

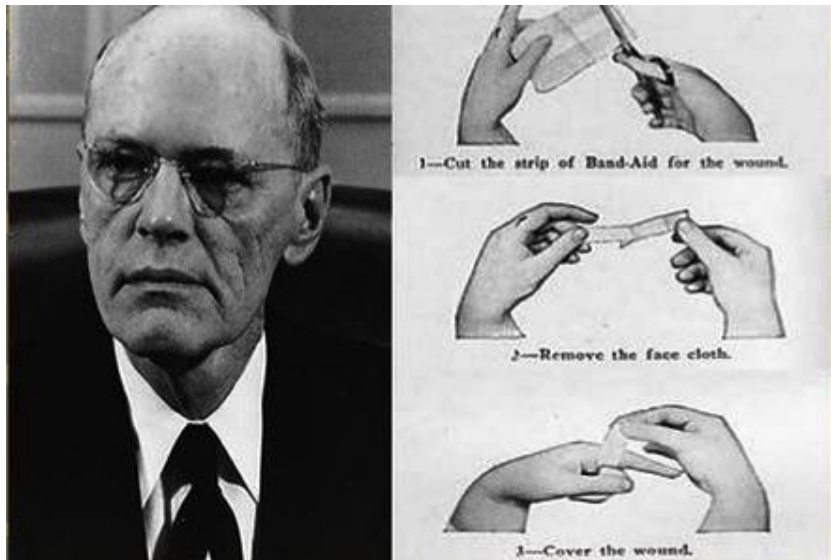
# BAND AID

## An Innovation Evolved from a Love Story

**B**and aid is today an essential component of every first aid box. But, do you know that merely 10 years ago there was no band aid. Even for the dressing of very minor injuries, a person had to wait for an assistant. As told by Vigyan Ratna Laxman Prasad to Mr. R.S. Dass, there is an interesting story behind it. He told that the band aid evolved as the part of a love story of a newlywed couple of a lower middle-class family.

Early Dickson was a cotton supplier to medical giant Johnson and Johnson. When Earle got married, his beautiful wife Josephine used to keep herself busy in household chores to turn her home into heaven and in that effort usually suffered with cuts, bruises and burns on almost daily basis. In the evening when her husband would return, he would apply medicine and dress the injury, because for any dressing normally both hands are required. During his absence, it would have been difficult to do dressing of her cuts and wounds herself. This worried Earle a lot. He started thinking of ways and means through which his dear Josephine may dress up her wounds single handedly on her own. This was an idea to find solution to a problem. He performed experiments and finally prepared band-aid.

For preparing band aid Earle spread surgical tape on the table, cut and pasted square pieces of cotton-gauge at regular intervals on it. Further, he secured the tape with cotton strips so that it may easily stick to the skin and may also be removed with ease when injury is cured. This proved to be so helpful that he showed his aid to his boss. The astute businessman was quick enough to perceive the business prospects for the invention and started its production in 1920 with the brand name Band Aid.



Early Dickson

The sale of band aid steadily increased and it got popularized as a first aid device the world over. Earle Dickson also rose in position on the staff of Johnson and Johnson as the sale of band aid increased and got retired as its Vice President in 1957. It is important to mention that the Band Aid is still the highest earning product of Johnson and Johnson and the company is improving it as per market requirements.

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**“The five essential entrepreneurial skills for success: Concentration, Discrimination, Organization, Innovation and Communication”**

**—Harold S. Geneen**