

Doris. Pricing inequality in gender toiletries

Women pay 7% more than men each time they buy toiletries.

Now, you might think that isn't much but, a lot of women around the world have long hair. That 7% makes a huge difference as long-haired women burn through 4-5 bottles of shampoo a year, not counting other toiletries. Now, that 7 percent is a lot, therefore, I think women's toiletries should be the same price as men's.

- ★ Firstly, I will talk about how the marketers make you think there's a huge difference between the gendered toiletries.
- ★ Secondly, I will talk about how the 7% affects us as women.
- ★ Lastly, I will talk about how the problem could be solve

What is the difference between women's and men's toiletries? Well, not as big a difference as you might think. The ingredients almost have no difference. Shea butter, mineral oil, etc. But the main difference is the packaging. Male's packaging's colors are monochrome while women's packaging is more colorful and uses warm colors more. Why is that such a big deal? Well, there has to be a difference between the two different products otherwise how could it be marketed to two different genders? Even though there isn't a difference in the

ingredients, there is a difference in scent. Now, the marketers are playing a mind game on you because the difference in the ingredients isn't big, but with the scent and the packaging, they make you believe that there is a huge difference between the two products. Sable Young once said: "For the most part, no. Just because a product says it's for men doesn't mean you can't use it if you're a girl. If you're partial to certain fragrances though, you may find yourself in a bind." As Thestylecast.com. If you still don't believe me, you could do a Google search. No matter your gender. No matter what the commercials say.

Well, what is the problem with the 7% price gap? First of all, we gotta talk about the "Pink Tax." Pink Tax is where women pay more than men for the same category of products with very minimal differences. Back to the topic. 7% is not that much anyway so why do we care? It's because most women have long hair. Just look out on the street. You could probably see women with long hair. With their hair up, down, braided, whatever but here's my point, women's toiletries are 7% more pricey than men's. And women also use more than men! That's not fair because women use more and have to pay more. Sure, women-only pay 43 cents more on shampoo, but women burn through more shampoo. 4-5 bottles of shampoo a year for long haired women. Now that price gap is

much more noticeable. An average woman spends 497 dollars on toiletries compared to 282 dollars for men. It's almost a 200-dollar gap that doesn't need to exist. It doesn't make sense in any way and that irritates me a lot

Well, since I'm not famous or important, I'm not going to solve the problem. But I can surely create solutions for it. Such as making the toiletries the same price by lowering the women's toiletry price down to men's toiletry or just producing more gender-neutral toiletries. Or, just men's toiletries, like shampoo, and body soap, they're all made out of the same ingredients. Let's just hope the marketers could make some changes and gender equality could happen someday.