



# Periods Are Sexist

Is it just us, or does it seem weirdly unjust to tax tampons and other feminine hygiene products as a “luxury” when things like Viagra, Pixie Sticks and tattoos are tax exempt?

To help right this wrong, we partnered with the menstrual equity advocacy organization PERIOD. to drive awareness of this sexist tax here in Michigan.

Coordinating with Period Action Day, we created outdoor boards, social posts and a microsite, SexistPeriod.com, to provide important information on the topic. And we targeted the state capital, Lansing, as lawmakers were debating the issue in the legislature.

The result? Within two weeks of our campaign breaking, Governor Whitmer signed bipartisan bills to repeal the tax. Next up: the other 25 states that still have sexist tax laws.