

The Origins Of...*The Band-Aid*

Everyone know “Band-Aid”. It’s is arguably a genericized trademark in the United States, but Johnson & Johnson still holds a valid and legal trademark on the term, although Johnson & Johnson continues to defend the Band-Aid trademark against it being genericized. To protect the name, their trademark, Johnson & Johnson always refers to its products as "Band-Aid brand", not just Band-Aids. Manufacturing facilities are located in Brazil, China and Denmark.

The actual Band-Aid was invented in 1920 by Thomas Anderson and Johnson & Johnson employee Earle Dickson for his wife Josephine, who frequently cut and burned herself while cooking. *[apparently her talents in the kitchen were somewhat lacking!]* The prototype allowed her to dress her wounds without assistance. Dickson passed the idea on to his employer, which went on to produce and market the product as the Band-Aid. Dickson had a successful career at Johnson & Johnson, rising to vice president before his retirement in 1957.

The original Band-Aids were handmade and not very popular. By 1924, Johnson & Johnson introduced a machine that produced sterilized Band-Aids.

In 1951, the first decorative Band-Aids were introduced, along with the first plastic Band-Aids. They continue to be a commercial success, with such themes as Mickey Mouse, Donald Duck, Oliver & Jenny, Superman, Spider-Man, Hello Kitty, Rocket Power, Rugrats, smiley faces, Barbie, Dora the Explorer, Batman and Duck Dynasty. In addition to white toned and brown toned adhesive bandages, Band-Aid sells sheer strips for any color skin tone that can be purchased in stores or online.

In World War II, millions were shipped overseas, helping popularize the product. Since then, Johnson & Johnson currently has estimated a sale of over 100 billion Band-Aids worldwide. *[<https://en.wikipedia.org/wiki/Band-Aid>]*

In 2002, the Liquid Bandage, promoting fast healing on contact, was introduced. In 2007, BAND-AID® Brand brought back "I am stuck on BAND-AID Brand" jingle with new commercial. *[<https://www.band-aid.com/brand-heritage/history-info>]*

