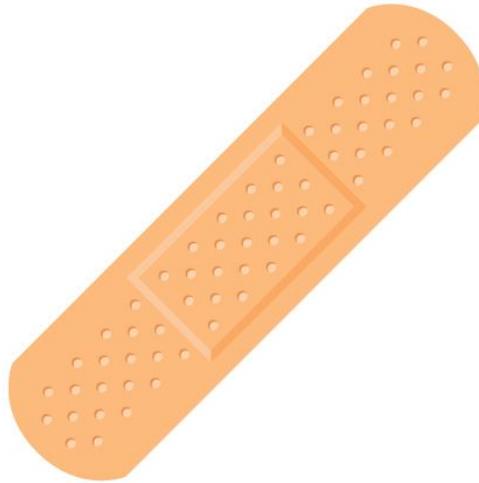


## ADHESIVE BANDAGE EMOJI PROPOSAL



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### ABSTRACT:

This proposal is to request the inclusion of a **ADHESIVE BANDAGE** emoji, representing the popular adhesive dressing to protect cuts, small wounds, bruises and the occasional boo-boo.

### 1. INTRODUCTION

The **ADHESIVE BANDAGE**, also called a sticking plaster (or simply plaster) in British English was invented in 1920<sup>1</sup> by Thomas Anderson and Earle Dickson.

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<sup>1</sup> ["BAND-AID® Brand Heritage". Johnson & Johnson. April 2015. Accessed December 31, 2017.](#)

The adhesive bandage protects wounds and scabs from friction, bacteria, damage, and dirt and is widely used in households and hospitals across the world as a ‘quick fix’ for small cuts.

The adhesive is the one family pack that every individual has in their medicine cabinet.

Consequently, whether they be Elastoplast, Compeed, Nexcare, generic no-name sterile strips or indeed the original Band-Aid®, we all invariably refer to them all as ‘band-aids’.

The ADHESIVE BANDAGE has seen various incarnations – from plastic, clear, antibiotic and liquid variations, to even Mickey Mouse and superhero-branded strips. They’ve been fired into space with astronauts, had Barry Manilow pen a song about them, been endorsed by tennis stars, and even had the likes of Brooke Shields and John Travolta appear in commercials touting them.

The ADHESIVE BANDAGE significance is recognised globally and deserves representation in the Unicode emoji set.

## 2. IMAGES



*Images by Aphelandra Messer. They may be freely distributed in connection with this proposal.*

## 3. NAMES

### 3.1 CLDR Short Names

Recommended names: ADHESIVE BANDAGE | BANDAGE | PLASTER

### 3.2 CLDR Keywords

Recommended keywords: adhesive bandage | bandage | plaster

## 4. SELECTION FACTORS - INCLUSION

### A. COMPATIBILITY

This is a new emoji for inclusion in Unicode and then other systems. It will contribute to the various phrases and usages defined below. There is no known similar emoji, but many smiley sets include a face that has its mouth sealed with two plasters instead of a zipper. If

this won't be encoded as a character it could become a sequence: 🩹+ZWJ+Adhesive bandage, but the representation will not be as strong as the standalone ADHESIVE BANDAGE.

## B. EXPECTED USAGE LEVEL

Google Trends and Instagram data is a bit inconsistent as their are various vernacular terms for ADHESIVE BANDAGE across different cultures, including the trademarked Band Aid.<sup>®</sup> However, we remain confident that while the uses are splintered, when aggregated there is significant demand for this emoji.

### Frequency:

The expected usage of a ADHESIVE BANDAGE emoji is high as shown below:

- The Instagram hashtag counts for 'BANDAGE' and 'PLASTERS' as of the date of this proposal are shown below:

#bandage	401,494	<a href="https://www.instagram.com/explore/tags/bandage/">https://www.instagram.com/explore/tags/bandage/</a>
#plasters	16,345	<a href="https://www.instagram.com/explore/tags/plasters/">https://www.instagram.com/explore/tags/plasters/</a>
<b>total</b>	<b>417,839</b>	

- Usage of this emoji will be widespread and global as it is a common and immediately recognizable item that is used daily by billions of people worldwide.

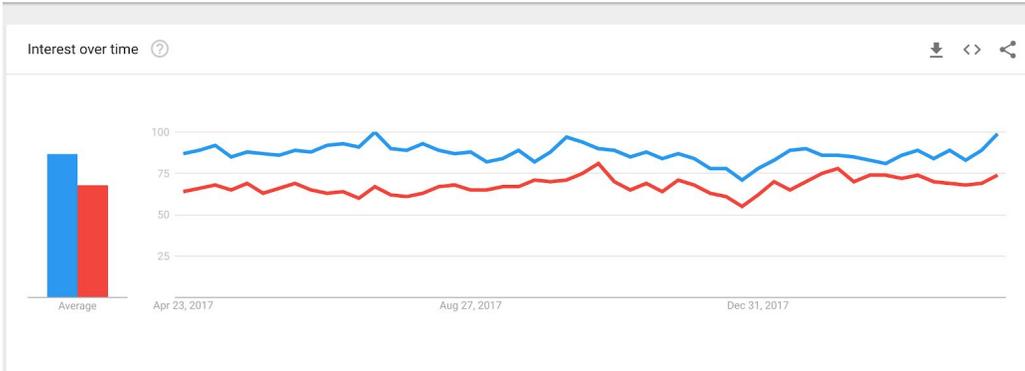
### Frequency Data:

The following search results provide the data requested in the "Evidence of Frequency" section for submitting emoji proposals and all searches were completed in a private browser window. I have compared the terms 'BANDAGE' for the proposed emoji and 'SYRINGE' for the comparison existing emoji. The suggested examples from the sample Evidence of Frequency" list do not fit the requirements for ADHESIVE BANDAGE, but 'syringe' is a closely aligned health search term for the existing emoji and is more relevant to the proposed emoji. Furthermore, we feel that the numbers are depressed because of the fractured terminology used for ADHESIVE BANDAGE.

- Google Trends web and image searches for "bandage" and "syringe"

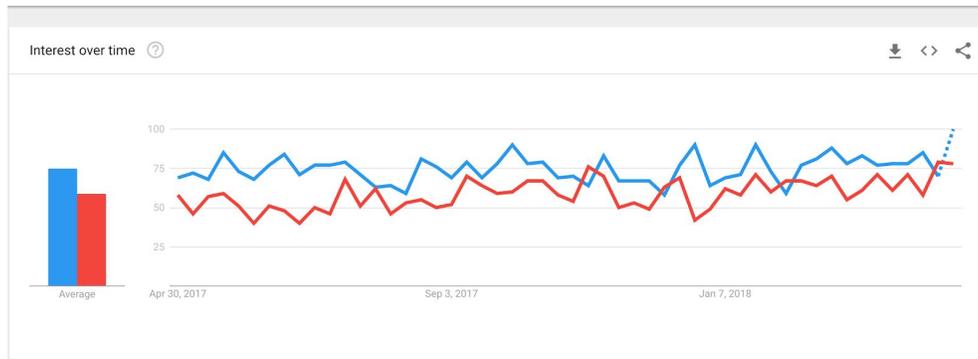
● bandage Search term
 ● syringe Search term
 + Add comparison

Worldwide ▼ Past 12 months ▼ All categories ▼ Web Search ▼



● bandage Search term
 ● syringe Search term
 + Add comparison

Worldwide ▼ Past 12 months ▼ All categories ▼ Image Search ▼



- YouTube and Bing search results for 'bandage' and 'syringe'

### YouTube search results

☰ **YouTube**<sup>GB</sup>

🔍

🏠 Home
 About 549,000 results

🔥 Trending
 ⌵ FILTER

☰ **YouTube**<sup>GB</sup>

🔍

🏠 Home
 About 640,000 results
⌵ FILTER

🔥 Trending
 ⌵ FILTER

## Bing search results

The image shows two screenshots of Bing search results. The first screenshot is for the search term 'bandage', showing 9,790,000 results. The second screenshot is for the search term 'syringe', showing 9,160,000 results. Both screenshots show the Bing logo, a search bar with the term, and navigation tabs for 'All', 'Images', 'Videos', 'Maps', 'News', and 'My saves'. Below the tabs are filters for 'Date', 'Language', and 'Region'.

### ii. Multiple Usages:

The ADHESIVE BANDAGE could represent both medical and common conversation expression

- The ADHESIVE BANDAGE is used to express healing and mending
- The ADHESIVE BANDAGE alongside the BROKEN HEART, signifies mending a broken heart, or a heart that is healing from a breakup, death in a family, etc.
- The ADHESIVE BANDAGE is used as a sign of strength during a difficult time
- The ADHESIVE BANDAGE is heavily used in a medical setting for blood tests and blood donation

### iii. Use in Sequences

The ADHESIVE BANDAGE is a singular item and will work effectively alone. However, it can be used in sequence.

 +  = Mending a broken heart

 +  = bandage dress (a tight-fitting dress made of a stretchy fabric that appears to be wrapped around the body in layers);

 +  = BLOOD TEST

## C: IMAGE DISTINCTIVENESS

The ADHESIVE BANDAGE is clearly identifiable – even on a small screen as an emoji character. It is clearly differentiated from other characters of related shapes or colours.

## D: COMPLETENESS

The addition of a ADHESIVE BANDAGE emoji would be an important addition as it is globally recognized and would help fill out the existing medical set, which is currently occupied by only two characters – U+1F489 (SYRINGE) and U+1F48A (PILL)

## E: FREQUENCY REQUEST

A cursory search of the phrases “bandage emoji” and “plaster emoji” on Twitter reveals plenty of demand for the character. A small sample from the past couple of months:

“Excuse me, why is there no bandaid/bandage emoji??”<sup>2</sup>

“Is there really no ice or plaster emoji? “”<sup>3</sup>

“There's no emoji for plaster bandage”<sup>4</sup>

“I’m going to see Nelly tonight. Why is there no plaster emoji? ”<sup>5</sup>

“Pretty gutted that there's no #plaster emoji”<sup>6</sup>



<sup>2</sup> [DAiSY \(FlowerftTower\). “Excuse me, why is there no bandaid/bandage emoji??” 14 Nov 2017 9:21PM Tweet.](#)

<sup>3</sup> [Inayaili de León \(yaili\) “Is there really no ice or plaster emoji? !\[\]\(c5ab81a5c56458834d83ebe65157430f\_img.jpg\)” 01 Apr 1 2018 12:58AM Tweet](#)

<sup>4</sup> [NoEmojiForThis \(NoEmojiForThis\) ““There's no emoji for plaster bandage” 14 Mar 2018 11:56AM Tweet](#)

<sup>5</sup> [Bella.\(IsabellaHolly\) ““I’m going to see Nelly tonight. Why is there no plaster emoji? !\[\]\(b5b67504941226106b20adaefacedd98\_img.jpg\)” 3 Dec 2017 1:25PMTweet](#)

<sup>6</sup> [Annabel\(Cavarinho\) “Pretty gutted that there's no #plaster emoji” 14 July 2017 2:06PM Tweet](#)

## **5. FACTORS FOR EXCLUSION**

### **F. OVERLY SPECIFIC**

The ADHESIVE BANDAGE emoji is not overly specific and is used by billions of people and medical facilities worldwide. The ADHESIVE BANDAGE can be used in a wide range of contexts in addition to its main connotation.

### **G: OPEN ENDED**

The ADHESIVE BANDAGE is a distinct object with a specific and unique purpose and doesn't open up a direct open –ended set of related symbols.

### **H: ALREADY REPRESENTABLE**

There is no easy way to convey the ADHESIVE BANDAGE using existing emoji. Existing representations of bandage (face with head bandage) are too specific and would not be suitable as a substitute for the adhesive bandage.

### **I: Logos, Brands, UI Icons, Signage, Specific People, Deities**

The ADHESIVE BANDAGE is suitable for encoding as a character. It does not contain any references to deities, logos, specific people, historical or living. It is a commonplace item that is universally recognisable.

### **J: TRANSIENT**

The ADHESIVE BANDAGE has been around for over 90 years and has demonstrated staying power and is used by billions daily around the world.

### **K: FAULTY COMPARISON**

The submission for ADHESIVE BANDAGE is one made on its own merits – in line with the Unicode selection factors for inclusion – and it avoids the factors for exclusion. No case is made that the bandaid emoji should be included due to other emojis, emoji patterns – or due to comparison.

## **6. SORT LOCATION**

### **A. CATEGORY**

The ADHESIVE BANDAGE should be inserted within the “Objects” section of the emoji language

## B. EMOJI BEFORE

There are a few places that this would effectively fit, but it is recommended to fit after SYRINGE and before PILL. This would place it with other health related objects.

## Character Properties

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping:

## Bios

**Melissa Thermidor** ([thermidor.melissa@gmail.com](mailto:thermidor.melissa@gmail.com)) is the Social Media Lead at NHS Blood and Transplant and a New Yorker who now lives in London. She is passionate about using social media to save and improve lives.

**Jennifer 8. Lee** ([jenny@emojicon.co](mailto:jenny@emojicon.co)) is the founder of Emojination and a big fan of health and hygiene emoji slate. She is probably one of the few Asian Americans whose parents explicitly advised that she should not become a doctor.