

Jardine calls for an end to the 'pink tax'

Today Liberal Democrat MP Christine Jardine has introduced a Bill to end the so called 'Pink Tax'.

Christine Jardine is launching her campaign to remove the gender price gap with a Bill to be presented to Parliament to mark International Women's Day.

Commenting on her Private Member's Bill, Ms Jardine said: "It is entirely unacceptable that in 2019 women and girls are still paying more than men for basic products, such as razors and deodorant. Whilst women are often still being paid less too, women really are being hit by a double whammy.

"Products marketed at women are on average considerably more expensive than those marketed at men. Often the only difference is the colour, yet this unfair price gap will have a significant financial impact on a woman over the course of her life.

"Liberal Democrats demand better. It's time to get rid of this price gap. My Bill would remove this outdated and sexist tax on women once and for all."



Westminster