

SB-2518

Submitted on: 2/14/2022 1:50:54 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Nikki-Ann Yee	Testifying for Ma'i Movement Hawai'i	Support	No

Comments:

Dear Chair San Buenaventura, Vice Chair Ihara, and members of the Committee,

Ma'i Movement Hawai'i supports SB2518, which identifies gender-based pricing as a deceptive trade practice. Ma'i Movement Hawai'i is a locally grown organization committed to addressing

menstrual inequity and ending period poverty. We recognize the all-encompassing societal challenges inherent in tackling the broader issue of period poverty that disproportionately affects students, low-income and houseless girls and women, trans and gender non-conforming individuals, and those that are incarcerated.

The “pink tax” refers to the extra amount women are charged for certain products or services, also known as price discrimination or gender-pricing. Often, there is no substantial difference in the product except for the gender it is marketed to. We understand the implications of the “pink tax” in a broader context, especially when taken into consideration that women and marginalized groups typically earn less income. The economic impact is more substantial than someone of the opposite sex. We support Arwen’s efforts to bring the issue to light and hope this bill can address gender-based pricing in Hawai’i.

Mahalo for the opportunity to testify!

Ma'i Movement Hawai'i

SB-2518

Submitted on: 2/14/2022 5:07:48 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

LATE

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Ashley Galacgac	Testifying for AF3IRM Hawai'i	Support	No

Comments:

Please pass this bill.

Statement Before The
SENATE COMMITTEE ON HUMAN SERVICES
Tuesday, February 15, 2022
3:10 pm
Via Video Conference and Conference Room 225

in consideration of
SB 2518
RELATING TO DECEPTIVE TRADE PRACTICES

Chair SAN BUENAVENTURA, Vice Chair IHARA, and Members of the Senate Human Services Committee

Common Cause Hawaii submits comments on SB 2518, which identifies gender-based pricing as a deceptive trade practice.

Common Cause Hawaii is a nonprofit, nonpartisan, grassroots organization dedicated to reforming government and strengthening our representative democracy - one that works for everyone.

Common Cause Hawaii understands that gender equality is a crucial feature of successful democratic societies and effective democratic governments. The differential costs of products marketed to men and women for the same thing is a form of gender-based exclusion, which is especially an issue for marginalized populations. SB 2518 will reduce to some extent the financial burden on women and strengthening democracy for all.

Thank you for the opportunity to provide comments on SB 2518. If you have questions of me, please contact me at sma@commoncause.org.

Very respectfully yours,

Sandy Ma
Executive Director, Common Cause Hawaii



**TESTIMONY OF TINA YAMAKI, PRESIDENT
RETAIL MERCHANTS OF HAWAII**

February 15, 2022

Re: SB 2518 RELATING TO GENDER BASED PRICING

Good afternoon, Chairperson San Buenaventura and members of the Senate Committee on Human Services. I am Tina Yamaki, President of the Retail Merchants of Hawaii and I appreciate this opportunity to testify.

The Retail Merchants of Hawaii was founded in 1901, RMH is a statewide, not for profit trade organization committed to the growth and development of the retail industry in Hawaii. Our membership includes small mom & pop stores, large box stores, resellers, luxury retail, department stores, shopping malls, local, national, and international retailers, chains, and everyone in between.

We are opposed to SB 2518 Relating to Gender Based Pricing. This measure identifies gender-based pricing as a deceptive trade practice.

Retailers are always price sensitive on the many products that they sell. The base price on products are set by the manufacturer, especially personal care products. These products are mostly manufactured on the mainland or in foreign countries and NOT in Hawaii and must be shipped into our state.

Retailers in Hawaii do NOT target gender-based items to increase the pricing. We like most businesses around the world, we include shipping and operational costs to the products. This pricing is normally averaged out over all the products that do not come with a Manufacture Suggested Retail Price (MSRP) label. Retailers do not go above the MSRP as they would no longer be competitive, and the customer will seek else where to find the product.

The retail industry is very price sensitive. We are competing not only with other retailers, but also many online shops.

We ask that you please hold this measure.

Mahalo again for this opportunity to testify.

Aloha Senator Buenaventura, Senator Ihara, and committee members,

My name is Arwen Revere and I am a high school student from Kailua. I am testifying in strong support of SB2518, relating to deceptive trade practices.

If passed, SB2518 will protect consumers from discrimination in pricing based on gender and allow private plaintiffs to pursue legal remedies if needed. While the Equal Credit Opportunity Act and Fair Housing Act prohibit discrimination based on sex in credit and housing transactions, no federal or Hawaii state law prohibits businesses from charging consumers different prices for substantially similar goods marketed towards different genders. New York City's Department of Consumer Affairs did a study on gender pricing and found that on average, "women's products cost 7 percent more than similar products for men". They also found that women pay an average of 13 percent more for personal care products. In a recent study, Hawaii was deemed the top state in the country with regard to gender equality. But, with the average woman in Hawaii still earning only 79.4% of what the average man does, and women of color facing even more drastic pay inequities, the financial losses women suffer from this gender tax are far worse than the raw data may imply.

I am the student who brought this issue to Senator Lee's office and am very passionate about ending gender discrimination in pricing and forming consumer protection laws that protect consumers. I believe that this would not only protect women in Hawaii but also inspire change for women across the country.

The passing of this bill would be a monumental step for women in Hawaii to gain economic equality. but for women across America. Hawaii faces many challenges beyond gender equality, but as the state addresses many urgent issues, ***I urge you to please stand up for fairness and equality.***

Mahalo for the opportunity to testify,

Arwen Revere

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Submitted on: 2/14/2022 2:14:04 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Ana Kia	Individual	Support	Yes

Comments:

Gender and sex discrimination is continuously an issue that is still prevalent in our society today. We commonly see this discrimination happening in marketing prices for females compared to males. Based on gender, discriminatory pricing is way too common for females. Many companies still price their goods and services more for women compared to men. It's so common that this issue of sexism is often overlooked by many people. The stereotypical norms for females having to pay more for the same products compared to males need to end. Hawai'i needs a law that prohibits businesses from charging consumers different prices for similar goods that are marketed towards different genders. Creating this law would put Hawai'i in the right direction towards ending sexism. There is no reason we should be paying more for the same products as males.

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Submitted on: 2/12/2022 9:45:01 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Thaddeus Pham	Individual	Support	No

Comments:

Aloha Chair San Buenaventura, Vice Chair Ihara, and Members of the HMS Committee,

I am writing in support of SB2518, which would identify gender-based pricing as a deceptive trade practice.

As made clear during the ongoing COVID-19 pandemic, some communities bear a disproportionate economic burden which leads to poorer health outcomes. This measure would help to ameliorate such economic burden among women, moving towards equity for half of our state population.

Please support this important measure.

With thanks,

Thaddeus Pham (he/him)

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Submitted on: 2/13/2022 11:28:13 AM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
heidi kreul	Individual	Support	No

Comments:

Aloha mai,

thank you for allowing me to submit testimony in support of SB2518. Pricing of good should not be inflated when marketed to a specific gender.

mahalo nui

heidi

SB-2518

Submitted on: 2/14/2022 11:51:55 AM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Abby Ward	Individual	Support	No

Comments:

Aloha Senator Buenaventura, Senator Ihara, and committee members,

My name is Abby Ward and I am a student at Le Jardin Academy. The pink tax is a discriminatory pricing tactic in sales.

I knew the pink tax existed because I had seen it before in my life when shopping for razors or deodorant and had seen that the women were more expensive even though they were the same size, but the women had more scent. The average woman in Hawaii already makes less than the average man, so this makes the problem more substantial than the raw data suggests.

SB 2518 would end this discriminatory practice in Hawaii and its harmful effects. If this bill passes, it would be a monumental step for women to gain economic equality in Hawaii.

Thank you for the opportunity to testify,

Abby Ward

SB-2518

Submitted on: 2/14/2022 12:11:35 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Laurie Schuetter	Individual	Support	No

Comments:

Aloha Senator Buenaventura, Senator Ihara, and committee members,

My name is Laurie Schuetter and I am a small business owner from Kaneohe. The Pink Tax is a gender biased price discrepancy that puts a high price on identical items marketed toward the gender specific, female, over those over the male gender. It is an upcharge for being a woman, and the need for items required for health and sanitary needs as a woman.

This Pink Tax is a gender biased exploitation to make money in the name of capitalism, as it is just marking identical products at a higher price, because it is "for women". This has affected the spending power of women, who already make roughly 20% less due the pay gap, and then have to buy products on average that are marked up by 50% as tracked by consumer reports. Additionally, the Pink Tax goes past just the products for women, but also crosses over into the gender stereotype that women will be using their purchasing power for children's items (clothes, toys, etc.) and those items therefore are also marked up under this. The December 2016 Joint Economic Committee by Carolyn B. Maloney has a collection of resources that are incredibly helpful in outlining these discrepancies and gender biased practices.

SB 2518 would end this discriminatory practice in Hawaii and its harmful effects. If this bill passes, it would be a monumental step for women to gain economic equality in Hawaii, a state that is already so hard to support oneself, and ones family as it is.

Thank you for the opportunity to testify,

Laurie Schuetter

SB-2518

Submitted on: 2/14/2022 1:13:36 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Siobhan Coad	Individual	Support	No

Comments:

To Senator San Buenaventura, Senator Ihara and the Human Services Committee:

I am in full support of this bill as it prohibits the unjust taxation of women's items at higher rates than equivalent items not specifically marketed to men. It is absolutely absurd that women, who on average earn 84% of the wages men make for similar jobs (Pew Research Center, 2020), are charged more for items based solely on the fact that they are 'female items.' This type of taxation is a form of blatant institutionalized misogyny that needs to be prohibited.

Please pass SB2518. Thank you for your consideration.

Siobhan Coad

96734

SB-2518

Submitted on: 2/14/2022 2:36:28 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Samantha Preis	Individual	Support	No

Comments:

I SUPPORT this bill and applaud Ms. Revere for taking the initiative for introducing it! It's about time these unfair practices are called out.

Mahalo,

Samantha Preis

SB-2518

Submitted on: 2/14/2022 2:59:33 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Aria Juliet Castillo	Individual	Support	No

Comments:

Yes Please.

SB-2518

Submitted on: 2/14/2022 3:01:33 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Sarah Milianta-Laffin	Individual	Support	No

Comments:

Aloha Members of the Committee,

My name is Sarah Milianta-Laffin and I teach at Ilima Intermediate School. During the 2020 Session of the Legislature, my students worked on HB 2430 - that abolished the pink tax in Hawaii. That bill died when COVID-19 closed the legislature, but this is still a critical equity issue. Please support this bill and the ideas behind it. This is long overdue.

Mahalo,

Sarah "Mili" Milianta-Lafifn

SB-2518

Submitted on: 2/15/2022 2:49:03 AM

Testimony for HMS on 2/15/2022 3:10:00 PM

LATE

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Ann S Freed	Individual	Support	No

Comments:

Aloha Chair, Vice Chair and members,

Pink tax! Outrageous. Strong support for this measure.

SB-2518

Submitted on: 2/15/2022 9:30:57 AM
Testimony for HMS on 2/15/2022 3:10:00 PM



Submitted By	Organization	Testifier Position	Remote Testimony Requested
Nanea Lo	Individual	Support	No

Comments:

Hello,

My name is Nanea Lo. I come from Papakōlea, O‘ahu. I'm a Kanaka Maoli born and raised in the Hawaiian Kingdom. I'm writing in full support of SB2518.

Gender-based pricing, the act of charging more for consumer products for women, is a deceptive trade practice and should be stopped.

Support SB2518.

me ke aloha ‘āina,

Nanea Lo

LATE

SB-2518

Submitted on: 2/15/2022 11:47:57 AM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Alexis Muller	Individual	Support	No

Comments:

Gender inequality has plagued the planet for many years. It has become apparent that companies are capitalizing this on inequality. Companies are praying on women's insecurities and charging more for their products in comparisons to men's products. A women's razor and a man razor should be equally priced as the product does the exact same thing. It is time that this companies take responsibility for their actions and are stopped. These items are necessities both men and women need them, but they are gearing women's products as "beauty" items that require us to pay more for them. Please pass this bill

LATE

SB-2518

Submitted on: 2/15/2022 6:47:23 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Samuel Mitchell	Individual	Support	No

Comments:

I support SB2518: Because all women in the same jobs as men should make the same pay.

And they should also only pay the same costs for the goods and services.

Samuel Mitchell Member Makiki NB-10

LATE

SB-2518

Submitted on: 2/15/2022 7:30:06 PM

Testimony for HMS on 2/15/2022 3:10:00 PM

Submitted By	Organization	Testifier Position	Remote Testimony Requested
Beth Anderson	Individual	Support	No

Comments:

I support SB2518 because there is absolutely no reason to charge higher prices, that penalize one gender over another, for products and services that are comparable and substantially similar. The so-called pink tax or gender pricing is real, unfair, deceptive and has gone on for far too long.

There are many products and services that unfairly penalize females in particular and this inequity takes it's toll on the income of that gender. As we know, women are historically paid less for the same work, and make less in their lifetimes than male earners, and then, in addition, they are required to pay more for female oriented products and services.

Thank you for introducing this bill. Please address this inequity and support SB2518.

Thank you.

Beth Anderson