Title: Proposal for New Emoji
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1. Identification
   A. Suggested CLDR Short Name: Lotion
   B. Suggested CLDR Keywords: Cream I Moisturizer I Sunscreen I Sunblock I Skincare

2. Image
   Proposed Lotion emoji:

   Art created by Erica Byrnes. Licensed for non-commercial use: free to share and use.

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](http://www.skincaretotal.co.uk/the-history-of-skin-care.html)
aging to protect skin from the sun. 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. 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. 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. 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. 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.

A. Compatibility

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

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3 [http://www.skincaretotal.co.uk/the-history-of-skin-care.html](http://www.skincaretotal.co.uk/the-history-of-skin-care.html)


Proposal for New Emoji: Lotion

B. Expected Usage Level

1. Frequency

Per Hashtracking.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.

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.](image)

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\(^9\) As of the time of this writing (June 26, 2017).
Proposal for New Emoji: Lotion

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.
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.

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.\(^{10}\)

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 keyboard\(^{11}\) 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 forums\(^{12}\):

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.\(^{13}\)


\(^{12}\) [https://twitter.com/xtrillarybanks/status/290207648933113856?lang=en](https://twitter.com/xtrillarybanks/status/290207648933113856?lang=en); [https://twitter.com/librarianamy/status/613090580109914112](https://twitter.com/librarianamy/status/613090580109914112)

\(^{13}\) [https://twitter.com/noahfromthe6/status/312437356949024768](https://twitter.com/noahfromthe6/status/312437356949024768); [https://twitter.com/giromida/status/472028062649831424](https://twitter.com/giromida/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. 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?”

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

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14 https://www.theroot.com/is-using-lotion-a-black-thing-1790875755
15 http://abphy.com/media/qQPalmriY64
16 http://smartpomme.tumblr.com/post/117838962940/10-black-emojis-that-apple-should-have-made
The demand for the lotion emoji, however, extends beyond race – as does the demand for the sunscreen emoji, with Twitter users asking:

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.
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.