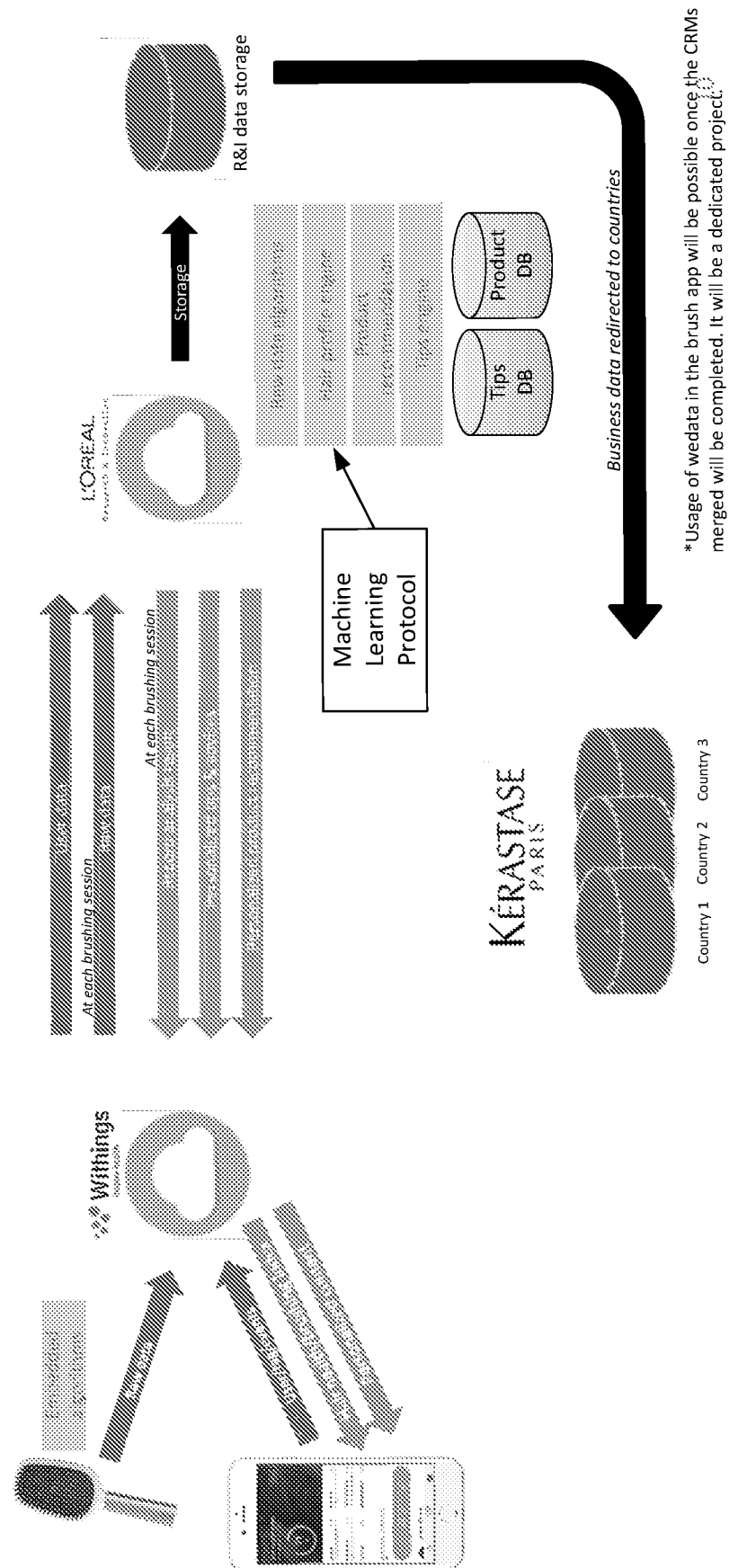
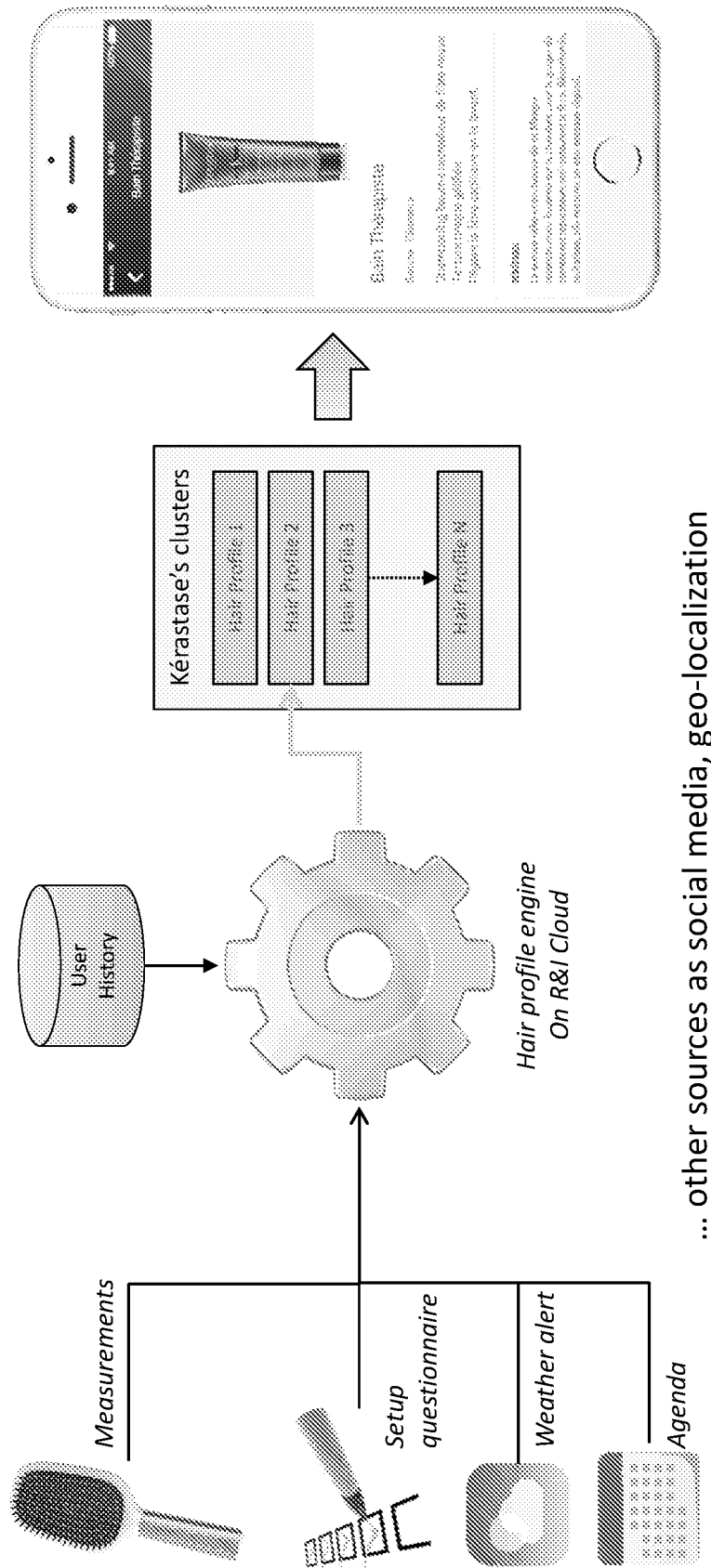


FIG. 2



... other sources as social media, geo-localization

FIG. 3

FIG. 4A

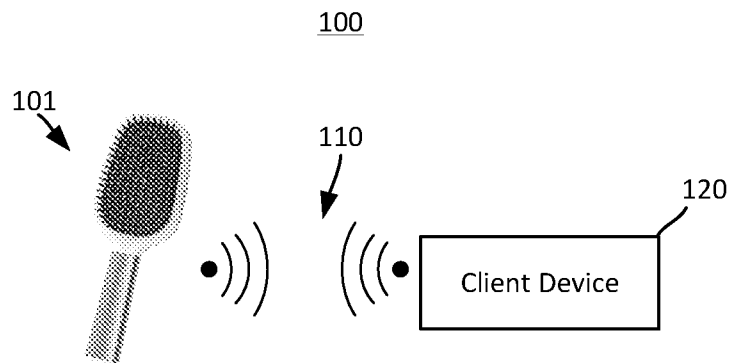


FIG. 4B

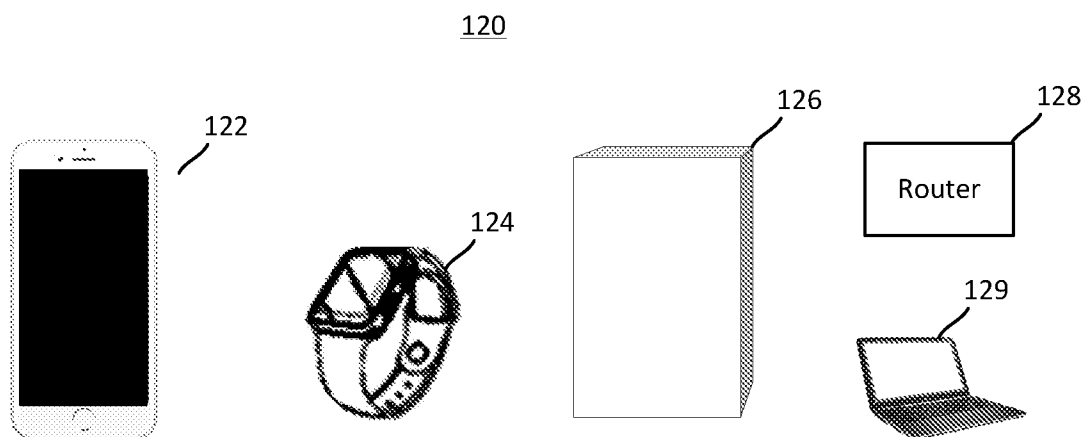
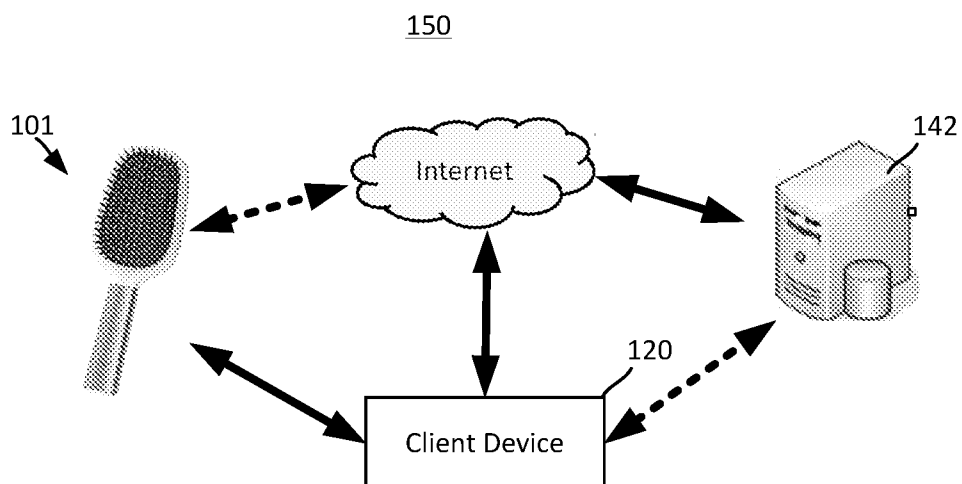


FIG. 4C



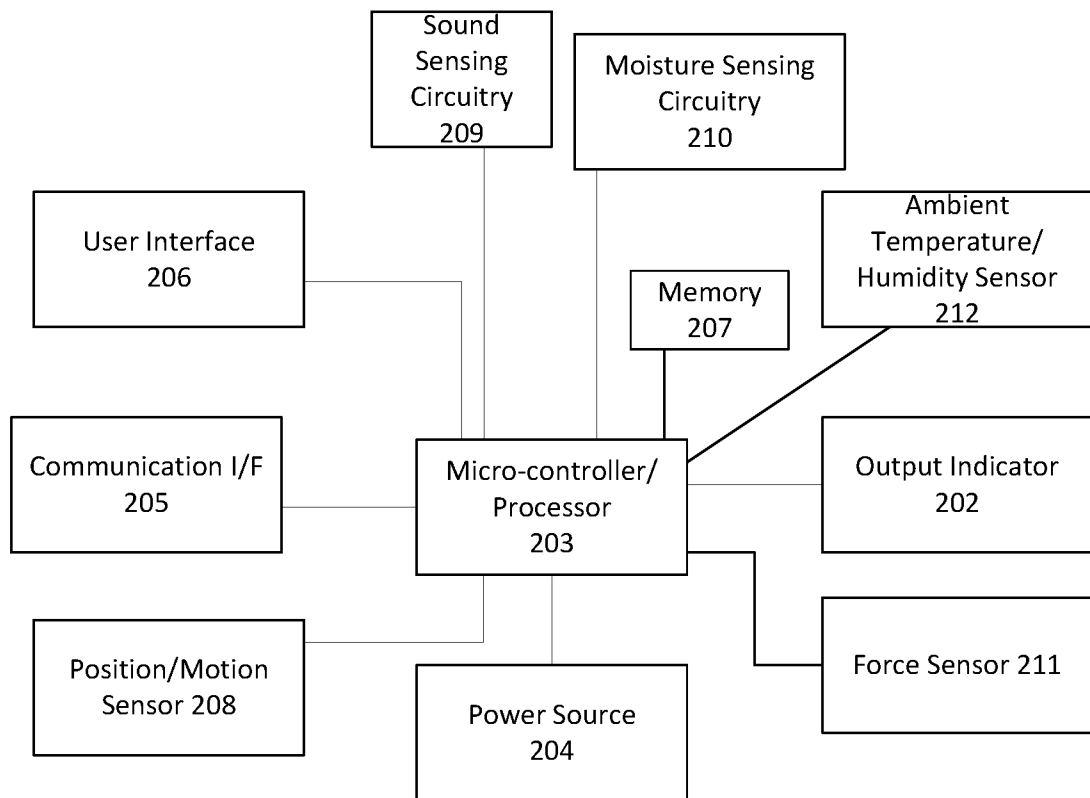
**FIG. 5**

FIG. 6

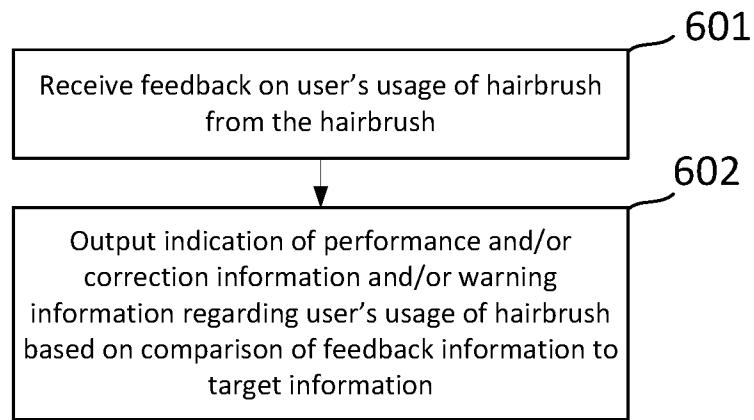
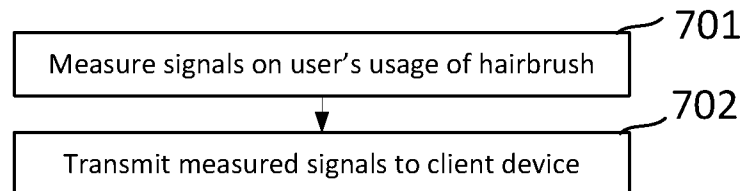


FIG. 7



INTERNATIONAL SEARCH REPORT

International application No

PCT/US2017/068774

A. CLASSIFICATION OF SUBJECT MATTER

INV. A46B15/00 A61B5/00 A45D44/00
ADD.

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

A45D A46B A61B

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

EP0-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2015/342515 A1 (HUTCHINGS CEDRIC [FR] ET AL) 3 December 2015 (2015-12-03) cited in the application paragraphs [0020], [0044], [0048], [0051] - [0065], [0071]; figures -----	1,5,6
X	FR 2 964 023 A1 (OREAL [FR]) 2 March 2012 (2012-03-02) page 15, lines 3-12 page 18, lines 30,31 page 21, lines 3,4 page 25, line 30 page 30, lines 26-29 pages 33,34 page 35, line 16 - line 21 page 39, line 10 figures ----- -/--	1-8

☒ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

9 March 2018

Date of mailing of the international search report

16/03/2018

Name and mailing address of the ISA/

European Patent Office, P.B. 5818 Patentlaan 2
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van Overbeek, Kajsa

INTERNATIONAL SEARCH REPORT

International application No

PCT/US2017/068774

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 4 167 869 A (GIKAS GIORGOS X) 18 September 1979 (1979-09-18) column 2, lines 9-13; figures column 2, lines 56-58 column 6, lines 15-28 -----	1-7

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2017/068774

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☒ Claims Nos.: 1-8(partially)
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
see FURTHER INFORMATION sheet PCT/ISA/210
3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying an additional fees, this Authority did not invite payment of additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

Continuation of Box II.2

Claims Nos.: 1-8(partially)

Claim 1-8 have been worded broadly, using functional features solely, with the majority of said functional features defining a result to be achieved:

- "provide feedback to the user regarding a user's usage"
- "configured to output assessment information on the user's use of the styling tool and to output guidance information on a method of using the styling tool to achieve a target hair health."
- "assessment information and guidance information is based on measured data received for a single continuous session of the user using the styling tool."

When turning to the description to determine which technical features are to perform the claimed functions and which are needed to provided the desired results,

the skilled person firstly finds a magnitude of possibilities indicated by the applicant in several lists.

Pages 5,6 indicate a list of 10 hair health and brushing gesture indicators.

Pages 6,7 contain 5 different types of feedback that may be given to the user, each type of feedback containing subpoints, such as point 5, personalized coaching, containing stroke number per session, dedicated product routine, gesture coaching etc.

Based on the broadly worded claims and the myriad of combinations that can be made between the different possibilites listed in the description it thus appears impossible to determine in which combination of features the invention lies.

The description of an embodiment which starts on page 10, although limiting the styling tool to a hairbrush, next lists inter alia, a number of types of sensing circuitry that may be included, page 13, l. 1: position/motion sensor, page 13, l. 13: gyroscope, page 13, l. 18: sound sensing, page 13, l. 21: moisture sensing circuitry, page 14, l. 3: conducted pin quils, page 14, l. 5: force sensor, page 7, l. 7: temperature/ humidity sensor;

such that even in the more specific case in which the styling tool is a hair brush, the skilled person does not know which combination, if at all a combination, of features is to be considered.

As a result the search has been limited to the combination of a hairbrush and a client device, wherein there is some sort of feedback to the user, without having taking into account any of the specifics of the sensing circuitry or the type of feedback provided to the user.

The applicant's attention is drawn to the fact that claims relating to

FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210

inventions in respect of which no international search report has been established need not be the subject of an international preliminary examination (Rule 66.1(e) PCT). The applicant is advised that the EPO policy when acting as an International Preliminary Examining Authority is normally not to carry out a preliminary examination on matter which has not been searched. This is the case irrespective of whether or not the claims are amended following receipt of the search report or during any Chapter II procedure. If the application proceeds into the regional phase before the EPO, the applicant is reminded that a search may be carried out during examination before the EPO (see EPO Guidelines C-IV, 7.2), should the problems which led to the Article 17(2) declaration be overcome.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/US2017/068774

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2015342515 A1	03-12-2015	EP 2945509 A1	25-11-2015
		FR 3000877 A1	18-07-2014
		US 2015342515 A1	03-12-2015
		WO 2014111646 A1	24-07-2014

FR 2964023 A1	02-03-2012	NONE	

US 4167869 A	18-09-1979	CA 1112121 A	10-11-1981
		US 4167869 A	18-09-1979

专利名称(译)	连接发刷		
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申请号	EP2017835771	申请日	2017-12-28
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IPC分类号	A46B15/00 A61B5/00 A45D44/00		
代理机构(译)	BREVALEX		
优先权	62/440488 2016-12-30 US		
外部链接	Espacenet		

摘要(译)

一种系统，包括用于处理或塑造用户头发的造型工具;客户端设备被配置为与造型工具通信，并且至少部分地基于由造型工具捕获的测量数据向用户提供关于用户对造型工具的使用的反馈。造型工具可以是发刷，其包括配置成检测声音，加速度，力，旋转，毛发湿度和环境温度和湿度中的一个或多个的电路和/或传感器。