Breath-Face Proposal for Unicode 14.0
Emoji Submitter: Neil Cohn (cognitive scientist and comics theorist) and Jennifer Daniel
To: The Unicode Technical Committee
Date: November 15, 2019

I. Identification and II. Images

<table>
<thead>
<tr>
<th>Sample Image</th>
<th>Sample Image</th>
<th>Proposed Unicode and CLDR name</th>
<th>Possible CLDR English keywords</th>
<th>Closest Unicode Emoji</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Sample Image" /></td>
<td><img src="image2" alt="Sample Image" /></td>
<td>breath-face</td>
<td>Exhale, sigh, groan, gasp, moan, whisper, whistle, relief, tired</td>
<td><img src="image3" alt="Closest Unicode Emoji" /></td>
</tr>
</tbody>
</table>

License
We certify that the images have appropriate licenses for use by the UTC.

III. Sort location
face-neutral-skeptical

II. Selection factors — Inclusion

A. Compatibility
The design of the anguished face emoji included a breath mushroom on Samsung devices from TouchWiz Nature UX 2 to TouchWiz 7.1 but was later redesigned to conform for cross platform consistency.

Above: Samsung, Apple, Google, Microsoft, Twitter Facebook before redesign
Below: Samsung, Apple, Google, Microsoft, Twitter Facebook after redesign
It’s also an emoji available on Wechat 😐

B. Expected use

1. Frequency
Usage is expected to be high given and the following search results indicate this expression could perform well over-median.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>breath</td>
<td>763,000,000</td>
<td>106,000,000</td>
<td>175,000,000</td>
<td>See below</td>
<td>See below</td>
</tr>
<tr>
<td>relief</td>
<td>922,000,000</td>
<td>145,000,000</td>
<td>88,100,000</td>
<td>See below</td>
<td>See below</td>
</tr>
<tr>
<td>blow -cocaine</td>
<td>1,110,000,000</td>
<td>143,000,000</td>
<td>411,000,000</td>
<td>See below</td>
<td>See below</td>
</tr>
</tbody>
</table>
(Above) Breath results for Google Trends Web Search and Google Trends Image Search

(Above) Relief results for Google Trends Web Search and Google Trends Image Search

(Above) Blow results for Google Trends Web Search and Google Trends Image Search
2. **Multiple usages**
A sigh is not just a sigh - it’s a fundamental life-sustaining reflex.¹ It helps regulate your breathing when you’re stressed. It’s a subconscious action used to express to others that you’re anxious or upset. It’s also a mental reset button.

- **Reset**
  - Give me strength 😕
- **Breathing**
  - Sigh 😕
  - Exhale 😕
  - Meditation, relax, calm down 😕
- **Displeased**
  - I’m soooooo bored 😕
- **Cold**
  - It’s so cold 😷️的角度符号
- **Anxious**
  - I’m so nervous 😕
- **Upset**
  - I’m so annoyed with you 😕
- **Dismissive**
  - whatever 😕

3. **Use in sequences**
This emoji can be used in combination with other facial expressions. Tiredness, sadness, and relief all feel very different, and yet an exhale somehow seems to complement each emotional state.

- **Breathing**
  - Relax and calm down
  - Breathe in, Breathe Out 😷️角度符号 😷️角度符号 😷️角度符号 😷️角度符号 😷️角度符号 😷️角度符号 😷️角度符号
  - Long sigh 😷️角度符号 😷️角度符号 😷️角度符号 😷️角度符号 😷️角度符号 😷️角度符号
  - Meditation
  - 💤角度符号
- **Displeased**
  - He said what? 🤦角度符号 smh 😕

Can also be used with non-face emoji.

- **Compliment**
  - Not to blow wind in your sails ... 😷️角度符号 ⚓️角度符号
- **Out of Breath**
  - I haven’t run for the bus in years 🏃️角度符号 🏃️角度符号 🏃️角度符号 🏃️角度符号 🏃️角度符号 🏃️角度符号 🏃️角度符号 🏃️角度符号 🏃️角度符号 🏃️角度符号
- **To play music**
  - I heard Neil plays mean trumpet 😷️角度符号 🎵

Huff and Puff and Blow the House down

4. Breaking new ground
This emoji fills an important gap in existing face options. It allows people to express calming down but also defeat, boredom, frustration, and longing.² Because it is a representation of a common physical action, is more likely to convey meaning to the broadest possible range of emoji users.

C. Image distinctiveness

The breath mushroom emoji is a visible sigh and distinctive compared to the existing anguished face emoji 😞. The addition of the breath mushroom completely changes the meaning and use of this emoji from pure anguish to an expression of coping with your surroundings. While people sigh to handle negative situations, ultimately sighing is a positive expression compared to existing emojis meant to denote frustration.

D. Completeness
n/a

III. Selection factors — Exclusion

F. Overly specific
No. This design is iconic of how you feel when you sigh. It is commonly depicted in pop culture, manga and in media as described in document L2/XXX.

G. Open-ended
No, this is not part of a set of similar items.

H. Already representable
No.

I. Logos, brands, UI icons, signage, specific people, deities
Not applicable. There are no logos, brands, signage or otherwise among the proposed characters.

J. Transient
Not applicable.

K. Faulty comparison

Justification for encoding the proposed emoji does not depend on analogy with other emoji that were encoded only for compatibility reasons.

L. Exact Images
An exact image is not required.