



**ALLIANCE OF NEW YORK STATE YMCAs
YOUTH AND GOVERNMENT
Legislative Bill**

Bill # 17

**Referred to Committee:
5**

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Action on the Bill

Assembly

Senate

___ Passed

___ Passed

___ Defeated

___ Defeated

WWW.YMCANY.S.ORG/YAG

AN ACT TO: Eliminate the pink tax to equalize men's and women's rights.

**The People of the State of New York, represented
in the Senate and Assembly do enact as follows:**

Purpose

We initiate this bill to abolish the higher charge on female products. This would prevent discrimination against women.

Summary of Provisions

Section 1: Definitions

Scheme: A large-scale systematic plan or arrangement

Statistics: Numerical data in large quantities.

Pink Tax: The extra amount of money women pay for essential products.

Section 2: (or Section 1 if you have no definitions)

In New York State it will be illegal to charge a pink tax on women and girls products.

Justification

The history of the pink tax started as a marketing scheme. Some stores will raise or lower their prices to compete with other stores. The pink tax first developed when women started doing all of the grocery shopping. Markets saw this as a bonus, so they raised the prices on the items that would attract the women's eye! This marketing scheme was later named the pink tax.

Women are paying more for everyday goods like razors, shampoos, and lotion. Feminine hygiene products are taxed as luxury goods in forty states including New York State. These products are in every women's bathroom. Some items that cost more are:

Socks- +3%, Girl's clothing - +4% Girl's toys including accessories - +7% Women's clothing- +8%
Women's personal care products- +13% Shirts- +15%

One of the surveys that we found compared men and women product prices. These comparisons can be made not only in stores but also online. There are dramatic price differences that were found online between men and women products:

1. First compared were wireless computer mouse's. Pink model-\$21.89, blue model-\$15.79
2. Second compared were Schick slim twin disposable razors-12 pack. Pink razor-\$7.51, Green razor-\$4.99
3. Third compared were Nike solid golf polo's. Women's-\$55.00, Men's- \$49.99
4. Lastly compared were Posture correctors. Women-\$67.74, Men-\$61.49

Fiscal Implications

Getting rid of the pink tax will not cost tax payers any money. In fact, this action will save tax payers money and end discrimination against women.

Effective Date

This bill will go into effect at the beginning of January in 2018.