

# Comment & Letters

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## Don't think pink

I've never been a fan of pink. I'd much rather steer to purples and blues. Thankfully for me, it might be saving me some money. Often women, and people in general, don't pay attention to the price of daily necessities, but as females, we should.

It's no secret that males are earning more money per year than women do. So why is it that products targeted toward women are more expensive than products targeted toward men?

From shampoo to deodorant to razors or even children's toys, women's products are often more expensive. The term coined to describe this phenomenon is called the "pink tax."

Now let's be clear. There is no unique tax placed on products targeted toward women; they simply are unnecessarily more expensive than products targeted toward men.

When I first heard about the term "pink tax" I was in disbelief. Why on earth would I have to pay extra just to have a pink lid or pink cover on the same type of

and make me feel like I have a black hole in my wallet because I am a female. And no, I'm not really being that dramatic.

They studied five industries and found that women's products across five categories including toys and accessories, children's clothing, adult clothing, personal care products, and senior and home health care products cost an average of 7% more than similar products for men. More specifically, women's personal care products cost 13% more and women's adult clothing costs 8% more.

Those numbers may sound small, but it adds up quickly especially when the products are daily necessities.

The California Assembly Office of Research conducted a similar study in 1994 and found that women pay an average of \$1,351 annually for the same services as men.

**"So what can we do? For starters, we can ignore the blue labels and buy products targeted towards men. After all, are men's razors all that different than women's?"**

The "pink tax" doesn't just stop at department stores. Most times, vehicle repairs and dry cleaning costs are

groceries and prescription drugs. Let's be clear here. Women are not buying tampons as luxury items. They are necessary. So why are we still paying tax on tampons?

There are only 13 states that do not tax sanitary products: Alaska, Connecticut, Delaware, Illinois, Maryland, Massachusetts, Minnesota, Montana, New Hampshire, New Jersey, New York, Oregon and Pennsylvania, according to the taxfoundation.gov. Five of those states do not have a sales tax at all: Alaska, Delaware, New Hampshire, Montana, and Oregon.

Note that Iowa is not one of the states that exempt tax on tampons.

Thankfully, recent awareness of this issue is being talked about and some action has taken place. BBC News found that in 2016, 15 states proposed legislation to exempt the tax on sanitary products. Sadly, only three states adopted the exemption of sales tax on sanitary products.

Nope. Still not Iowa. Hopefully that will all change soon enough.

There are various reasons for these exemptions in those states. Some states consider tampons as medical products and other states have a specific exemption on feminine hygiene products. In some states, tampons fall under a broad list of items that are exempted such as toilet paper.

It is no wonder why there are such unsolved problems