

Emoji Proposal: TISSUE BOX

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Merriam-Webster's dictionary defines a tissue as: a piece of soft, absorbent tissue paper used especially as a handkerchief or for removing cosmetics.

In modern life, tissues are a common product that many of us use every day for a multitude of reasons, including catching sneezes, blowing our noses, removing make up and drying our tears. As a result, adding a **TISSUE BOX** to the emoji collection will be useful to help convey any number of our everyday statuses and activities, including but not limited to: allergies, cleanliness, crying, grief, makeup application/removal, masturbation, messiness, mourning, personal hygiene, sadness, sickness, sniffles and sneezes.

Abstract



Image credit: Apee Messer of Emojination. Image free to use in context of this proposal

Introduction

Facial tissues are soft and absorbent disposable papers developed to replace cloth handkerchiefs for use on the face. They are so commonplace in our lives that most of us

have probably given little thought to how long they've been around or where they come from. Further, the usefulness and popularity of this everyday product would be significantly lower without the ingenious pop-up box that they come in.

Wikipedia note that facial tissue has been used for centuries in Japan, in the form of washi (和紙) or Japanese tissue, as described in this 17th-century European account of the voyage of Hasekura Tsunenaga: "They blow their noses in soft silky papers the size of a hand, which they never use twice, so that they throw them on the ground after usage, and they were delighted to see our people around them precipitate themselves to pick them up."¹

Disposable facial tissues date back centuries, but for the story behind how tissues and tissue boxes came to be a big presence in our modern daily lives, we only need to go back to the first World War:

With cotton in short supply in 1914, a substitute was urgently needed for surgical bandages used on World War I battlefields and in hospitals. The Kimberly-Clark company developed a remarkably absorbent cotton-like wadding called Cellucotton. Cellucotton took the place of cotton bandages and was used in gas-mask air filters. After the war, huge surpluses of Cellucotton crowded warehouses, and Kimberly-Clark started looking for a peacetime use for the product.²

The first postwar spinoff was a glamour product — a cold-cream tissue. Called the Kleenex Kerchief and advertised as a "Sanitary Cold Cream Remover," it was used by Hollywood and Broadway stars to remove makeup. With the help of celebrity endorsements, sales steadily rose and the product remained unchanged. But then women began to write to the company complaining that their husbands were blowing their noses in cold cream kerchiefs.

About the same time, a Chicago inventor devised a pop-up tissue box. In the early 1920s, Kimberly-Clark decided to place its kerchiefs in these boxes. Now, the product won even more nose-blowing converts, for it supplied a quick and easily accessible way of containing sudden sneezes.

Consumer demand persuaded the company to change from marketing a cold-cream tissue to selling one for nose-blowing, and the Kleenex you "go through like crazy" was born.

And still today, the tissue box is still going strong. Walk into just about any home, office or place of business and you will see one sitting in every room for constant, easy access. Furthermore, the tissue box has evolved far beyond merely serving the functional purpose for which it was created (e.g., to hold our tissues). It has become so popular that it now

¹ https://en.wikipedia.org/wiki/Facial_tissue

² <http://www.startribune.com/disposable-tissues-invented-early-1900s/83469172/>

holds a place in a small corner of the kitsch art world all its own - people are earning money by selling custom, one-of-a-kind, novelty tissues boxes on sites ranging from [Etsy](#) to [Ebay](#).

The tissue box has even grown to take on its own youth culture slang meanings. It can be known as people you can talk to about your feelings and emotions - they are there for you, and they are like a tissue box because they quell your tears.

Names

CLDR short name: Tissue Box

CLDR keywords: Kleenex, tissue, hanky, handkerchief, moist towelette

Selection Factors Inclusion

Compatibility

The TISSUE BOX emoji has not been included on most popular messaging services. As a result, we are proposing the tissue box as a completely new symbol on all the major platforms (iOS, Android, Windows).

Expected Usage Level

Frequency

There is some subtlety in comparing stats for TISSUE BOX. While the item we want is a TISSUE BOX, it actually represents the idea of “tissue”, facial wipes, but the term “tissue” is an overly broad search term as it includes the idea of things like body tissue or tissue paper. Also the brand name “Kleenex” has become interchangeable with the idea. So we will show a range of stats.

Google "tissue box"

All Images Shopping Videos

About 8,410,000 results (0.36 seconds)

Google kleenex

All Shopping Images News Videos More

About 13,600,000 results (0.49 seconds)

Google tissue

All Images Shopping News Books More

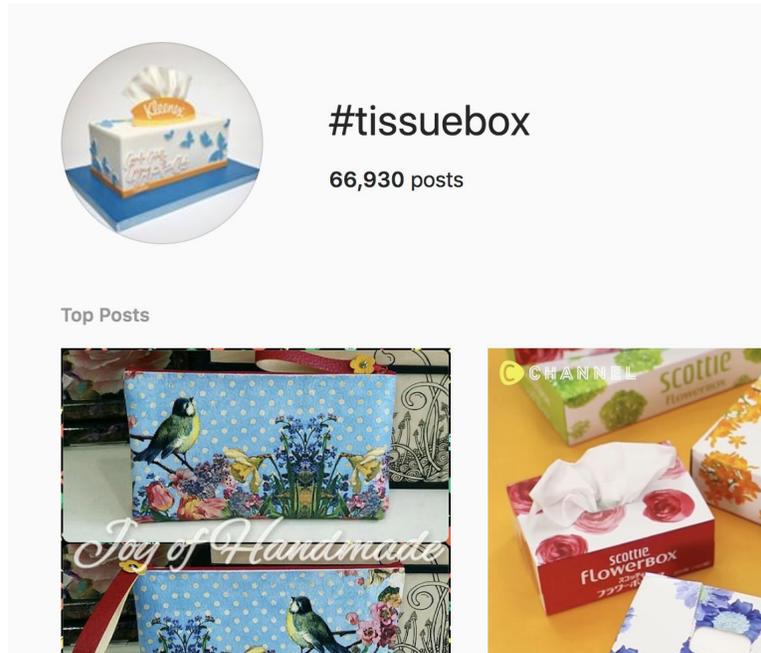
About 367,000,000 results (0.56 seconds)

Google syringe

All Shopping Images News

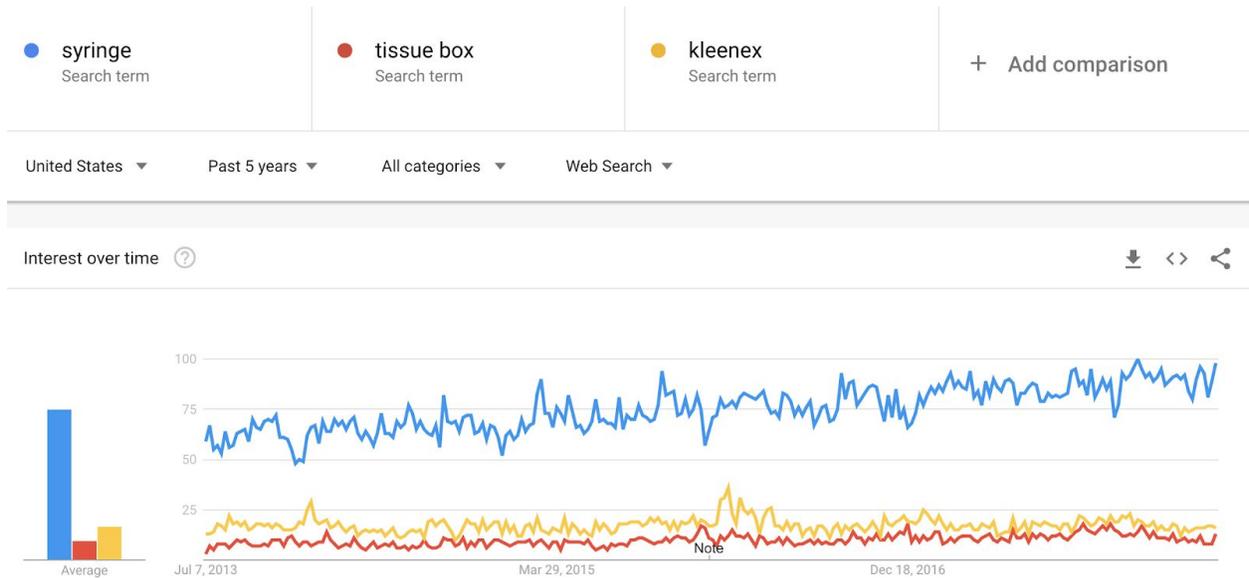
About 68,300,000 results (0.46 seconds)

Tissue Box is a very popular hashtag on Instagram.



Instagram #tissuebox

Google Trends (Web Search) indicates a level of interest in “tissue box” only slightly lower than that of “kleenex.”



Other required evidence relative to reference emoji TISSUE BOX:



"tissue box"

All

Images

Videos

2,250,000 Results

Any time ▼



kleenex

All

Images

Videos

5,790,000 Results

Any time ▼



tissue

All

Images

Videos

29,900,000 Results

Any time ▼



syringe

All

Images

Videos

17,700,000 Results

Any time ▼



"tissue box"

Home

About 113,000 results



kleenex

Home

About 150,000 results



tissue

Home

About 3,330,000 results

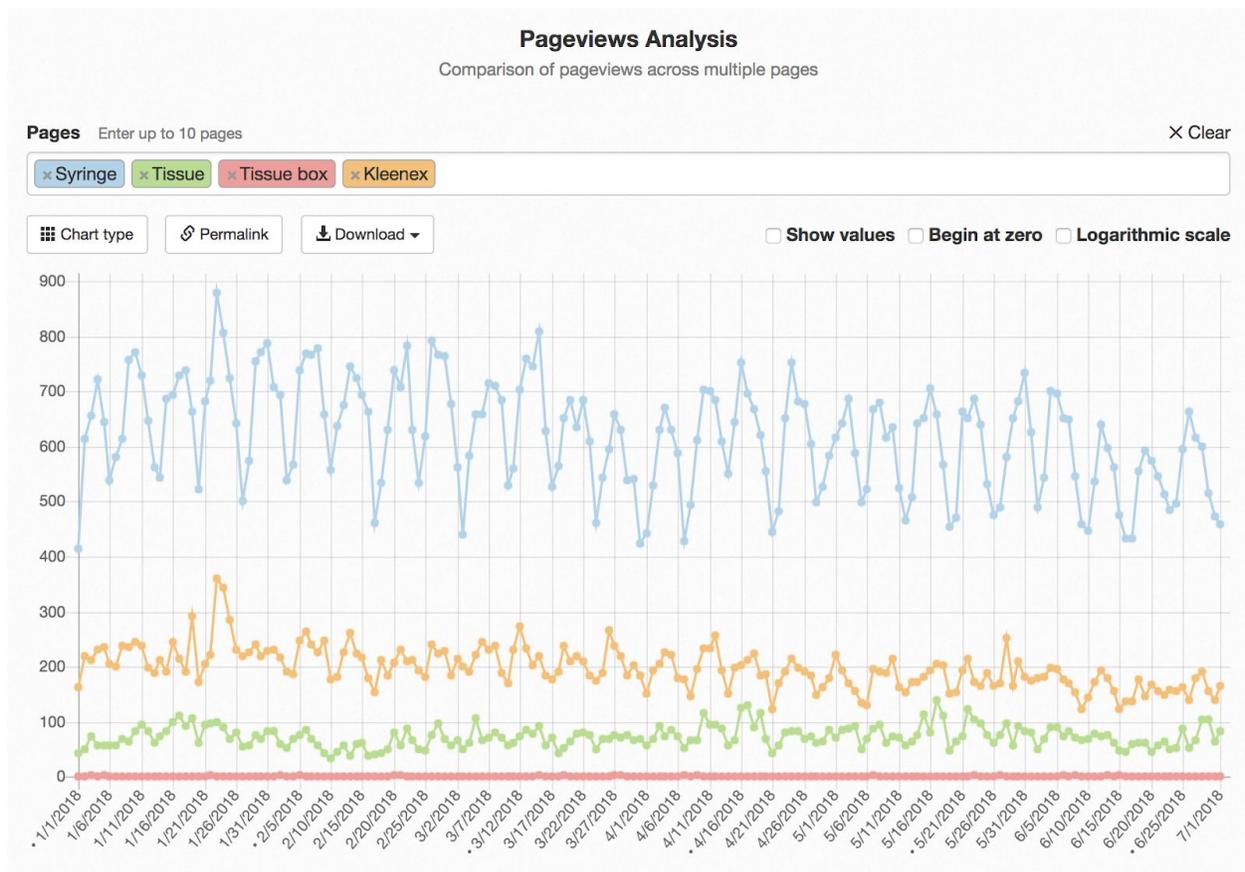


syringe

Home

About 557,000 results

Optional Wikipedia Pageviews Analysis



Multiple Usages

In addition to the obvious expressions of emotion and sniffles, we foresee the TISSUE BOX emoji being used by people in at least the following literal and metaphorical contexts, if not more:

- To express sadness or grief over personal tragedy/loss of a loved one.
- To show crying in happiness or sadness (as with a wedding or funeral).
- To indicate suffering from a cold, hay-fever or allergies.
- To convey other items paper-based items being pulled out of a box, such as baby wipes or sanitary wipes
- To communicate sniffing or sneezing.
- To convey staying at home sick or any state of being out of contact because of illness.
- As a subtle reference to masturbation, as many men use tissues for this purpose.
- To indicate applying makeup or taking it off.
- To add tissues to a shopping list.

- To share feeling especially emotional (as with an overwhelming event or during one's menstrual cycle.)
- To stand in as slang to indicate one or both of the aforementioned Urban Dictionary definitions for the term.
- To tell people to quit their crying or find someone else to whine to.
- To express sympathy for a sick or hurting friend.
- To apologize to someone.
- To wish someone to feel better.
- To call out of work sick or beg off plans with friends or co-workers.
- To send get-well wishes.
- To plan a night of romantic comedy movies with friends.
- To pamper a baby.
- To clean up nail polish.
- To welcome a guest.
- To prepare for spring.

Image Distinctiveness

The TISSUE BOX emoji is very distinctive as it is specific to the singular job for which it was invented. It could not be mistaken for any other current emoji, and it's hard to imagine any future emoji being created to look similar to it. As a result, we feel the tissue box's instantly recognizable distinctiveness is one of its great strengths.

Completeness

The addition of TISSUE BOX emoji is not in and of itself an emoji that will accomplish completeness. But it is part of a set of health and hygiene emojis that has been missing.

Frequently Requested

There are hundreds of worldwide, culture-crossing requests for a TISSUE BOX emoji. These include pleas from TV fans, sports enthusiasts, family members offering support, sick co-workers wishing to get well, and broken-up lovers sharing heartache. However, a lone tissue emoji might lead to confusion, as it could too easily be confused for any number of other things, such as a ghost, bath towel or dust rag. In stark contrast, the "BOX" in the TISSUE BOX is the emoji's great strength: it provides an unmistakable context for the tissue, while still allowing for all the same usages and interpretations of a lone 'tissue.'

Selection Factors Exclusion

Overly Specific

Despite being distinctive, the TISSUE BOX emoji is not overly specific and in fact has broad general use. Because of the tissue's (and the TISSUE BOXES) relation to both illness and the

basic human emotions of joy and sadness, it can be used in myriad ways to convey a multitude of both literal and figurative meanings.

Open Ended

The TISSUE BOX emoji would be the first of its kind, though it complements TOILET PAPER. It is part of a limited set of universally recognized household hygiene items.

Already Representable

There is no equivalent in the current emoji set for the tissue box. However, the TOILET PAPER emoji is coming down the pipeline in 2018. While both are paper products used for wiping, the two have a completely different connotation. There is currently no emoji capable of expressing the useful and nuanced range of meanings that the TISSUE BOX emoji would allow for.

Transient

Facial tissues have been around since at least 17th-century Japan. Despite whatever progress being made in the fields of medicine and science, it seems that human beings will always need tissues and the boxes that hold them long.

Logos, brands, UI icons, signage, specific people, deities

The tissue box does not fall under any of these categories, nor is not trademarked by any single brand.

Sort location: Objects

Category:

Emoji before it in that category: After thermometer

Other 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

Trevor O. Munson is a producer, a novelist, producer, and screenwriter. He wrote the comedy feature *Lone Star State of Mind* and co-created the cult hit CBS television show *Moonlight* which based on his novel *Angel of Vengeance*. Trevor has a strong affinity for tissue boxes having grown up in a household with a mother who kept one in every room of the house (including the garage). trevormunson@yahoo.com

Bonnie-Kathleen Ryan is a director and actor, known for her role of CRYING WIFE on HOUSE M.D, where she went through at least three tissue boxes.
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Dwight Knell has 10 years of policy and communications experience with deep expertise at the intersection of politics, media, technology and journalism. Though a world traveler, he is based in New York and spends as much time outdoors as he possibly can.