

2020 -- S 2731

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LC004988
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STATE OF RHODE ISLAND

IN GENERAL ASSEMBLY

JANUARY SESSION, A.D. 2020

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A N A C T

RELATING TO COMMERCIAL LAW -- GENERAL REGULATORY PROVISIONS --
GENDER-BASED PRICE DISCRIMINATION

Introduced By: Senators Sosnowski, Lawson, DiPalma, Goldin, and Valverde

Date Introduced: March 04, 2020

Referred To: Senate Commerce

It is enacted by the General Assembly as follows:

1 SECTION 1. Title 6 of the General Laws entitled "COMMERCIAL LAW - GENERAL
2 REGULATORY PROVISIONS" is hereby amended by adding thereto the following chapter:

3 CHAPTER 58

4 GENDER-BASED PRICE DISCRIMINATION

5 **6-58-1. Definitions.**

6 As used in this chapter, the following words and phrases shall have the following meanings
7 unless otherwise stated:

8 (1) "Comparable price" means a pricing scheme between products with a difference not
9 exceeding ten cents (\$0.10).

10 (2) "Gender-based" means the way products are marketed towards men or women with the
11 intention that said product is to be used exclusively by a man or a woman.

12 (3) "Hygiene products" means any razors used for shaving, shaving cream, shaving gel,
13 shampoo, conditioner, shower gel, bar soap, hair styling products, body lotion, hairbrushes, hair
14 combs, deodorant, or anti-perspirant.

15 (4) "Retail establishment" means any place of business within the state that operates
16 primarily to conduct the sale of goods.

17 (5) "Substantially similar" means a product with a similar build, ingredients, or size,
18 excluding differences of scent or color.

1 **6-58-2. Gender-based price equality.**

2 Retail establishments shall sell all substantially similar hygiene products from the same
3 manufacturer at a comparable price regardless of gender-based marketing schemes.

4 **6-58-3. Penalty for violations.**

5 (a) Any retail establishment who willfully violates the provisions of § 6-58-2 shall pay a
6 fine up to five hundred dollars (\$500) for a first offense.

7 (b) Each subsequent violation shall result in a fine of one thousand dollars (\$1,000).

8 SECTION 2. This act shall take effect upon passage.

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EXPLANATION
BY THE LEGISLATIVE COUNCIL
OF

A N A C T

RELATING TO COMMERCIAL LAW -- GENERAL REGULATORY PROVISIONS --
GENDER-BASED PRICE DISCRIMINATION

1 This act would ban gender-based price discrimination on hygiene products by retail
2 establishments with a fine of up to five hundred dollars (\$500) for a first violation and one thousand
3 dollars (\$1,000) for each subsequent violation.

4 This act would take effect upon passage.

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