

Title: Proposal for New Emoji
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Date: June 27, 2017

1. Identification

- A. Suggested CLDR Short Name: Lotion
- B. Suggested CLDR Keywords: Cream | Moisturizer | Sunscreen | Sunblock | Skincare

2. Image

Proposed Lotion emoji:



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3. Selection Factors – Inclusion

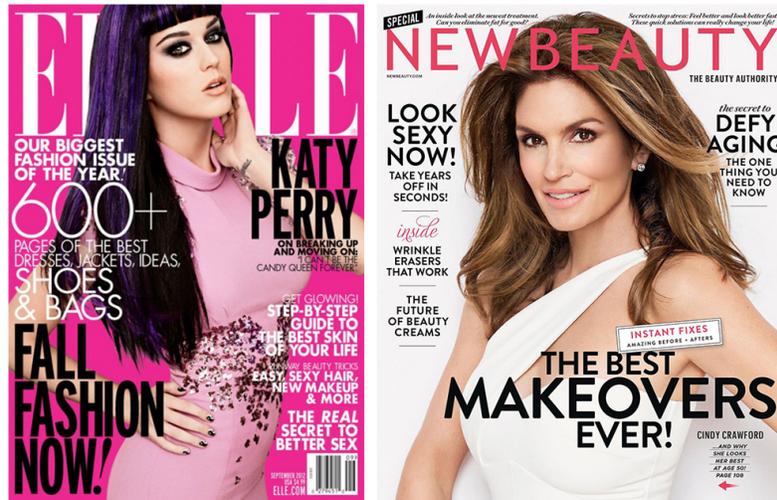
Introduction: Lotion has been an integral part of society since ancient times, when Egyptians first used olive oils, ostrich eggs, dough, milk, plants, and herbs to concoct their regimens.¹ Serving both a cosmetic and functional purpose, the use of these lotions helped to protect their skin from the environment, keep them from sunburn, and repel insects.²

Since that time, lotions have significantly evolved. Starting in the early 1900s, cosmetic companies like Maybelline, L'Oreal, and Elizabeth Arden began to develop skin care products for women—and nowadays, our modern lotions include fragrances, medications, and a wide range of propriety ingredients that pledge to do everything from simply moisturize to prevent

¹ <http://www.skincaretotal.co.uk/the-history-of-skin-care.html>

² <http://barefacedtruth.com/2012/01/18/a-brief-history-of-skin-care-cosmetics-part-1-ancient-times/>

aging to protect skin from the sun.³ For all of these reasons, lotion is now a core component of any beauty regimen, with **81% of consumers** saying they use body lotion and **89%** saying they use hand lotion.⁴ As a result, these products, which include moisturizers, creams, and gels, are now commonly featured on the covers of major fashion magazines and a mainstay of the modern woman.



While nearly three-quarters of people use more lotion in the colder months, another lotion product picks up the slack during the warmer months—sunscreen.⁵ The value of sun care products in the US alone now totals **1.85 billion** dollars, and sunscreen has become a major industry as the science behind it continues to advance.⁶ Since the correlation between sun exposure and skin cancer was determined in 1918, research has continued to confirm the link between UVA/UVB rays and cellular damage, including forms of skin cancer like melanoma.⁷ As a result, the Center for Disease Control and the American Dermatology Association now staunchly advocate for sunscreen use to protect against sun exposure and prevent skin cancer. And **70% of adults** said they usually or always practice some form of sun-protective care.⁸

A. Compatibility

We do not know of any lotion images currently used in the major platforms (Apple, Google, Yahoo, or Microsoft).

³ <http://www.skincaretotal.co.uk/the-history-of-skin-care.html>

⁴ <http://www.mintel.com/press-centre/beauty-and-personal-care/no-loyalty-in-lotion-affordability-is-key-reports-mintel>

⁵ <http://www.mintel.com/press-centre/beauty-and-personal-care/no-loyalty-in-lotion-affordability-is-key-reports-mintel>

⁶ http://www.strategyr.com/MarketResearch/Sun_Care_Products_Market_Trends.asp

⁷ Paul, Charles Norman. *The Influence of Sunlight in the Production of Cancer of the Skin*. London: H.K. Lewis & Company, Limited, 1918. De Gruijl FR. Skin cancer and solar UV radiation. *Eur J Cancer*. 1999 Dec;35(14):2003-9.

⁸ National Cancer Institute. *Cancer Trends Progress Report: UV Exposure and Sun Protective Practices*. Bethesda, MD: National Institutes of Health, U.S. Department of Health and Human Services.

B. Expected Usage Level

1. Frequency

Per Hashttracking.com, there have been over 5,000 tweets for #lotion in the **last 30 days alone**.⁹

On Instagram, existing public posts with #lotion total over 1.5 million, and #cream (a similar term) totals over 7.2 million posts.

#	#lotion	1,500,939 posts	#	#cream	7,202,317 posts
#	#lotionnzc	38,516 posts	#	#creamy	816,596 posts
#	#lotionbars	12,388 posts	#	#creamistry	41,438 posts
#	#lotionsamy	8,373 posts	#	#creamfields2015	40,032 posts
#	#lotionwalet	9,408 posts	#	#creamhn	485,835 posts
#	#lotionkurus	13,999 posts	#	#creambps	51,531 posts
#	#lotionbar	9,381 posts	#	#creamwajah	1,366,660 posts

In terms of comparable frequency to other emojis, there are no real apples-to-apples type analogs readily available, as there are no other skin products currently in the Unicode emoji list. There are, however, two cosmetics—lipstick and nail polish, to which lotion is highly comparable (and occasionally more popular than).

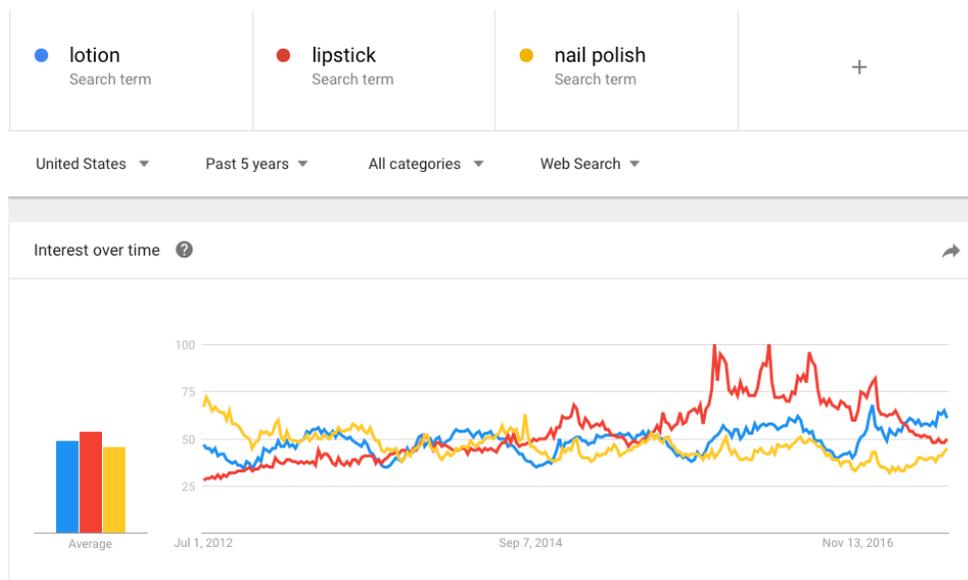


Figure 1. Google Trends analysis of lotion vs. lipstick vs. nail polish in the US over the past 5 years.

⁹ As of the time of this writing (June 26, 2017).

Sunscreen too frequently outpaces lipstick and nail polish in the US, particularly in the summer months when sunscreen is most widely used.

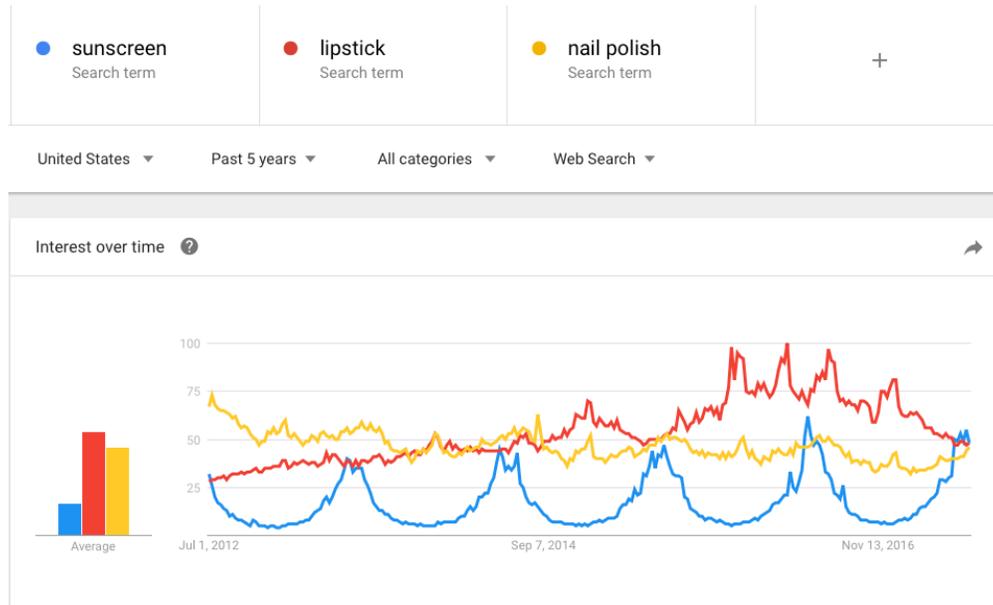


Figure 2. Google Trends analysis of sunscreen vs. lipstick vs. nail polish in the US over the past 5 years.

And the term “cream” is leaps and bounds above both lipstick and nail polish.

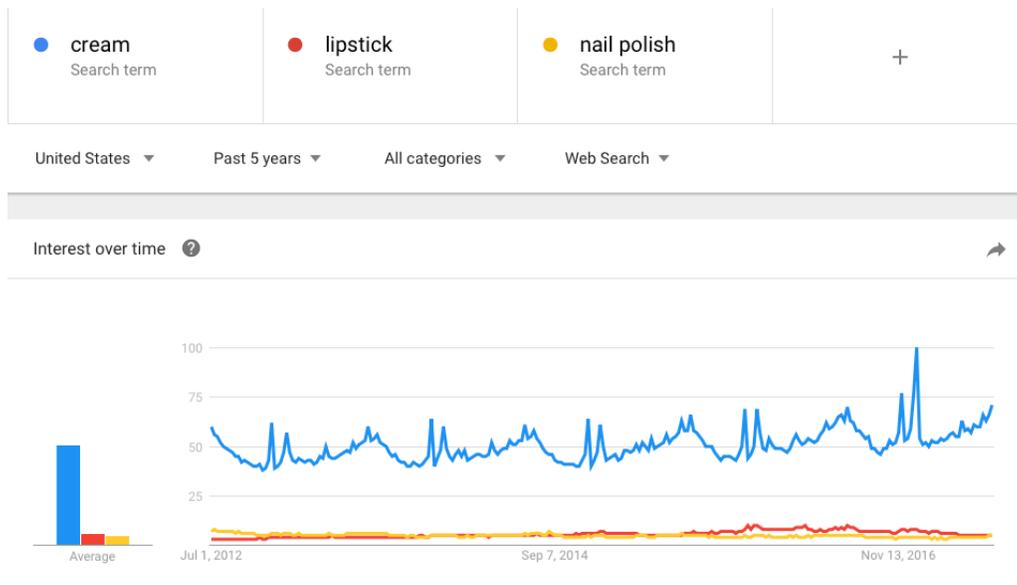


Figure 3. Google Trends analysis of cream vs. lipstick vs. nail polish in the US over the past 5 years.

However, although “cream” has the most popularity as a term, we recognize this may be due to the term’s broader applicability to food (not just “cream,” but “sour cream,” “ice cream,” “cream cheese,” “coffee creamers,” etc). As such, where we believe some of the term’s popularity is due to the notion of “cream” as a skin care product akin to lotion (see “bb cream” and “face cream” below), we propose “lotion” as the key name for this emoji, to ensure clarity of meaning.

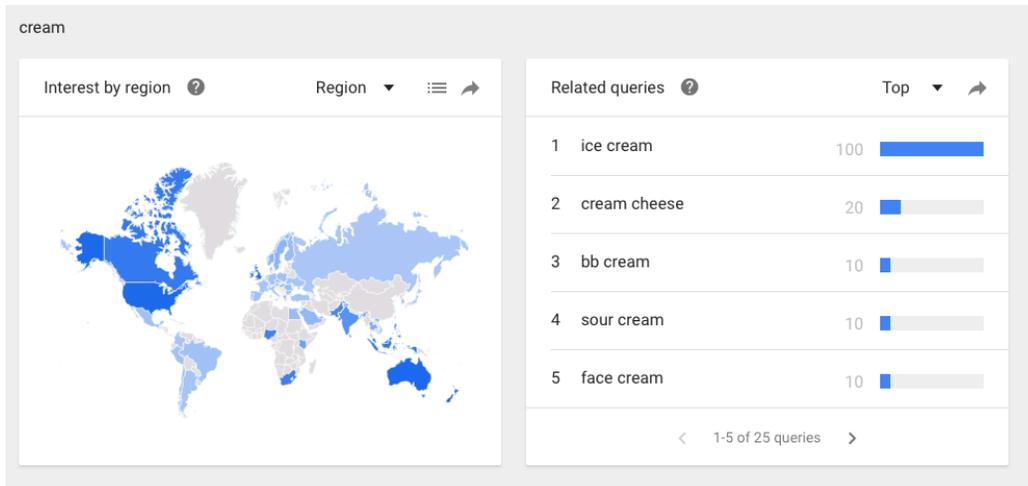


Figure 4. Google Trends worldwide analysis of “cream.”

Additionally, on a global level, interest in lotion extends well beyond the US, and is terminologically much more focused on its intended meaning as a skin care product.

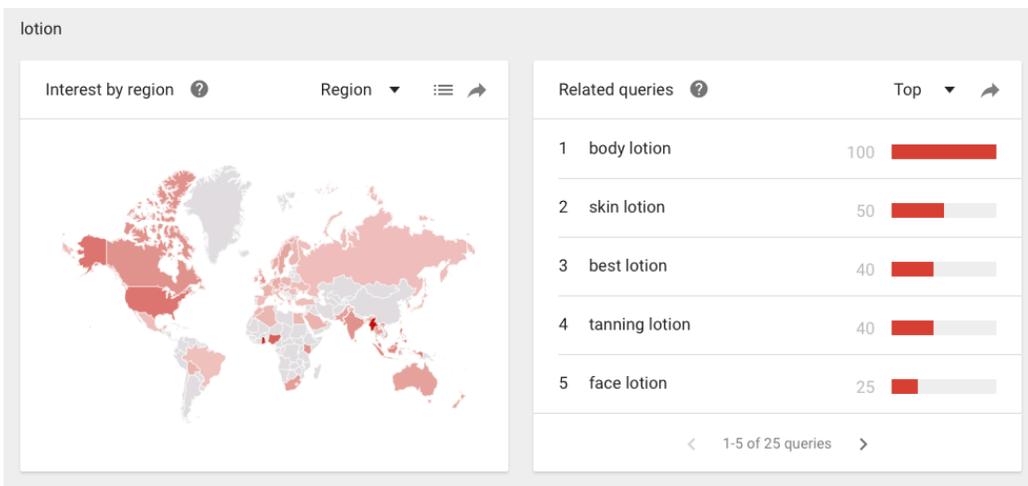


Figure 5. Google Trends worldwide analysis of “lotion.”

2. Multiple Usages

A lotion emoji can be used as a literal representation of lotion, cream, or sunscreen. It can also be used to refer to a broader concept of self-care and pampering, especially since skincare products are currently unrepresented in emojis. To that end, the lotion emoji could be used to evoke associated positive feelings of responsibility and wellbeing.

From an idiomatic perspective, the phrase “fly in the ointment,” meaning “a small but irritating flaw that spoils the whole,” could now be expressed using the lotion emoji, when coupled with a bug or ant.¹⁰

¹⁰ <http://www.phrases.org.uk/meanings/fly-in-the-ointment.html>

3. Use in Sequences

The lotion emoji is widely applicable in combination with a variety of other emojis, and would now be able to help express a gamut of skincare products. For example,

Lotion + sun = sunscreen

Lotion + face with sunglasses = sunscreen

Lotion + nose + sun = sunscreen

Lotion + bathing suit = sunscreen

Lotion + palm tree = suntan lotion

Lotion + sun + baby = baby sunscreen

Lotion + foot = foot cream

Lotion + eye = eye cream

Lotion + hand = hand cream (or even masturbation)

Lotion + nose = nose cream

Lotion + shower head = shampoo

Lotion + lion = hair gel

Lotion + bathtub = body wash/ bubble bath/body wash

Lotion + money bag = expensive cream/lotion/beauty product

Lotion + plant sprout = organic lotion

Lotion + daily calendar = daily lotion

Lotion + cactus plant = aloe

Lotion + SOS = need cream

Lotion + sun + SOS = need sunscreen

Lotion + sad face = empty lotion

Lotion + bandaged face = antibiotic cream

Lotion + baby = baby lotion

Lotion + clock = reapply lotion/cream

Lotion + lips = chapstick

Lotion + vomit face = gross lotion

Lotion + clown face = clown makeup

Lotion + pumpkin = Halloween makeup

Lotion + angel = heavenly lotion

Lotion + mask face = toxic lotion

Lotion + sun + selfie = sunscreen selfie

It may also be used with **doctor, nurse, and even mom** icons—all those figures who commonly insist on such self-care as washing your face, applying sunscreen, moisturizing, etc.

Regarding ZWJ sequences, there is potential to craft **ZWJ sequences** in combination with our lotion emoji. For example:

Adult male/female + sun + lotion = sunscreen

Kid + sun + lotion = sunscreen

Baby + lotion = baby lotion

Surfer + lotion = sunblock

Grandma/grandpa + lotion = anti-aging cream

Doctor + lotion = prescription cream

Doctor + sun + lotion = prescription sunscreen

Artist + lotion = paint tube

Pregnant woman + lotion = stretchmark cream

Haircut + lotion = shampoo

C. Image Distinctiveness

The shapes of the lotions are commonly recognizable, and are the most widely used across global regions. They do not resemble any emoji currently in use.

D. Completeness

While skincare is not currently represented in emojis, the inclusion of a lotion emoji could be the first logical step in fleshing out a nascent “cosmetics” category, adding to the ranks of both lipstick and nail polish.

E. Frequently Requested

Outside of the traditional Unicode emojis, there have been a number of “App-only” beauty-centric emojis created to fill this need, including L’Oreal’s Beaumoji keyboard¹¹ and Kim Kardashian’s Kimoji. And in recent years, Internet users have voiced their desire for a specific lotion emoji on Twitter, Instagram, and other forums¹²:



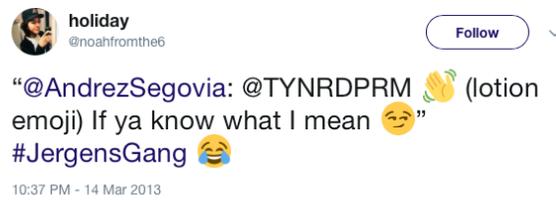
Some social media users have even taken to using the #lotionemoji as a stand-in for the emoji itself – and discussed the possibility of a Kickstarter campaign demanding the lotion emoji.¹³



¹¹ <http://www.beaumoji.com/#features> ; <https://www.bustle.com/articles/131416-kim-kardashians-inspiration-for-kimoji-comes-from-one-specific-place-photos>

¹² <https://twitter.com/xtrillarybanks/status/290207648933113856?lang=en> ; <https://twitter.com/librarianamy/status/613090580109914112>

¹³ <https://twitter.com/noahfromthe6/status/312437356949024768> <https://twitter.com/giromide/status/472028062649831424>



On the Internet, some of that discussion has also centered on the more prevalent (or at least, perceived to be more prevalent) use of lotion within the African American community.¹⁴ One user took the lack of lotion emoji to speak to a lack of interest in black culture itself, raising the question (via hash tag), “Racist much?”¹⁵



One Tumblr page even put lotion at the top of its list of “Black Emojis That Apple Should Have Made.”¹⁶

¹⁴ <https://www.theroot.com/is-using-lotion-a-black-thing-1790875755>

¹⁵ <http://abphy.com/media/qQPsmey64>

¹⁶ <http://smartpomme.tumblr.com/post/117838962940/10-black-emojis-that-apple-should-have-made>

10 Black Emojis That Apple Should Have Made

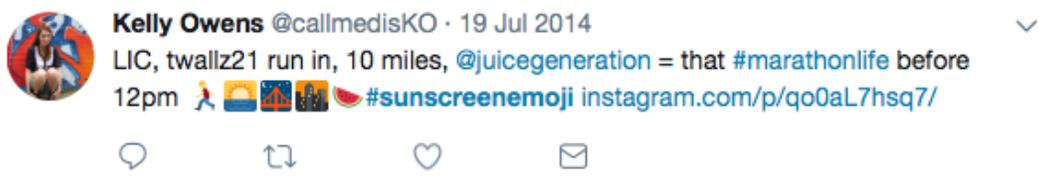
Here's to hoping they'll be in the Unicode 8.0 update.
The "Lotion" emoji:



The demand for the lotion emoji, however, extends beyond race – as does the demand for the sunscreen emoji, with Twitter users asking¹⁷:



To “Uncle Laura’s” point, the use of this lotion emoji would help respond to this demand for both a lotion and sunscreen emoji, and keep users from having to rely on their hashtags to express themselves.¹⁸



¹⁷ <https://twitter.com/laurauncle/status/753700570943193088>

¹⁸ <https://www.instagram.com/explore/tags/sunscreenemoji/>

4. Selection Factors – Exclusion

F. Overly Specific

Where there are many types of lotion, the lotion emoji is not needlessly specific but instead uses the most common container (the bottle). We are not proposing that both lotion images provided be incorporated as emojis. The two examples are only to show that either would be equally appropriate for use as the lotion emoji.

G. Open-Ended

The lotion emoji is unique, and does not resemble any emoji currently in use.

H. Already Representable

One cannot easily create a lotion emoji using existing emoji. Even in examining combinations, there is no clear way to express something as simple as lotion.

I. Logos, Brands, UI icons, Signage, Specific People, Deities

After examining the most widely used brands for lotion and cream, an orange hue was selected, as this is a fairly generic color not commonly used in lotion/cream. As such, the lotion emoji is sufficiently generic and not associated with any one product or brand. Additionally, we did not find any resemblance to UI icons, signage, people, or deities.



J. Transient

As previously mentioned, lotion has been in use since ancient civilizations and has only gained in popularity over time. Where different forms (bottle, stick, tub) have come into play, the lotion bottle remains the most commonly understood usage and could be used for a number of purposes, as noted in the Use in Sequences section.

K. Faulty Comparison

N/A

5. Sort Location

A. Category

Based on the Full Emoji List v5.0, we determined the category most appropriate for the lotion emoji would be in the Clothing section, at the end of Smileys and People.

B. Emoji It Should Come After in That Category

An appropriate location would be after lipstick, as these are both cosmetic/self-care. Ideally, nail polish would also appear in this location (as it does in the current iOS, v10.3.2).

6. Other Information

Thank you for your consideration. Should you have any questions, please feel free to reach out at either EricaByrnes14@gmail.com or Danielle.Maureen.Burke@gmail.com.