How to Sext Better

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Today’s language of love is often spoken through emojis. But missing among the hotdogs, tacos and joysticks available on your phone keyboard is one crucial image: a condom. This is a huge problem because, as condom-maker Durex discovered through global research, 84 percent of 18- to 25-year-olds are more comfortable talking about sex through emojis—a popular form of sexting—and nearly half think HIV will never affect them or their friends. So Durex started a #CondomEmoji campaign. The goal is to convince the Unicode Consortium (the group that oversees emojis) to add a condom to everyone’s emoji library. Then we can practice safe sexting—and doesn’t that earn a smiley face emoji!

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