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Betsy Butler

April 5, 2021

The Honorable Evan Low
Chair, Assembly Committee on Business and Professions
State Capitol, Room 4202
Sacramento, CA 95814

Re: AB 1287 (Bauer-Kahan) – Support

On behalf of the California Women's Law Center, we write in support of AB 1287 which would eliminate gender-based pricing for goods, also known as the "Pink Tax."

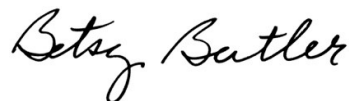
On average, women pay 7% more for gender-targeted items like toiletries and clothing. They also face higher prices for seemingly neutral products like mortgage rates. On average, women make 82% of what men do. Latinas make much less, earning just 54 cents for every dollar a white man does on average. Women account for as much as 85% of consumer spending in the United States. The Pink Tax impacts the well-being of families, placing the highest burden on women of color.

AB 1287 will prohibit businesses from assigning different prices for identical goods simply because women are the likely or intended users of the products being sold. In order to price these products differently, a business would need to prove there is a substantial difference in the cost of production of the item.

CWLC's mission is to create a more just and equitable society by breaking down barriers and advancing the potential of women and girls through transformative litigation, policy advocacy, and education. We prioritize equity, including in pricing for goods and services. Eliminating the Pink Tax removes a barrier to gender equity.

For these reasons, the California Women's Law Center supports AB 1287.

Sincerely,



Betsy Butler
Executive Director