

**“Pink tax: the sales tactic where prices of items for the female market are higher than those of the same item marketed for men or in male colours.”**

**Stuff**

**“Pink Tax on products aimed at women should be boycotted.”**

**The Journal**

**“What’s pissing women off: Pink Tax.”**

**Threads**



**Challenge:** Sharesies wants an attention-grabbing idea to highlight the financial inequality faced by women their whole lives.

**Insight:** Pink Tax has become a lightning rod for the overall financial inequality faced by women.

**Idea:** Sharesies will use that lightning rod to get women everywhere to Pink Untax themselves.

# Pink Untax Yourself

To end Pink Tax, don't buy pink, don't wear pink, don't think pink for the next 365 days.

Like our new  
Sharesies logo?

Join us for the next 365 days in not buying pink.



Pink Untax  
Yourself

We're not  
pink anymore.

Download Boycott now to join the movement.



Sharesies kicks off the movement by announcing their logo change.

# PINK IS NOW INK

## Pink UnTax Yourself



After making digital and physical Pink UnTax Yourself stickers widely available, Sharesies encourages everyone to use the app boycat, to encourage women to spot, share and boycott pink-taxed products in real-time. As the movement gathers momentum, companies and celebrities join in by Pink Untaxing themselves.

Pantone is not selling these colours for the next 365 days.



Don't buy pink, don't wear pink, don't think pink.

**Pink UnTax  
Yourself**

