

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 product?

If you don't believe me, all it takes is one Twitter or internet search of "#pinktax" to see the devastating truth.

Companies have been called out for their unfair pricing of women's clothing items compared to men's clothing items. They try to use fancy language saying they had a team of professionals hired to make sure the clothing highlights every woman's curves or something like that, but it all just sounds like excuses.

So how much more expensive are we talking about?

The New York City Department of Consumer Affairs conducted a study, *From Cradle to Cane: The Cost of Being a Female Consumer*, about gender pricing in New York City. Their findings give me a headache

The "pink tax" doesn't just stop at department stores. Most times, vehicle repairs and dry cleaning costs are more expensive if you are a female.

Only a few states have attempted to take action against unequal gender pricing. California was the first state to pass such laws when the Gender Tax Repeal Act of 1995 was passed, prohibiting businesses to unfairly charge more for similar services within reason of time or difficulty of service, according to the California Legislative Information.

What might make women more upset than the "pink tax" is the "tampon tax." The "tampon tax" isn't a specific tax placed on tampons. It is simply a term that is used to describe the fact that tampons are not exempt from sales tax in most states.

Most states do not lift the tax on tampons like other products that are deemed as necessities such as most

under a broad list of items that are exempted such as toilet paper.

It is no wonder why there are such unsolved problems when it comes to the "pink tax" or the "tampon tax." There is some sort of taboo regarding menstruation and tampons. Most women feel as if they can't and shouldn't talk about it.

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? They just might even be more effective.

Raising awareness about this issue is important because I bet most females don't know we are paying extra for female products and being taxed for biological necessities.

For now, until further action is taken, maybe we will just have to drive to Minnesota to purchase our tampons.