

From Cradle to Cane: The Cost of Being a Female Consumer

A Study of Gender Pricing in New York City



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Executive Summary

The New York City Department of Consumer Affairs (DCA) is responsible for maintaining a fair and vibrant marketplace. To this end, DCA conducted a first-ever study of the gender pricing of goods in New York City across multiple industries. The industries studied for this report include: toys and accessories, children's clothing, adult clothing, personal care products, and home health care products for seniors. This study reflects an average consumer lifecycle, from baby to senior products, providing a glimpse into the experiences of consumers of all ages.

The Agency compared nearly 800 products with clear male and female versions from more than 90 brands sold at two dozen New York City retailers, both online and in stores.

Methodology

The goal of the study was to estimate the price differences male and female shoppers face when buying the same types of items. DCA derived an average price for 35 different product types based on an analysis of 794 individual items and then compared the prices of the analogous men's and women's products. To minimize differences between men's and women's items, the Agency selected products that had similar male and female versions and were closest in branding, ingredients, appearance, textile, construction, and/or marketing.

For this study, DCA analyzed:

- Industries: 5
- Stores: 24
- Brands: 91
- Product Categories: 35
- Products: 794

Findings

On average, across all five industries, DCA found that women's products cost 7 percent more than similar products for men. Specifically:

- 7 percent more for toys and accessories
- 4 percent more for children's clothing
- 8 percent more for adult clothing
- 13 percent more for personal care products
- 8 percent more for senior/home health care products

In all but five of the 35 product categories analyzed, products for female consumers were priced higher than those for male consumers. Across the sample, DCA found that women's products cost more 42 percent of the time while men's products cost more 18 percent of the time.

Table 1: Pricing Disparity Frequency Chart, All Industries

Total	Number of Times	Incidence
Women pay more	168	42%
Equal	157	40%
Men pay more	72	18%
Total	397	100%

In every industry, products for female consumers were more likely to cost more. Specifically:

- Girls’ toys cost more 55 percent of the time, while boys’ toys cost more 8 percent of the time.
- Girls’ clothing cost more 26 percent of the time, while boys’ clothing cost more 7 percent of the time.
- Women’s clothing cost more 40 percent of the time, while men’s clothing cost more 32 percent of the time.
- Women’s personal care products cost more 56 percent of the time, while men’s products cost more 13 percent of the time.
- Senior home health care products cost more for women 45 percent of the time and cost more for men 13 percent of the time.

Impact

Over the course of a woman’s life, the financial impact of these gender-based pricing disparities is significant. In 1994, the State of California studied the issue of gender-based pricing of services and estimated that women effectively paid an annual “gender tax” of approximately \$1,351 for the same services as men.¹ While DCA’s study does not estimate an annual financial impact of gender pricing for goods, the findings of this study suggest women are paying thousands of dollars more over the course of their lives to purchase similar products as men.

Though there may be legitimate drivers behind some portion of the price discrepancies unearthed in this study, these higher prices are mostly unavoidable for women. Individual consumers do not have control over the textiles or ingredients used in the products marketed to them and must make purchasing choices based only on what is available in the marketplace. As such, choices made by manufacturers and retailers result in a greater financial burden for female consumers than for male consumers.

DCA encourages consumers to join DCA’s social media campaign to address this issue by tweeting examples of gender pricing and fair pricing with #genderpricing.

¹ CA State Senate 1995, Gender Tax Repeal Act of 1995, AB 1100. Aug 31, 1995

Detailed Industry Findings

Toys and Accessories

Across the six product categories of toys and accessories, products for girls were consistently priced higher than those for boys. On average, the largest price discrepancy was in helmets and knee/elbow pads, with girls' versions priced 13 percent higher. The smallest discrepancy was between girls' and boys' backpacks; girls' items were priced at less than a 1 percent premium. See Table 2 for a detailed breakdown.

Table 2: Price Breakdown, Toys and Accessories

Product	Number of Products*	Girls' Average	Boys' Average	Price Difference	Percent Difference
Bikes and Scooters	22	\$86.72	\$81.90	\$4.82	6%
General Toys	20	\$29.49	\$26.49	\$3.00	11%
Backpacks	20	\$25.99	\$25.79	\$0.20	0.8%
Preschool Toys	14	\$21.65	\$19.85	\$1.80	9%
Helmets and Pads	20	\$25.79	\$22.89	\$2.90	13%
Arts and Crafts	10	\$32.79	\$30.59	\$2.20	7%
Total	106	\$222.43	\$207.51	\$14.92	7%

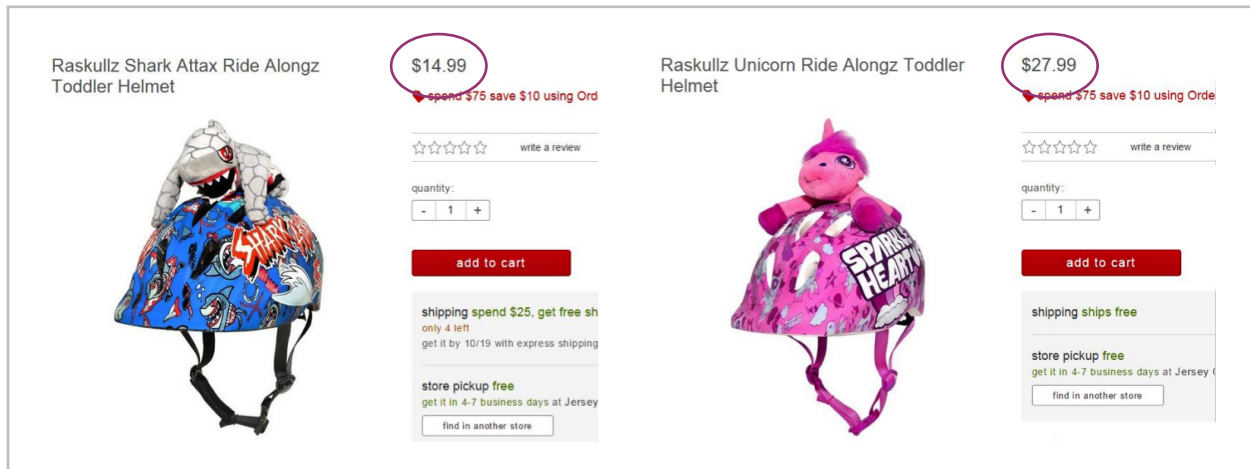
*Each gender has an equal split of the total number of products in this column.

Figure 1: Example, Bikes and Scooters²

The image shows two product listings side-by-side. On the left is the 'Radio Flyer My 1st Scooter Sport - Red' priced at \$24.99. It features a red frame, a grey deck, and three wheels. On the right is the 'Radio Flyer Girls My 1st Scooter Sparkle - Pink' priced at \$49.99. It features a pink frame, a white deck, and three wheels. Both listings include a 5-star rating, a quantity selector set to 1, an 'add' button, and a 'shipping' button. The pink scooter listing also includes a 'store pickup' button and a 'notes' field.

² Retrieved from http://www.target.com/p/radio-flyer-girls-my-1st-scooter-sparkle-pink/-/A-14168217#prodSlot=medium_1_28 and http://www.target.com/p/radio-flyer-my-1st-scooter-sport-red/-/A-14168218#prodSlot=medium_1_59 on 10/05/2015.

Figure 2: Example, Helmets and Pads³



Children's Clothing

Of the five industries studied, children's clothing was priced the most similarly. On average, girls' clothing cost 4 percent more, the lowest percent difference of any category. Girls' items cost more in seven of nine product categories. Though girls' shirts cost 13 percent more on average, products like onesies, baby shirts, and baby shoes were priced less than 5 percent higher than analogous products for boys. See Table 3 for a complete breakdown.

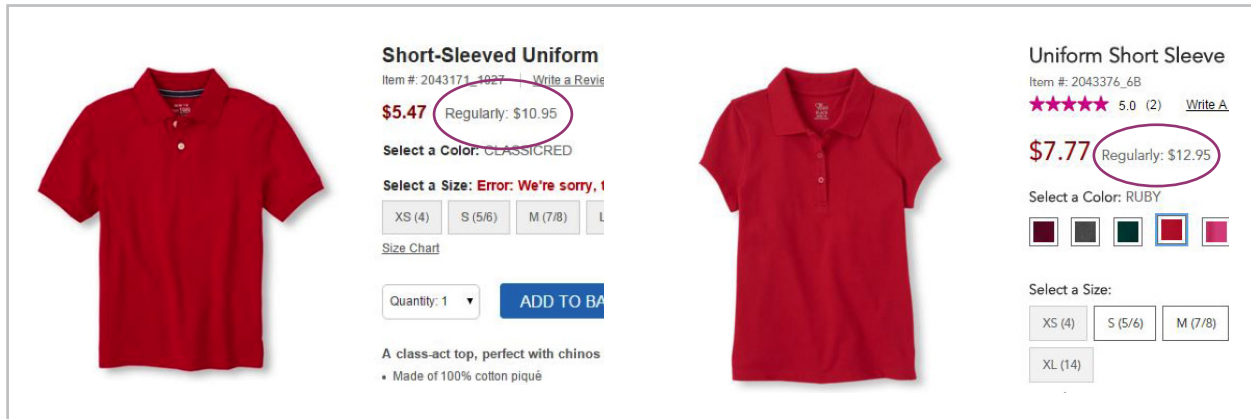
Table 3: Price Breakdown, Children's Clothing

Products	Number of Products*	Girls' Average	Boys' Average	Price Difference	Percent Difference
Children's Shirts	20	\$15.82	\$13.95	\$1.87	13%
Children's Jeans	20	\$24.63	\$22.83	\$1.80	8%
Baby Pants	20	\$18.33	\$16.77	\$1.56	9%
Onesies	20	\$20.91	\$20.07	\$0.84	4%
Baby Sweaters	20	\$24.87	\$23.39	\$1.48	6%
Baby Shirts	20	\$12.58	\$12.38	\$0.20	2%
Baby Shoes	20	\$20.69	\$20.07	\$0.62	3%
Children's Underwear	20	\$17.67	\$18.17	(\$0.50)	3%
Toddler Shoes	8	\$28.85	\$29.60	(\$0.75)	3%
Total	168	\$184.35	\$177.23	\$7.12	4%

*Each gender has an equal split of the total number of products in this column.

³ Retrieved from http://www.target.com/p/raskullz-unicorn-ride-alongz-toddler-helmet/-/A-16713916#prodSlot=medium_1_18 and http://www.target.com/p/raskullz-shark-attax-ride-alongz-toddler-helmet/-/A-16713915#prodSlot=medium_1_1 on 10/16/2015.

Figure 3: Example, Children's Shirts⁴



Adult Clothing

Women's clothing cost more than men's in six of seven categories, with the exception of underwear, which cost an average of 29 percent more for men. The clothing product category that had the largest price difference by percent was women's shirts, which cost 15 percent more on average than men's shirts. See Table 4 for a detailed breakdown.

Table 4: Price Breakdown, Adult Clothing

Products	Number of Products*	Women's Average	Men's Average	Price Difference	Percent Difference
Dress Pants	40	\$75.66	\$71.71	\$3.95	6%
Dress Shirts	40	\$58.11	\$51.46	\$6.65	13%
Sweaters	42	\$63.19	\$59.45	\$3.74	6%
Jeans	50	\$62.75	\$57.09	\$5.66	10%
Shirts	40	\$29.23	\$25.51	\$3.72	15%
Socks	40	\$9.98	\$9.73	\$0.25	3%
Underwear	40	\$8.46	\$10.90	(\$2.44)	29%
Total	292	\$307.38	\$285.85	\$21.53	8%

*Each gender has an equal split of the total number of products in this column.

⁴ Retrieved from <http://www.childrensplace.com/shop/us/p/girls-clothing/girls-tops-girls-shirts/girls-tops-shirts-short-sleeve-tops/Uniform-Short-Sleeve-Classic-Polo-2043376-6B> and <http://www.childrensplace.com/shop/us/p/boys-clothing/boys-tops-and-boys-shirts/boys-tops-and-boys-shirts-short-sleeve-tops/Short-Sleeved-Uniform-Polo-2043171-1027> on 11/19/2015.

Figure 4: Example, Jeans⁵

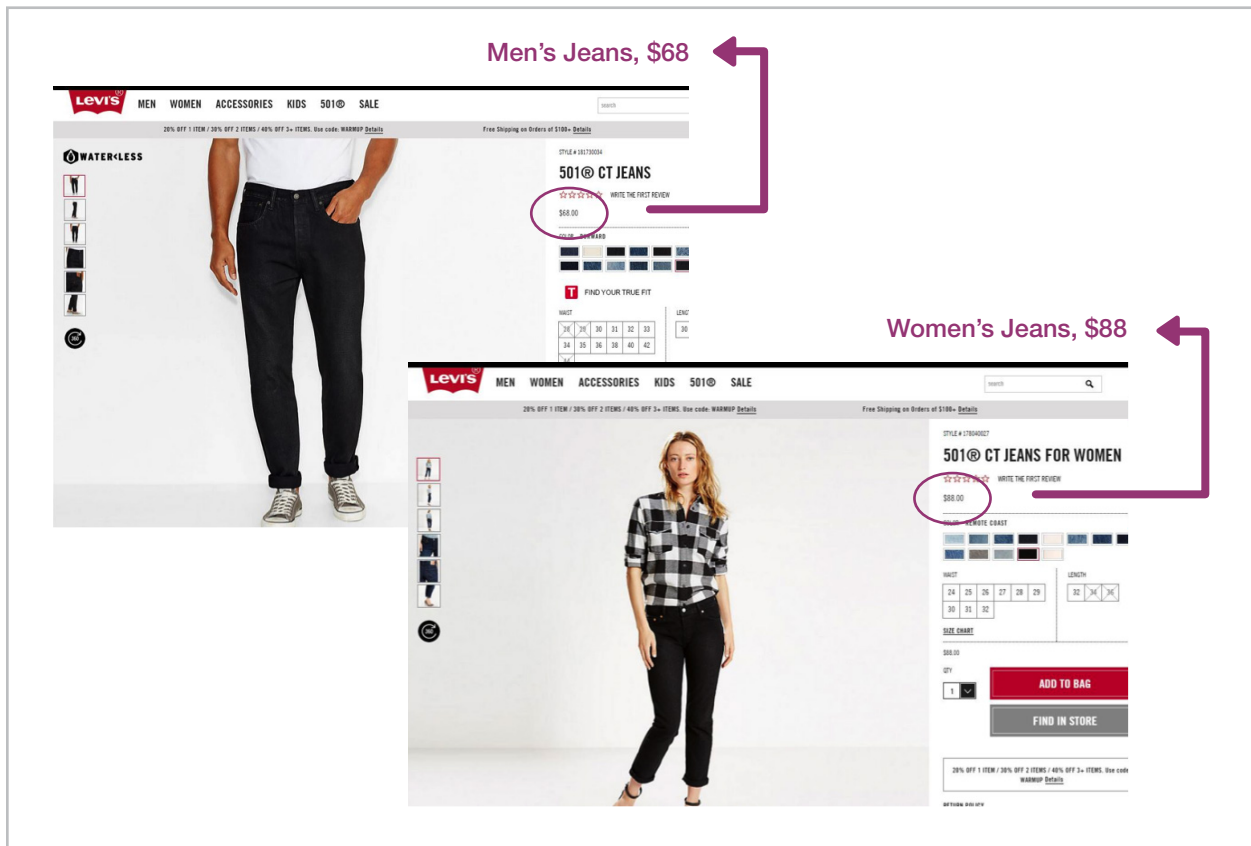
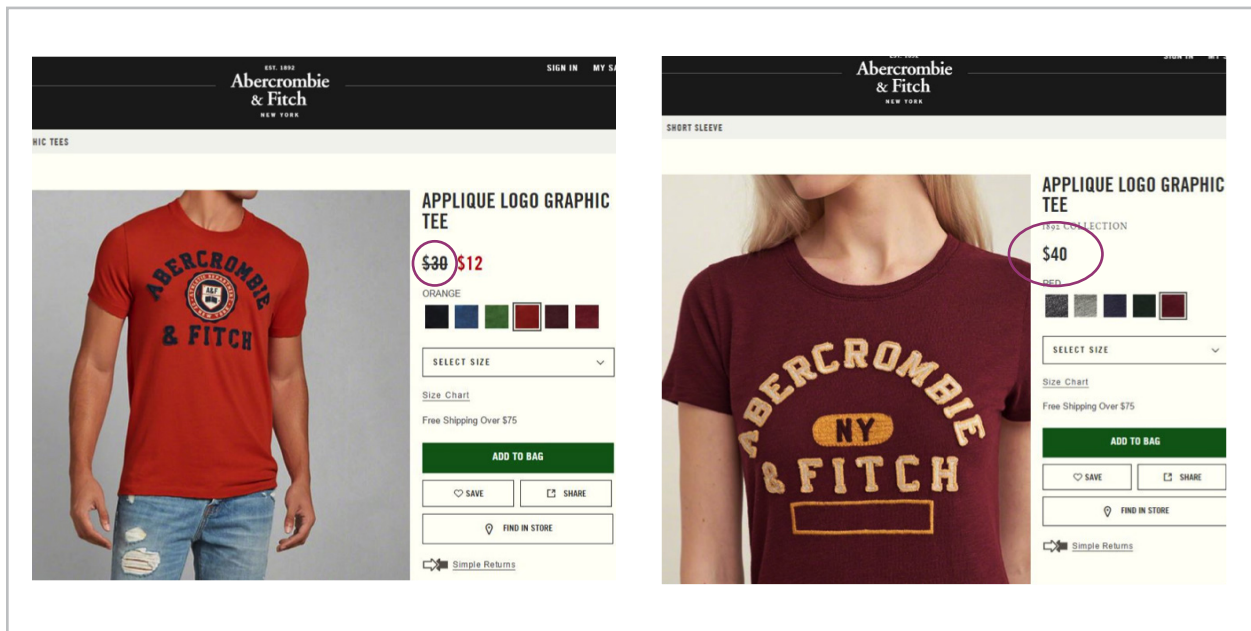


Figure 5: Example, Shirts⁶



⁵ Retrieved from http://www.levi.com/US/en_US/womens-jeans/p/178040027?abTest=true and http://www.levi.com/US/en_US/mens-jeans/p/181730014?abTest=true on 10/15/2015.

⁶ Retrieved from <http://www.abercrombie.com/shop/us/womens-short-sleeve-graphic-tees/applique-logo-graphic-tee-5250574?ofp=true> and <http://www.abercrombie.com/shop/us/mens-heritage-graphic-tees/distressed-applique-logo-graphic-tee-5043573?ofp=true> on 10/15/2015.

Personal Care Products

Of all the industries analyzed, personal care had the highest premium for women, with products costing, on average, 13 percent more than personal care products for men. Because personal care products are purchased at a higher frequency than the other consumer goods included in this study, this 13 percent difference translates into a significant financial burden for women over the course of a lifetime.^{7 8}The largest price discrepancy was in hair care; products cost women 48 percent more. Razor cartridges were the second largest price discrepancy, at 11 percent more for women on average. See Table 5 for a complete breakdown.

Table 5: Price Breakdown, Personal Care Products


Products	Number of Products*	Women's Average	Men's Average	Price Difference	Percent Difference
Shampoo and Conditioner (Hair Care)	16	\$8.39	\$5.68	\$2.71	48%
Razor Cartridges	18	\$17.30	\$15.61	\$1.69	11%
Razors	20	\$8.90	\$7.99	\$0.91	11%
Lotion	10	\$8.25	\$7.43	\$0.82	11%
Deodorant	20	\$4.91	\$4.75	\$0.16	3%
Body Wash	18	\$5.70	\$5.40	\$0.30	6%
Shaving Cream	20	\$3.73	\$3.89	(\$0.16)	4%
Total	122	\$57.18	\$50.75	\$6.43	13%

*Each gender has an equal split of the total number of products in this column.

⁷ <http://www.statista.com/markets/415/consumer-goods-fmcg/>

⁸ <http://www.statista.com/statistics/260963/leading-fmcg-companies-worldwide-based-on-sales/>

Figure 6: Example, Razor Cartridges⁹



Schick Hydro Silk for Women Cartridges

4.0 ea

★★★★☆ 4.0 (148)

\$18.49 \$4.62 / ea

Overview.

- Water activated moisturizing serum
- 5 curve sensing blades for closeness
- Hydrates longer* than any other razor-


more

[Take a product tour](#)

Ship to you

FREE shipping on orders of \$35 or more. Details

Arrives in 1-3 business days*



Schick Hydro 5 Cartridge Razor Refills

4.0 ea

★★★★☆ 4.7 (44)

\$14.99 \$3.75 / ea

Overview.

- Hydrating gel reservoir
- 5 ultra glide blades
- With skin guards that smooth skin


more

[Take a product tour](#)

Ship one time

FREE shipping on orders of \$35 or more. Details

Figure 7: Example, Shampoo and Conditioner¹⁰



Alberto VO5 2 in 1 Moisturizing Shampoo + Conditioner

12.5 fl oz

★★★★☆

\$1.99 \$0.16 / oz.

Overview.


- Long lasting fragrance
- 5 Essential vitamins
- For healthy, beautiful hair

more

Ship to you

FREE shipping on orders of \$35 or more. Details

Arrives in 1-3 business days*



Alberto VO5 Mens 3-IN-1 Shampoo, Conditioner Body Wash Ocean Surge

12.5 fl oz

★★★★☆ 5.0 (3)

\$1.29 \$0.10 / oz.

Overview.

- Clean from head-to-toe
- With 5 essential vitamins
- Helps hydrate & moisturize

more

Ship to you

FREE shipping on orders of \$35 or more. Details

⁹ Retrieved from <http://www.walgreens.com/store/c/schick-hydro-silk-for-women-cartridges/ID=prod6104933-product> and <http://www.walgreens.com/store/c/schick-hydro-5-cartridge-razor-refills/ID=prod6016280-product> on 11/18/2015.

¹⁰ Retrieved from <http://www.walgreens.com/store/c/alberto-vo5-2-in-1-moisturizing-shampoo-%2b-conditioner/ID=prod6239649-product> and <http://www.walgreens.com/store/c/alberto-vo5-mens-3-in-1-shampoo-conditioner--body-wash-ocean-surge/ID=prod6241892-product> on 10/02/2015.

Senior/Home Health Care Products

On average, women's home health care products cost 8 percent more than men's. For example, women's braces cost, on average, 15 percent more than men's. Men's digestive health products, which were 5 percent more on average, were the only category that cost men more than women. See Table 6 for a complete breakdown.

Table 6: Price Breakdown, Senior/Home Health Care Products

Products	Number of Products*	Women's Average	Men's Average	Price Difference	Percent Difference
Supports and Braces	22	\$37.17	\$32.43	\$4.74	15%
Canes	6	\$21.99	\$19.66	\$2.33	12%
Compression Socks	24	\$27.86	\$26.77	\$1.09	4%
Adult Diapers	22	\$32.71	\$32.06	\$0.65	2%
Personal Urinals	12	\$11.32	\$9.32	\$2.00	21%
Digestive Health	20	\$9.41	\$9.84	(\$0.43)	5%
Total	106	\$140.46	\$130.08	\$10.38	8%

*Each gender has an equal split of the total number of products in this column.

Figure 8: Example, Supports and Braces¹¹



ITa-MED Rib Support for Women White

1.0 ea

\$26.99

✓ FSA

Overview:

- Elastic Rib Support for Women (RSW-224) helps stabilize rib & sternum fractures by limiting expansion through compression
- Provides support & compression to the muscles & soft tissues of the rib cage weakened by strain, trauma, overuse, inactivity or surgery
- Limits the expansion for chest to promote healing



ITa-MED Rib Support for Men White

1.0 ea

\$22.99

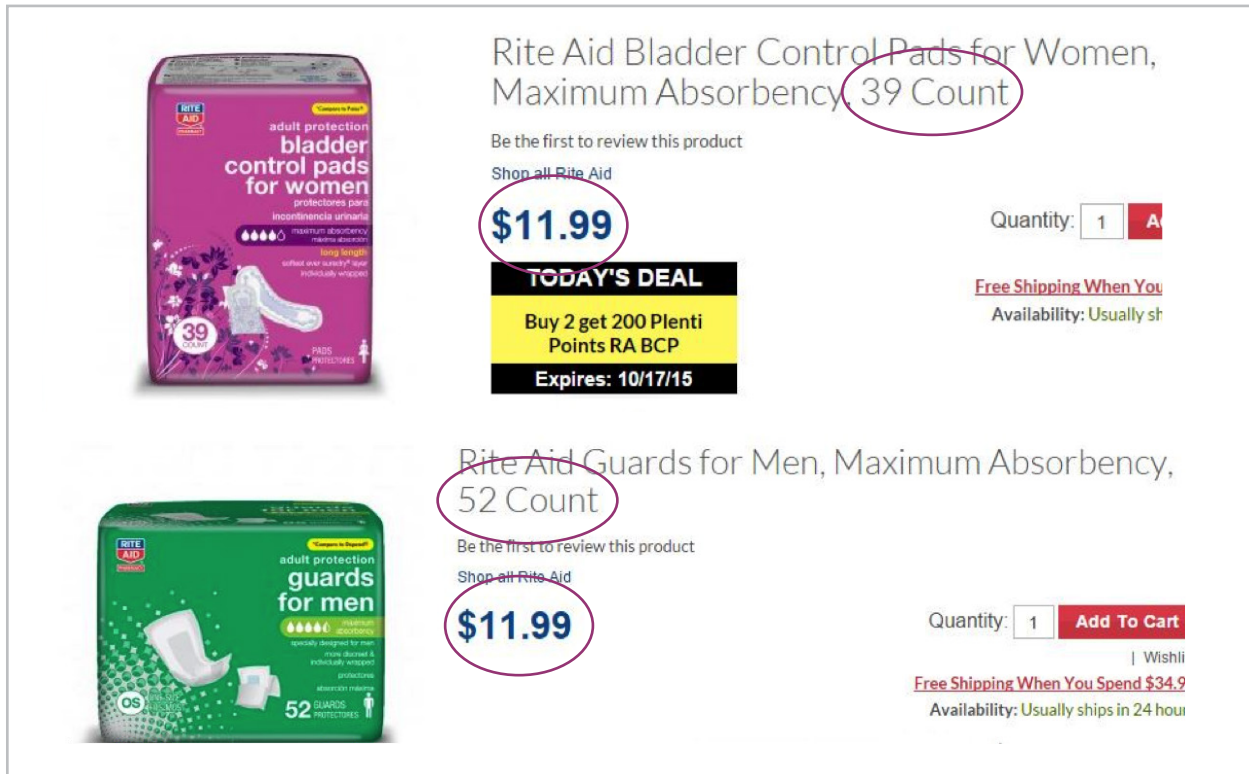
✓ FSA

Overview:

- Elastic Rib Support for Men (RSM-223) helps stabilize rib & sternum fractures by limiting expansion through compression
- Provides support & compression to the muscles & soft tissues of the rib cage weakened by strain, trauma, overuse, inactivity or surgery
- Limits the expansion for chest to promote healing

¹¹ Retrieved from <http://www.walgreens.com/store/c/ita-med-rib-support-for-women-white/ID=prod6127922-product> and <http://www.walgreens.com/store/c/ita-med-rib-support-for-men-white/ID=prod6127914-product> on 10/05/2015.

Figure 9: Example, Adult Diapers¹²



The image shows two product listings from Rite Aid. The top listing is for 'Rite Aid Bladder Control Pads for Women, Maximum Absorbency, 39 Count'. The product image is a pink and white package. The price is \$11.99, circled in red. A 'TODAY'S DEAL' banner indicates 'Buy 2 get 200 Plenti Points RA BCP' and 'Expires: 10/17/15'. The quantity is set to 1, and there is an 'Add To Cart' button. Shipping is free when you spend \$34.9. The bottom listing is for 'Rite Aid Guards for Men, Maximum Absorbency, 52 Count'. The product image is a green and white package. The price is \$11.99, circled in red. The quantity is set to 1, and there is an 'Add To Cart' button. Shipping is free when you spend \$34.9.

Rite Aid Bladder Control Pads for Women, Maximum Absorbency, 39 Count

Be the first to review this product

Shop all Rite Aid

\$11.99

TODAY'S DEAL

Buy 2 get 200 Plenti Points RA BCP

Expires: 10/17/15

Quantity: 1 **Add To Cart**

Free Shipping When You Spend \$34.9

Availability: Usually ships in 24 hours

Rite Aid Guards for Men, Maximum Absorbency, 52 Count

Be the first to review this product

Shop all Rite Aid

\$11.99

Quantity: 1 **Add To Cart**

| Wish List

Free Shipping When You Spend \$34.9

Availability: Usually ships in 24 hours

¹² Retrieved from <https://shop.riteaid.com/rite-aid-bladder-control-pads-for-women-maximum-extra-coverage-39-ct-8016097> and <https://shop.riteaid.com/rite-aid-pharmacy-guards-for-men-maximum-absorbency-one-size-fits-most-52-guards-0324384> on 11/18/2015.

I. Introduction

Report Objectives

This study establishes the first-ever look at gender pricing of goods in the New York City marketplace across multiple industries. DCA investigated gender-based pricing disparities in toys and accessories, children’s clothing, adult clothing, personal care products, and senior/home health care products.

The goal of the study was to determine the frequency and extent to which female consumers face higher prices than male consumers when buying similar products. Using the study’s findings, DCA aims to inform consumers, as well as raise awareness about the issue of gender pricing.

Inherent in the study design is an understanding that male and female versions of products often differ from one another in branding, construction, and ingredients. However, individual consumers do not have control over the textiles or ingredients used in the products marketed to them and must make purchasing choices based only on what is available in the marketplace. As such, DCA selected products that had similar male and female versions and were closest in branding, ingredients, appearance, textile, construction, and/or marketing. In this way, the findings of the study represent a female consumer’s experience in the marketplace, which includes unavoidable higher prices for women’s products.

Historical Context

In 1992, DCA conducted an investigation of “price bias against women in the marketplace,” and issued a report with the findings titled *Gypped by Gender*. The study concluded that women paid more than men at used car dealers, dry cleaners, launderers, and hair salons. A major obstacle in helping consumers avoid pricing bias, the study reported, was a lack of information about the prices paid by other consumers. Twenty-three years later, and with more information readily available than ever before, it may be that this is still the case—price conscious female shoppers may not know that, for discounts, they need look no further than the men’s department.

The 1992 study found that when women bought used cars, they were twice as likely to have been quoted a higher price than men. Based on a survey of 80 hair salons across the five boroughs, the study found that, on average, women paid 25 percent more for the same haircuts. Similarly, on average, women paid 27 percent more for the identical service of laundering a basic white cotton shirt.¹³

DCA’s research on gender pricing started a national conversation, and soon states were following New York City’s example by conducting their own research. A California study in 1994 estimated that women effectively paid an annual “gender tax” of \$1,351 each.¹⁴ Other states, such as Florida, Connecticut, and South Dakota, began to research the topic and began publishing official reports of their own.¹⁵ ¹⁶ In 1995, California became the first state to enact a bill to protect consumers from price discrimination for services; soon Massachusetts, Washington D.C., and some Virginia counties followed.¹⁷ In 1998, relying on DCA’s research, the New

¹³ New York City Department of Consumer Affairs. *Gypped by Gender: A Study of Price Bias against Women in the Marketplace*, 1992. Print.

¹⁴ http://articles.latimes.com/1995-10-14/news/mn-56735_1_gender-based-pricing

¹⁵ http://leginfo.ca.gov/pub/95-96/bill/asm/ab_1051-1100/ab_1100_cfa_950831_152302_sen_floor.html

¹⁶ <http://legis.sd.gov/docs/referencematerials/IssueMemos/im96-22.pdf>

¹⁷ <http://www.csmonitor.com/1998/0109/010998.us.us.5.html>

York City Council passed a law prohibiting gender-based pricing of services.^{18 19} There are no similar laws regarding gender pricing of goods.

The law added a rule to the Consumer Affairs section of the New York City Administrative Code, enabling the Agency to issue violations to dry cleaners, hair salons, and any “retail service establishment” that illegally price services differently based on gender.^{20 21} Posted prices must reflect actual differences in required labor. For example, instead of using the terms shirts and blouses, which are inherently gender-based, price lists must describe the differences between the garments: shirts with ruffles, shirts with pleats, etc., as items that require additional labor to clean.

Unfortunately, even with the dialogue and legislation, it is an issue that still persists today. In 2014 and 2015, DCA issued 118 and 129 violations, respectively, to businesses for violation of New York City’s gender pricing law. A 2011 study from the University of Central Florida found the same results as DCA’s 1992 report. The study examined the price of personal care products, in addition to services, and found that women paid more than men for certain goods and services, such as deodorant, haircuts, and dry cleaning. The authors additionally concluded that while the individual price differences may seem small, the cumulative cost is not.²²

¹⁸ <http://www.nyc.gov/html/om/html/98a/pr019-98.html>

¹⁹ <http://www.nytimes.com/1998/01/10/nyregion/for-the-sexes-equality-under-the-law-and-under-the-hair-clippers.html>

²⁰ <http://www1.nyc.gov/assets/dca/downloads/pdf/about/PricingLaws.pdf>

²¹ Any consumer can report an instance of gender-based pricing of services by calling 311.

²² Duesterhaus, Megan et al. “The Cost Of Doing Femininity: Gendered Disparities In Pricing Of Personal Care Products And Services”. *Gender Issues* 28.4 (2011): 175-191. Web.

II. Study Methodology

Cradle-to-Cane Focus

This study mirrors an average consumer lifecycle, from baby products to products for seniors, providing a glimpse into the experiences of consumers of all ages. Each product category was selected to reflect a stage of the consumer lifecycle. The product categories are based on staple consumer goods, from apparel to personal care products.

Retailer Selection

Overall, DCA analyzed more than 90 brands encompassing nearly 800 individual products.

DCA selected children's clothing stores that are national chains with multiple New York City locations. Children's toy stores included in the study are top national chain retailers with New York City locations.²³ There are five children's clothing stores in this study, and three stores from which toys and accessories were analyzed.

Similarly, DCA used industry analytics to identify top-grossing, national chain retailers in the high-end, low-end, and median price ranges with New York City store locations.^{24 25} Clothing stores were limited to those that carry their own name brands. Two exceptions to this were the inclusion of Kmart and Target, though only their stores' own brands of clothing were analyzed. In total, 15 clothing stores were evaluated.

DCA selected personal care product retailers based on the market and geographic dominance of the three major chain drugstores in New York City: Walgreens/Duane Reade, CVS, and Rite Aid.

Senior/home health care product retailers included the same three major New York City drugstores as in the personal care products category, as well as the two major big-box stores included throughout this report, Kmart and Target. DCA evaluated products from five stores.

Product Selection

Analogous men's and women's products were selected. DCA chose items that were closest in branding, ingredients, appearance, textile, construction, and/or marketing to minimize differences stemming from gendered marketing and design.

Toys and Accessories

Toys and accessories were found to have inherent differences based on their gender marketing. A recent study determined that toys and children's products have become more differentiated based on gender than they were 50 years ago "when gender discrimination and sexism were the norm."^{26 27}

²³ <http://www.forbes.com/sites/prospornow/2011/12/20/battle-grounds-among-toy-retailers-breaking-down-the-consumer-demographics/>

²⁴ <http://www.businessinsider.com/the-10-biggest-apparel-companies-in-the-us-2015-7>

²⁵ https://www.chainstoreguide.com/static_content/pdf/Apparel_Top_100.pdf

²⁶ <http://www.theatlantic.com/business/archive/2014/12/toys-and-accessories-are-more-divided-by-gender-now-than-they-were-50-years-ago/383556/>

²⁷ http://www.nytimes.com/2015/10/31/upshot/boys-and-girls-constrained-by-toys-and-accessories-and-costumes.html?ref=upshot&_r=0

In order to minimize these differences, DCA selected gender-neutral toy categories, which had equivalent numbers of products offered to boys and girls: bikes and scooters, general toys, backpacks, helmets and pads, preschool toys, and arts and crafts. Within the category “general toys,” DCA compared products from the “girls” and “boys” sections of the same brand. The products DCA chose for comparison had the most similar number of individual parts, packaging, or description within the same brand.

Adult and Children’s Clothing

DCA selected categories of clothing that are staples in an average consumer’s wardrobe: a mixture of casual clothing, work clothing, and necessary garments, such as socks and underwear. DCA analyzed seven categories of clothing: dress pants, dress shirts, jeans, casual shirts, sweaters, socks, and underwear. Individual articles of clothing were limited to those for which there were clear male and female versions of the same item on retailers’ websites. In order to minimize differences in construction and fabric used, which could impact cost, DCA made every effort to find nearly identical articles of clothing. Otherwise, DCA compared similarly named products offered in analogous women’s and men’s sections (e.g., a women’s “1969 Perfect Boot Jeans” and a men’s “1969 Boot Fit Jeans,” both found in the “jeans” section).

The Agency selected children’s clothing items in a similar fashion to adult clothing items, and drew from what was available and comparable on retailers’ websites. Included in this report are baby pants, baby shirts, baby shoes, baby sweaters, children’s jeans, children’s shirts, children’s underwear, baby onesies, and toddler shoes.

Personal Care Products

DCA chose personal care items that are staple hygiene products used by both genders: body wash, deodorant, shampoo and conditioner (summarized as “hair care”), lotion, razors, razor cartridges, and shaving cream. Personal care brands were chosen based on an industry analysis of the top-grossing brands that were also available in the three major New York City drugstores.²⁸ DCA also included private-label or “generic” brands from these drugstores. All efforts were made to find equivalent products, by looking at factors such as the number of blades in a men’s or a women’s razor, or the description or name of a body wash. In some cases, men’s products were clearly marked as intended for men, while products included in this study as women’s products could be considered “unisex,” because the label did not specifically indicate a gender.

Products’ gender marketing is notable in the context of how products are displayed and separated in the drugstore aisle. See Figure 10. The products targeted to men are in dark-colored, boxy bottles that are explicitly marked “for men.” The products targeted to women, while they may not explicitly include the word “women” on the packaging, have marketing that seems geared to female consumers: they are packaged in light-colored, curvy bottles. The text on these bottles often includes the word “beauty” or claims of improving appearances, while the text on bottles marketed toward men often emphasize efficiency and the strength of the product. Regardless of whether certain products are officially targeted to women, the price of men’s personal care products is clearly gender-based.

²⁸ <http://www.statista.com/statistics/273236/brand-value-of-the-leading-personal-care-brands-worldwide/>

Figure 10: Example, Product Display²⁹



Senior/Home Health Care Products

To select senior/home health care products, DCA identified the categories on drugstores' websites with clear male/female versions: adult incontinence products; canes; compression socks; digestive health products, consisting of laxatives and probiotic supplements; personal urinals; and supports and braces.

There were a limited number of these products, as many have unisex labeling. However, when there were male and female versions of products, it was very clearly marked, and these products were often as identical as two products could be in terms of ingredients, function, or construction.

Price Comparisons

In order to analyze the pricing of products, the Agency examined individual products side by side, and then incorporated the prices into an average price for the larger category. For example, DCA selected comparable pairs of women's and men's jeans and recorded their prices. DCA then found the individual sums of all men's and all women's jeans and divided the sums by the number of individual items to derive the average cost for a pair of jeans.

- $\text{Sum of cost of 25 pairs of women's jeans} \div 25 = \text{average cost for a pair of women's jeans}$

For some products sold in packages of multiple items, such as socks and underwear, DCA recorded the unit price in order to more accurately compare products' prices and value. For personal care products, the amount of product in items was often unequal, while the price may have been identical. DCA recorded the per-unit price, and made every effort to find similarly sized products, so as not to compare unit pricing of large-size products and small-size products. As such, price comparisons were made on a unit basis.

²⁹ Photograph taken in Walgreens/Duane Reade on 10/22/2015.

The prices recorded for the study data were always the full price, regardless of any sale or discount the retailer offered.³⁰

Price Analyses

DCA analyzed price differentials using several different methods. In all categories, DCA derived the average price for an item, then found the percent difference between the average total men's cost and women's cost.

In order to control for the possibility of an outlier skewing the data in any direction, the Agency also found the median prices for each product type in all categories. DCA found that the prices mirrored the findings of the average price analyses, but DCA relied on the average prices, as they most accurately captured the pricing patterns in the data.

In the adult clothing, children's clothing, and toys and accessories industries, DCA further analyzed costs by finding an average price of the high-end and low-end price ranges. To obtain the high-end price range, DCA averaged the prices for all products above the median price. The low-end price range was the average of prices for all products below the median price. This revealed trends of price discrepancy by gender based on how much a product cost.

In order to determine the frequency at which women's products cost more than men's products, DCA found the price difference for each individual product comparison. DCA then analyzed the incidence of a higher price for women's products, a higher price for men's products, and equal prices.

Limitations

Men's and women's products are rarely identical, making exact comparisons difficult. To minimize differences between men's and women's items, the Agency chose products based on those that were closest in construction, ingredients, textile, appearance, description, and/or marketing. The products in this study are those that are currently available in the marketplace and, as such, accurately reflect what is available for consumers of both genders.

³⁰ Prices may have changed online since the initial recording, but DCA recorded the date of the price capture. Similarly, the product offerings have changed since the beginning of the study, which DCA began in July 2015 and concluded in October 2015. Retailers added warmer clothing articles to their websites, and other seasonal adjustments may have been made.

III. Main Findings

Toys and Accessories

Overview

DCA included six product categories—bikes and scooters, general toys, backpacks, preschool toys, helmets and pads, and arts and crafts. In total, 106 individual products were included in the analysis.

Price Analysis

On average, children’s toys and accessories cost girls 7 percent more than boys. In total, one of each average item cost girls \$222.43, and cost boys \$207.51, a difference of \$14.92. On average, the largest price discrepancy was in helmets and pads, costing girls nearly 13 percent more, with an average difference of \$2.90 per product. The most equally priced category was backpacks, costing girls 0.8 percent more on average, or \$0.20. As described in the study methodology section, it was difficult to compare some types of products within categories such as general toys and accessories, because girls’ and boys’ toys are inherently created differently, with different types of functions intended. However, when it was possible, DCA compared from the same brand in equivalent product lines, or toys and accessories with equivalent numbers of parts and similar functions.

Table 7: Average Price, Toys and Accessories

Product	Number of Products*	Girls' Average	Boys' Average	Price Difference	Percent Difference
Bikes and Scooters	22	\$86.72	\$81.90	\$4.82	6%
General Toys	20	\$29.49	\$26.49	\$3.00	11%
Backpacks	20	\$25.99	\$25.79	\$0.20	0.8%
Preschool Toys	14	\$21.65	\$19.85	\$1.80	9%
Helmets and Pads	20	\$25.79	\$22.89	\$2.90	13%
Arts and Crafts	10	\$32.79	\$30.59	\$2.20	7%
Total	106	\$222.43	\$207.51	\$14.92	7%

*Each gender has an equal split of the total number of products in this column.

DCA analyzed the high and low price ranges for toys in addition to the average. Unlike adult clothing and children's clothing, however, these ranges are not necessarily representative of the same products at multiple price points, such as a shirt from multiple stores. Rather, these price ranges are reflective of different kinds of products within some categories. The general toys category ranges in product type from dolls to remote control cars, and so different price points are reflective of the variety of toys, rather than a single type of toy.

Toys in the higher price range in this study cost girls nearly 7 percent more on average. The total cost of one of each average higher-priced item from all toy categories was \$342.51 for girls and \$320.97 for boys, a difference of \$21.54. In the lower price range, one of each lower-priced item cost girls more—a total of \$121.04 for girls, and a total of \$107.34 for boys, a difference of \$13.70, or nearly 13 percent.

Table 8: High Price Range, Toys and Accessories

Products	Number of Products	Girls' High Range	Boys' High Range	Price Difference	Percent Difference
Bikes and Scooters	22	\$141.99	\$137.99	\$4.00	3%
General Toys	20	\$42.59	\$38.99	\$3.60	9%
Backpacks	20	\$33.79	\$34.19	(\$0.40)	1%
Preschool Toys	14	\$29.99	\$25.32	\$4.67	18%
Helmets and Pads	20	\$32.66	\$26.99	\$5.67	21%
Arts and Crafts	10	\$61.49	\$57.49	\$4.00	7%
Total	106	\$342.51	\$320.97	\$21.54	7%

Table 9: Low Price Range, Toys and Accessories

Products	Number of Products	Girls' Low Range	Boys' Low Range	Price Difference	Percent Difference
Bikes and Scooters	22	\$38.79	\$33.19	\$5.60	17%
General Toys	20	\$16.39	\$13.99	\$2.40	17%
Backpacks	20	\$18.19	\$17.39	\$0.80	5%
Preschool Toys	14	\$17.19	\$14.99	\$2.20	15%
Helmets and Pads	20	\$19.99	\$18.79	\$1.20	6%
Arts and Crafts	10	\$10.49	\$8.99	\$1.50	17%
Total	106	\$121.04	\$107.34	\$13.70	13%

Girls' toys cost more 55 percent of the time, the second-highest disparity rate of the five industries studied. Boys' toys cost more 8 percent of the time, and the price was equal 38 percent of the time.


Table 10: Frequency Chart, Toys and Accessories

Toys and Accessories	Number of Times	Incidence
Women pay more	29	55%
Equal	20	38%
Men pay more	4	8%
Total	53	100%

Note: Numbers reflect rounding.

Figure 11: Example, Bikes and Scooters

Radio Flyer My 1st Scooter Sport - Red



\$24.99

★★★★★

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Radio Flyer Girls My 1st Scooter Sparkle - Pink



\$49.99

★★★★★

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Figure 12: Example, Helmets and Pads

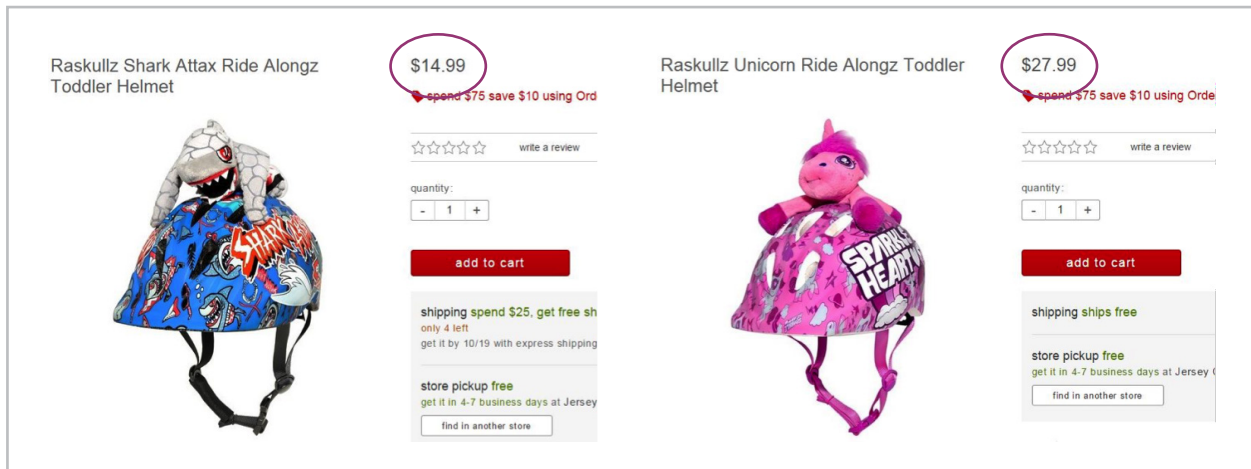


Figure 13: Example, Product Display³¹



Children's Clothing

Overview

The Agency analyzed nine types of children's clothing: children's shirts, children's jeans, baby pants, onesies, baby sweaters, baby shirts, baby shoes, children's underwear, and toddler shoes. In total, 168 individual articles of apparel were included in the analysis, with 20 items for each type, except toddler shoes, for which DCA analyzed eight pairs.

³¹ Photograph taken in Babies "R" Us on 07/02/2015.

Price Analysis

Of all five industries included in this study, the children’s clothing industry had the least discrepancies in pricing between genders. On average, girls’ clothing cost 4 percent more than boys’. In total, girls were charged \$184.35 for one of each average item, and boys \$177.23, an average difference of \$7.12. On average, children’s shirts had the largest price discrepancy, with girls being charged 13 percent more, and an average difference of \$1.87 per shirt. The remaining categories had average differences in the single-digit percentages, with the average price difference under two dollars.

Table 11: Average Price, Children’s Clothing

Products	Number of Products*	Girls’ Average	Boys’ Average	Price Difference	Percent Difference
Children’s Shirts	20	\$15.82	\$13.95	\$1.87	13%
Children’s Jeans	20	\$24.63	\$22.83	\$1.80	8%
Baby Pants	20	\$18.33	\$16.77	\$1.56	9%
Onesies	20	\$20.91	\$20.07	\$0.84	4%
Baby Sweaters	20	\$24.87	\$23.39	\$1.48	6%
Baby Shirts	20	\$12.58	\$12.38	\$0.20	2%
Baby Shoes	20	\$20.69	\$20.07	\$0.62	3%
Children’s Underwear	20	\$17.67	\$18.17	(\$0.50)	3%
Toddler Shoes	8	\$28.85	\$29.60	(\$0.75)	3%
Total	168	\$184.35	\$177.23	\$7.12	4%

*Each gender has an equal split of the total number of products in this column.

Pricing of girls’ and boys’ clothing was relatively equal throughout, with entire categories, such as all sweaters, sold at the same price within a retailer. Pricing patterns for the high-end and low-end price ranges mirrored patterns in adult clothing with gendered pricing differences greater for more expensive clothing. The overall discrepancy was larger for girls’ higher-priced children’s clothing, and smaller, but still existent, for lower-priced children’s clothing. On average, girls’ clothing cost 5 percent more for higher-priced clothes. In total, children’s clothing cost girls \$240.61 for one of each average higher-priced item, and cost boys \$229.55, a difference of \$11.06. In the lower-priced range, children’s clothing cost girls 2 percent more than boys. In total, children’s clothing cost girls \$127.52 for one of each average lower-priced item, and cost boys \$124.91, a difference of \$2.61.

Table 12: High Price Range, Children's Clothing

Products	Number of Products	Girls' High Range	Boys' High Range	Price Difference	Percent Difference
Children's Shirts	20	\$19.71	\$17.16	\$2.55	15%
Children's Jeans	20	\$32.96	\$29.46	\$3.50	12%
Baby Pants	20	\$25.56	\$22.55	\$3.01	13%
Onesies	20	\$29.35	\$28.35	\$1.00	4%
Baby Sweaters	20	\$30.56	\$30.36	\$0.20	1%
Baby Shirts	20	\$17.56	\$17.16	\$0.40	2%
Baby Shoes	20	\$26.56	\$25.56	\$1.00	4%
Children's Underwear	20	\$23.37	\$23.97	(\$0.60)	3%
Toddler Shoes	8	\$34.98	\$34.98	--	0%
Total	168	\$240.61	\$229.55	\$11.06	5%

Table 13: Low Price Range, Children's Clothing

Products	Number of Products	Girls' Low Range	Boys' Low Range	Price Difference	Percent Difference
Children's Shirts	20	\$11.36	\$10.74	\$0.62	6%
Children's Jeans	20	\$16.30	\$16.20	\$0.10	1%
Baby Pants	20	\$11.09	\$10.98	\$0.11	1%
Onesies	20	\$12.47	\$11.79	\$0.68	6%
Baby Sweaters	20	\$19.18	\$16.42	\$2.76	17%
Baby Shirts	20	\$7.60	\$7.60	--	0%
Baby Shoes	20	\$14.82	\$14.58	\$0.24	2%
Children's Underwear	20	\$11.97	\$12.37	(\$0.40)	3%
Toddler Shoes	8	\$22.73	\$24.23	(\$1.50)	7%
Total	168	\$127.52	\$124.91	\$2.61	2%

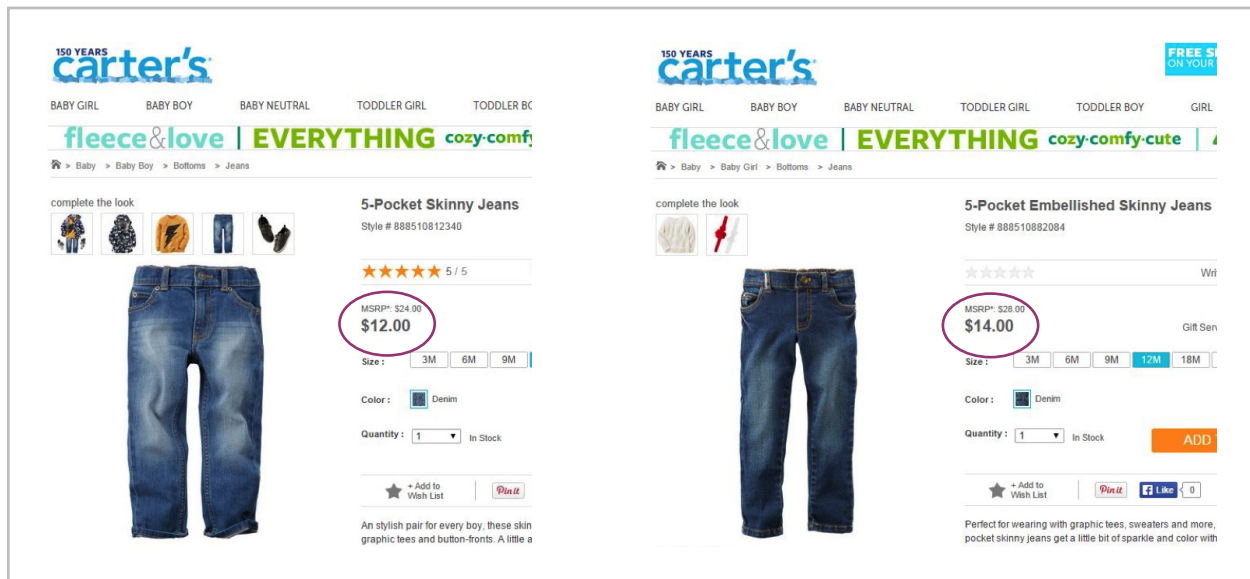
Similar to the finding that the disparities were smallest across children’s clothing, DCA also found that children’s clothing had the lowest rate of disparities. The prices for girls’ and boys’ clothing were equal 67 percent of the time, the highest incidence of equal prices throughout the study. Girls’ clothing cost more 26 percent of the time, and boys’ clothing cost more 7 percent of the time.

Table 14: Frequency Chart, Children’s Clothing

Children’s Clothing	Number of Times	Incidence
Women pay more	22	26%
Equal	56	67%
Men pay more	6	7%
Total	84	100%

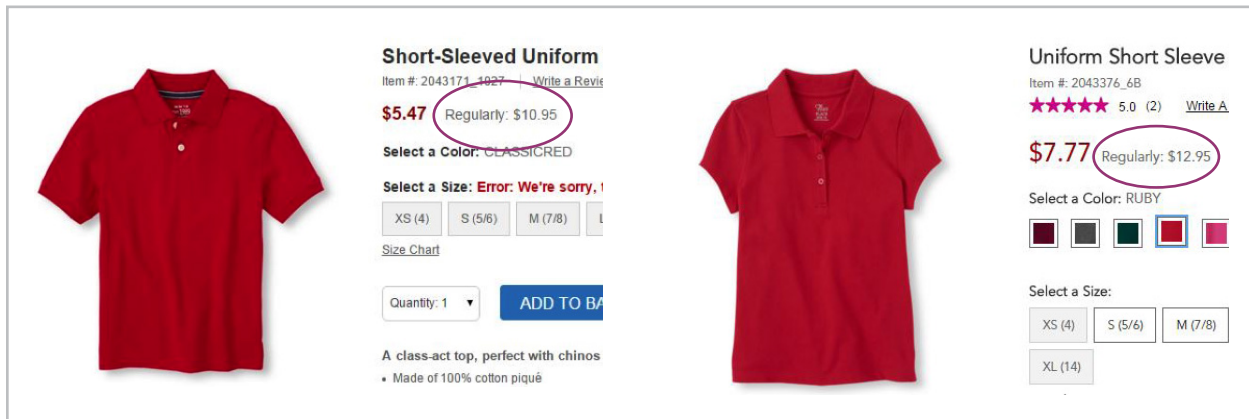
Boys’ and girls’ clothing was relatively similar in appearance and construction. However, DCA found one notable difference in children’s shirts. Nearly every shirt available for girls, from almost every retailer, had additional trimmings, such as bows, glitter, shirring, or 3-D elements. By comparison, available boys’ shirts were generally plain shirts with printed designs and rarely had additional trimmings. Additional trimmings require additional manufacturing costs and could contribute to a higher retail price. Given the fact that nearly all girls’ shirts had these extra design elements, it would be challenging for female consumers to buy equally priced shirts for boys and girls, simply due to what is available for each gender.

Figure 14: Example, Children’s Jeans³²



³² Retrieved from http://www.carters.com/carters-kid-girl-bottoms-jeans/V_278G059.html?dwvar_V_278G059_size=4&dwvar_V_278G059_color=Color and http://www.carters.com/carters-kid-boy-bottoms/VC_268G044.html?dwvar_VC_268G044_size=4&dwvar_VC_268G044_color=Blue on 11/18/2015.

Figure 15: Example, Children's Shirts



Adult Clothing

Overview

DCA analyzed seven types of clothing: dress pants, dress shirts, sweaters, jeans, shirts, socks, and underwear. In total, 292 individual articles of clothing were included in the analysis, with at least 40 items for each type of clothing.

Price Analysis

On average, women's clothing cost nearly 8 percent more than men's. In total, one of each average item cost women \$307.38 and cost men \$285.85, a difference of \$21.53. On average, the largest price discrepancy was in shirts, costing women nearly 15 percent more, with an average difference of \$3.72 per shirt. Dress shirts came a close second, costing women nearly 13 percent more, with an average difference of \$6.65 per shirt. Men's clothing cost more in only one category, underwear, at an average difference of nearly 29 percent or \$2.44.

Table 15: Average Price, Adult Clothing

Products	Number of Products*	Women's Average	Men's Average	Price Difference	Percent Difference
Dress Pants	40	\$75.66	\$71.71	\$3.95	6%
Dress Shirts	40	\$58.11	\$51.46	\$6.65	13%
Sweaters	42	\$63.19	\$59.45	\$3.74	6%
Jeans	50	\$62.75	\$57.09	\$5.66	10%
Shirts	40	\$29.23	\$25.51	\$3.72	15%
Socks	40	\$9.98	\$9.73	\$0.25	3%
Underwear	40	\$8.46	\$10.90	(\$2.44)	29%
Total	292	\$307.38	\$285.85	\$21.53	8%

*Each gender has an equal split of the total number of products in this column.

The Agency's examination of the high and low price ranges showed a trend of clothing costing women more than men for higher-priced clothing, and costing men slightly more on lower-priced clothing. In the high price range, clothing cost women an average of 13 percent more than men. The total cost of one of each high price range item was \$442.51 for women and \$391.21 for men, a difference of \$51.30. The largest discrepancy was in dress shirts, costing women 26 percent or \$17.55 more on average. Shirts came a close second, costing women 25 percent or \$8.36 more on average. Underwear cost more for men, at 22 percent or \$2.41 more on average. In the low price range, men's clothing cost 3 percent more than women's. The total cost of one of each low price range item was \$175.67 for women and \$180.83 for men, a difference of \$5.16. The discrepancies were all in the low single-digit percent range, and equally split in terms of which gender's clothing cost more. The only exception was underwear, costing men 39 percent or \$2.37 more.

Table 16: High Price Range, Adult Clothing

Products	Number of Products	Womens' High Range	Mens' High Range	Price Difference	Percent Difference
Dress Pants	40	\$113.94	\$103.69	\$10.25	10%
Dress Shirts	40	\$85.94	\$68.39	\$17.55	26%
Sweaters	42	\$93.94	\$85.64	\$8.30	10%
Jeans	50	\$83.20	\$74.12	\$9.08	12%
Shirts	40	\$42.30	\$33.94	\$8.36	25%
Socks	40	\$12.31	\$12.14	\$0.17	1%
Underwear	40	\$10.88	\$13.29	\$2.41	22%
Total	292	\$442.51	\$391.21	\$51.30	13%

Table 17: Low Price Range, Adult Clothing

Products	Number of Products	Womens' Low Range	Mens' Low Range	Price Difference	Percent Difference
Dress Pants	40	\$37.38	\$39.72	(\$2.34)	6%
Dress Shirts	40	\$32.08	\$34.52	(\$2.44)	8%
Sweaters	42	\$32.86	\$34.41	(\$1.55)	5%
Jeans	50	\$41.55	\$39.28	\$2.27	6%
Shirts	40	\$18.03	\$17.08	\$0.95	6%
Socks	40	\$7.64	\$7.32	\$0.32	4%
Underwear	40	\$6.13	\$8.50	(\$2.37)	39%
Total	292	\$175.67	\$180.83	\$5.16	3%

DCA found that women’s clothing cost more 40 percent of the time. Men’s clothing prices were higher 32 percent of the time, and the prices were equal for both genders 27 percent of the time.

Table 18: Frequency Chart, Adult Clothing

Adult Clothing	Number of Times	Incidence
Women pay more	59	40%
Equal	40	27%
Men pay more	47	32%
Total	146	100%

Note: Numbers reflect rounding.

Pricing Considerations³³

Women’s and men’s clothing are constructed differently, resulting in different manufacturing costs. Textiles are a main driver of differences in production costs, with women’s clothing tending to be made with a more costly blend of fabrics and men’s clothing, more often, being made with one type of fabric. Other pricing factors are the number of styles available: an offering of regular, tall, and petite styles for a single product will result in a higher manufacturing cost. Similarly, how an item is cut—men tend to have straight-cut clothing, whereas women’s cuts are curvier—may result in more fabric waste.^{34,35} However, according to experts at the Fashion Institute of Technology (FIT), these costs are not necessarily commensurate with the retail-price differences identified in this study, as the manufacturing cost of an article of clothing is a small fraction of the ultimate retail price.

Retail prices are set by the retailer, not the manufacturer, and every company has its own predetermined markup formula for its clothing. Experts suggest that an average difference of \$5.66 between a pair of women’s and men’s jeans, for example, has nearly no relationship to the production costs. Rather, price differences are due to business considerations, and because women are generally willing to pay higher prices for their clothing than men, they often are charged more.³⁶

³³ DCA spoke with experts in the fields of clothing textiles, fashion merchandising, and customs duties to gain insight into retailers’ pricing considerations. See footnotes below.

³⁴ Telephone interview with Professor Ingrid Johnson, Acting Associate Chairperson for the Home Products Development Department, Fashion Institute of Technology (FIT). October 8, 2015.

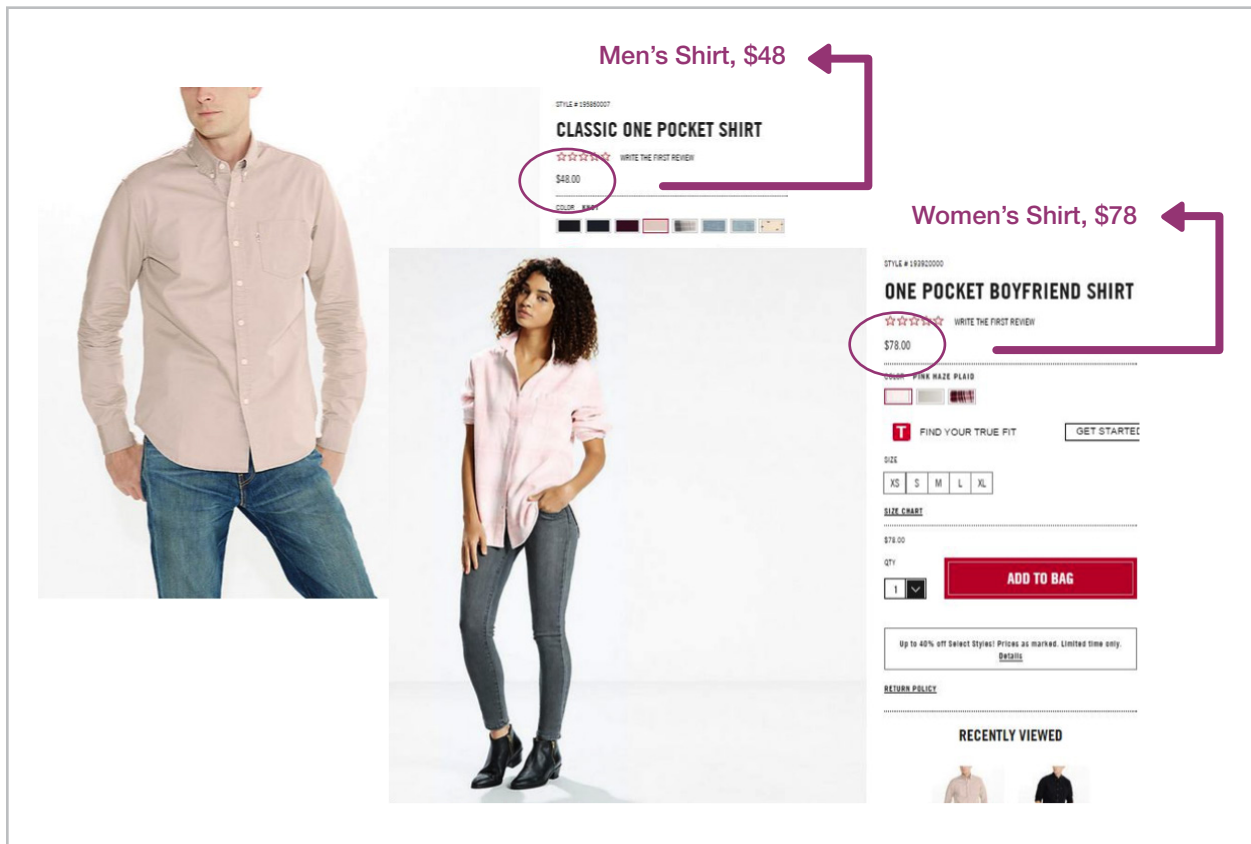
³⁵ Regarding the trend of men’s underwear costing more across all price ranges, the expert agreed that men were still likely paying less for their underwear than would be expected, given the extensive construction involved, as well as the use of expensive fabrics such as spandex. Even when men pay more, the expert agreed, they are still paying less.

³⁶ Telephone interview with Professor Robin Litwinsky, Chairperson of the Fashion Business Management Department, Fashion Institute of Technology (FIT). October 15, 2015.

A majority of clothing sold in the United States is imported from manufacturers abroad, which means another price consideration in the supply chain is import taxes. Import taxes (or tariffs) on clothing, leather goods, and shoes are set by Congress, and are explicitly based on gender. These tariffs are reflective of the market for imported goods; the more a good is imported, the higher the tariff. For example, women’s silk shirts have higher taxes than men’s silk shirts, whereas men’s wool suits have higher taxes than women’s wool suits because of the relative demand for each. Overall, women’s goods generate more in import taxes than men’s goods.³⁷

These import tax costs are passed on from the manufacturer to the retailer, and eventually to the consumer. However, the tariff structure does not always translate into the expected gender pricing disparity at the retailer. For example, denim jeans are taxed at the same rate for men and women, but DCA found that women’s jeans cost 10 percent more on average than men’s jeans. Similarly, men’s imported cotton shirts are taxed 4 percent higher than women’s cotton shirts, yet the Agency’s investigation revealed that dress shirts, which were usually made from cotton, cost women nearly 13 percent more than men.³⁸

Figure 16: Example, Dress Shirts³⁹



³⁷ In total, customs duties generate roughly \$40 billion for the U.S. government annually. In the aggregate, women’s goods generate more in customs duties than men’s goods, and if the import tax rates were assessed equally for both genders for all products, the government would collect \$300 million less in import taxes annually.

³⁸ Telephone interview with Michael Cone, a New York City trade lawyer, July 1, 2015.

³⁹ Retrieved from http://www.levi.com/US/en_US/womens-clothing-tops/p/193920000?abTest=true and http://www.levi.com/US/en_US/mens-clothing-shirts/p/195860001?abTest=true on 10/02/2015.

Figure 17: Example, Jeans

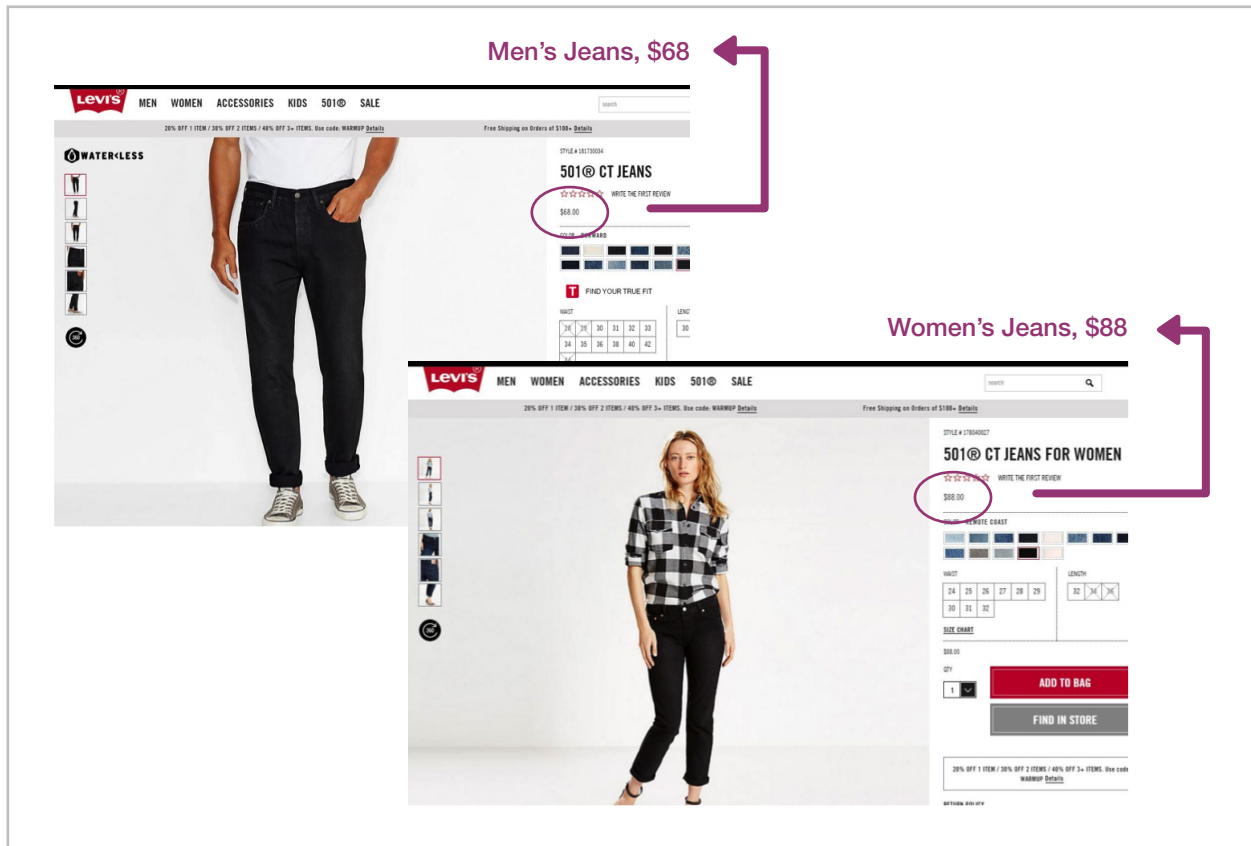
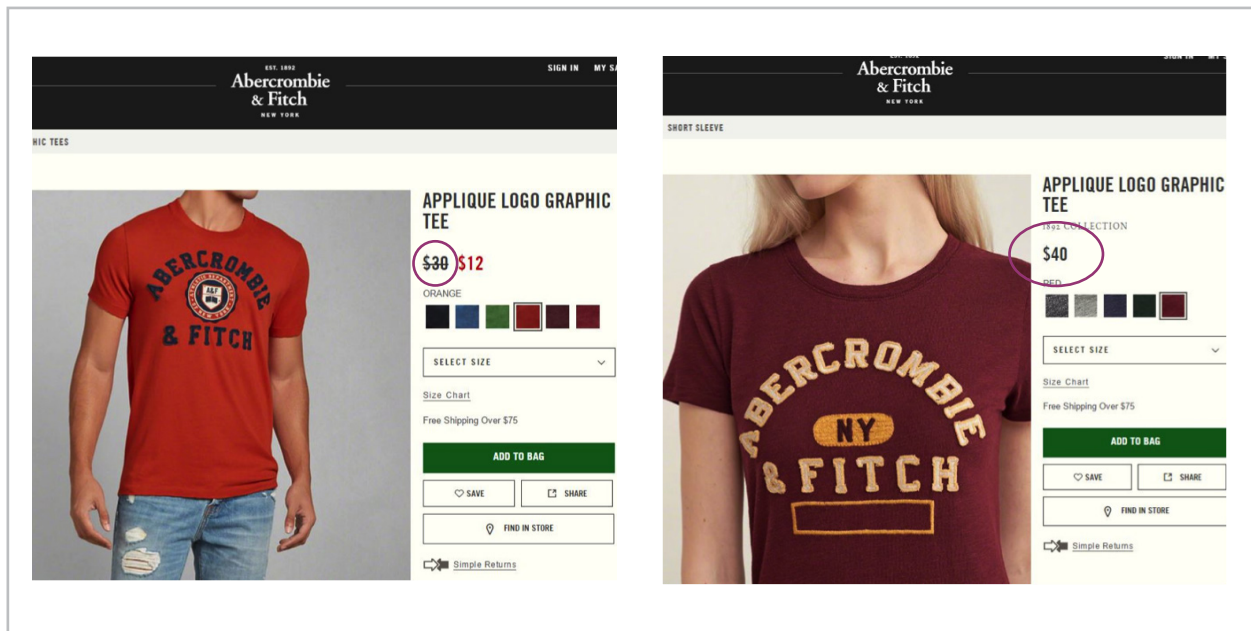


Figure 18: Example, Shirts



Personal Care Products

Overview

DCA analyzed seven types of personal care products: shampoo and conditioner (summarized as “hair care”), razor cartridges, razors, lotion, deodorant, body wash, and shaving cream. In total, 122 individual products were included in the analysis, with about 20 items found for almost every category.

Price Analysis

On average, personal care products cost women 13 percent more than men. In total, one of each average item cost women \$57.18, and cost men \$50.75, a difference of \$6.43. On average, the largest price discrepancy was in hair care; products cost women nearly 48 percent more, with an average difference of \$2.71 per set of shampoo and conditioner. Usually, men’s shampoos and conditioners are sold as a 2-in-1 bottle, and so to achieve the same effect without buying a bottle marked explicitly as “for men,” women would be required to purchase both a bottle of shampoo and a bottle of conditioner. Razor cartridges also cost significantly more for women than men, at nearly 11 percent, or \$1.69. One category, shaving cream, cost more for men, at an average difference of 4 percent, or \$0.16.⁴⁰

Table 18: Average Price, Personal Care Products

Products	Number of Products*	Women’s Average	Men’s Average	Price Difference	Percent Difference
Shampoo and Conditioner (Hair Care)	16	\$8.39	\$5.68	\$2.71	48%
Razor Cartridges	18	\$17.30	\$15.61	\$1.69	11%
Razors	20	\$8.90	\$7.99	\$0.91	11%
Lotion	10	\$8.25	\$7.43	\$0.82	11%
Deodorant	20	\$4.91	\$4.75	\$0.16	3%
Body Wash	18	\$5.70	\$5.40	\$0.30	6%
Shaving Cream	20	\$3.73	\$3.89	(\$0.16)	4%
Total	122	\$57.18	\$50.75	\$6.43	13%

*Each gender has an equal split of the total number of products in this column.

The price differences between products were often due to differing quantities sold to men and women. For example, deodorant was often sold to men in quantities of 2.7-ounce sticks, and women were often sold quantities of 2.6-ounce sticks at the same price. Similarly, men save at the register by requiring fewer products for the same advertised claims. For example, body washes are often sold “for men” with claims of doing double (or triple) duty as a shampoo and/or conditioner.

⁴⁰ Because only drugstore brands of personal care products were included in this study, rather than higher-end salon products or cheaper, bulk-size products, all products came within the same price range. There was not enough variety in cost to analyze high-range or low-range prices.

Often, men’s and women’s products will have the same features, but the women’s version will cost more. For example, women’s razors and razor cartridges cost more, and usually have prominent claims of moisturizing strips or features for sensitive skin. However, it is also often the case that men’s razors and cartridges have aloe moisturizing strips or are marketed as intended for sensitive skin.

In addition to having the largest average disparities, personal care products had the highest rate of disparities of all five industries. Women’s personal care products cost more 56 percent of the time. The price was equal 31 percent of the time, and men’s products cost more 13 percent of the time.

Table 19: Frequency Chart, Personal Care Products

Personal Care	Number of Times	Incidence
Women pay more	34	56%
Equal	19	31%
Men pay more	8	13%
Total	61	100%

Pricing Considerations

Personal care products are complex mixtures of many synthetic ingredients. While men’s and women’s products often do not have identical ingredients, according to experts, these differences are not a major driver of the cost discrepancies. Ingredients and manufacturing costs are factors that affect the ultimate retail price of a personal care product, but the major cost consideration that consumers pay for is the research and development that go into product creation.^{41 42} It appears that female consumers absorb more of these costs than male consumers, rather than the costs being distributed equally.

⁴¹ Telephone interview of Dr. Gary Kelm, Ph.D., an expert in personal care product formulation at Procter & Gamble for over 35 years. October 19, 2015.

⁴² According to Dr. Kelm, women may also pay a premium for “conceptual” or “label” ingredients, which are ingredients generally added at levels lower than 1 percent. These ingredients yield no significant benefit to the consumer, but legally enable a brand to advertise the use of that ingredient and the potential benefits it could confer. Examples include natural extracts and botanical ingredients, which are frequently used in women’s products.

Figure 19: Example, Razors⁴³

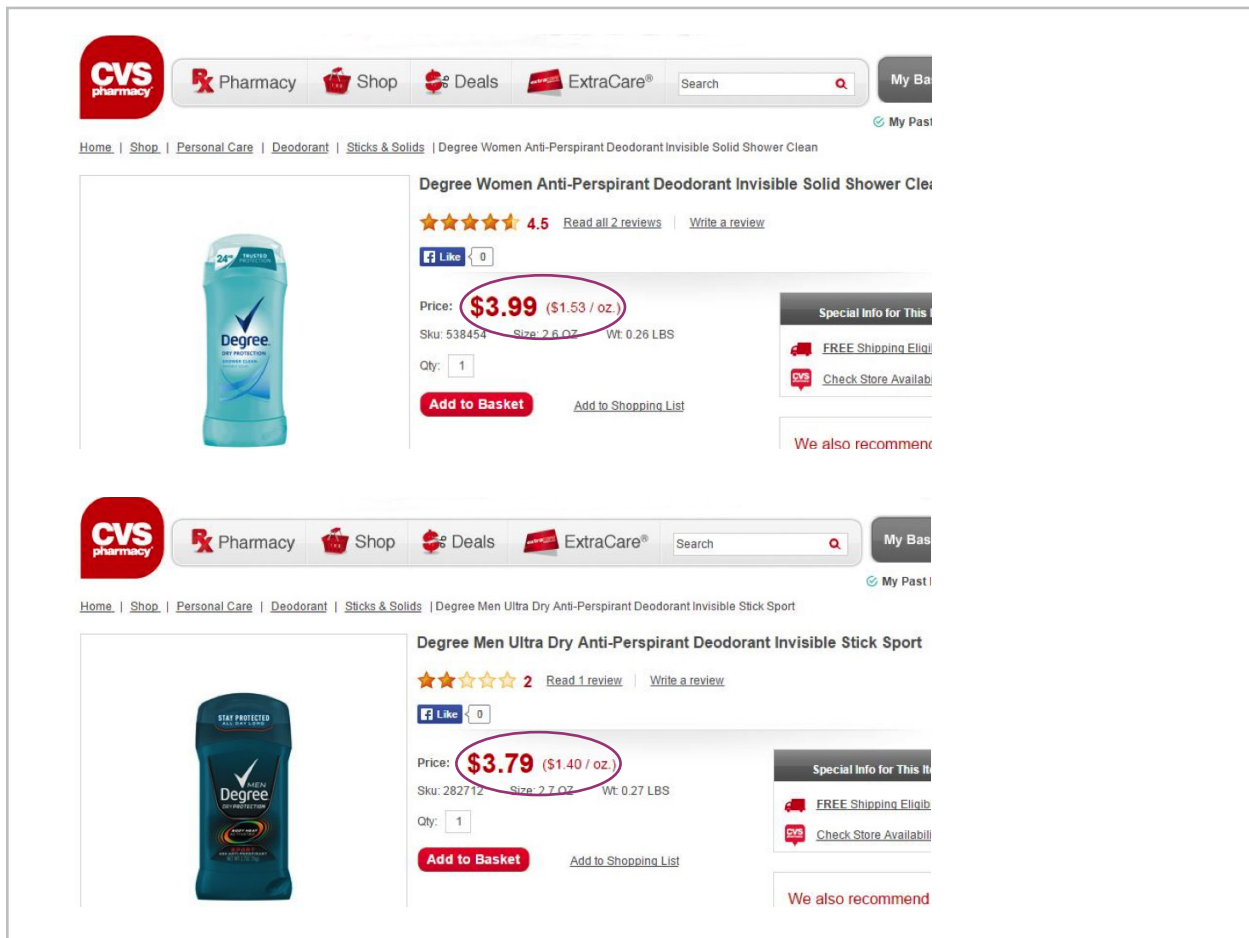
The screenshot shows two product listings on the CVS website. Both listings are for 'CVS 3 Blade Disposable Razors for Sensitive Skin' and are marked as 'CVS/pharmacy EXCLUSIVE'. The top listing features a blue razor with a price of \$4.99 (circled in red), with a unit price of \$1.25/ea. The bottom listing features a pink razor with a price of \$6.99 (circled in red), with a unit price of \$1.75/ea. Both listings include a star rating, a 'Like' button, and an 'Add to Basket' button. The website header shows the store location as '5 PENN PLAZA, MANHATTAN, NY 10001'.

Figure 20: Example, Razor Cartridges

The screenshot shows two product listings for Schick razor cartridges. The top listing is for 'Schick Hydro Silk for Women Cartridges', priced at \$18.49 (circled in red) with a unit price of \$4.62/ea and a 4.0 star rating. The bottom listing is for 'Schick Hydro 5 Cartridge Razor Refills', priced at \$14.99 (circled in red) with a unit price of \$3.75/ea and a 4.7 star rating. Both listings include an 'Overview' section with product features, a 'Take a product tour' button, and shipping information. The shipping information for both products indicates 'FREE shipping on orders of \$35 or more' and 'Arrives in 1-3 business days'.

⁴³ Retrieved from <http://www.cvs.com/shop/personal-care/shaving/women-s-disposable-razors/cvs-3-blade-disposable-razors-for-sensitive-skin-skuid-955865> and <http://www.cvs.com/shop/personal-care/shaving/men-s-disposable-razors/cvs-3-blade-disposable-razors-for-sensitive-skin-skuid-919507> on 10/16/2015.

Figure 21: Example, Deodorant⁴⁴



Senior/Home Health Care Products

Overview

The Agency analyzed six types of home health care products: supports and braces; canes; compression socks; adult incontinence products; personal urinals; and digestive health products, consisting of laxatives and probiotic supplements. In total, 106 individual products were analyzed.

Price Analysis

On average, women's home health care products cost 8 percent more than men's. In total, one of each average item cost women \$140.46, and cost men \$130.08, a difference of \$10.38.⁴⁵

⁴⁴ Retrieved from <http://www.cvs.com/shop/personal-care/deodorant/sticks-solids/degree-women-anti-perspirant-deodorant-invisible-solid-shower-clean-skuid-538454> and <http://www.cvs.com/shop/personal-care/deodorant/sticks-solids/degree-men-ultra-dry-anti-perspirant-deodorant-invisible-stick-sport-skuid-282712> on 10/16/2015.

⁴⁵ Similar to personal care products, there was neither a wide enough range of prices nor products for analysis of high-end or low-end prices. An analysis of price ranges is useful to accurately reflect variety in products and pricing when the catch-all category, such as "sweaters" or "shirts," has a wider range than "shampoo" or "compression socks."

On average, the largest price discrepancy was found in personal urinals; women were charged 21 percent more, with an average difference of \$2.00 more per urinal. The average price difference for supports and braces was nearly 15 percent more for women than for men, and the average difference in dollars and cents for these often-identical products was \$4.74. Often, the packaging for a men’s and women’s version of a brace was completely identical, with the only difference being the word “men’s” or “women’s.” Additionally, it appeared that some braces actually used less fabric for the women’s version, but cost more. Men’s products cost more in one category, digestive health supplements, at an average difference of 5 percent, or \$0.43. However, in this category, women often received a gender discount, similar to the gender discount men receive on hair care products. The two options for laxative products DCA found for this study were “women’s,” generally in pink packaging, or unisex, with no explicit gender designation.

Table 20: Average Price, Senior/Home Health Care Products

Products	Number of Products*	Women’s Average	Men’s Average	Price Difference	Percent Difference
Supports and Braces	22	\$37.17	\$32.43	\$4.74	15%
Canes	6	\$21.99	\$19.66	\$2.33	12%
Compression Socks	24	\$27.86	\$26.77	\$1.09	4%
Adult Diapers	22	\$32.71	\$32.06	\$0.65	2%
Personal Urinals	12	\$11.32	\$9.32	\$2.00	21%
Digestive Health	20	\$9.41	\$9.84	(\$0.43)	5%
Total	106	\$140.46	\$130.08	\$10.38	8%


*Each gender has an equal split of the total number of products in this column.

DCA found that women’s senior/home health care products cost more 45 percent of the time. The rate at which the prices were equal was the second-highest in this study, at 42 percent of the time. Men’s products cost more 13 percent of the time.

Table 21: Frequency Chart, Senior/Home Health Care Products

Senior Products	Number of Times	Incidence
Women pay more	24	45%
Equal	22	42%
Men pay more	7	13%
Total	53	100%

Figure 22: Example, Supports and Braces



ITA-MED Rib Support for Women White


1.0 ea

\$26.99



Overview:


- Elastic Rib Support for Women (RSW-224) helps stabilize rib & sternum fractures by limiting expansion through compression
- Provides support & compression to the muscles & soft tissues of the rib cage weakened by strain, trauma, overuse, inactivity or surgery
- Limits the expansion for chest to promote healing



ITA-MED Rib Support for Men White

1.0 ea


\$22.99





Overview:

- Elastic Rib Support for Men (RSM-223) helps stabilize rib & sternum fractures by limiting expansion through compression
- Provides support & compression to the muscles & soft tissues of the rib cage weakened by strain, trauma, overuse, inactivity or surgery
- Limits the expansion for chest to promote healing

Figure 23: Example, Compression Socks⁴⁶



 Balance Rewards
Weekly Ad & Coupons

 Store Locator
Healthcare Clinic


Prescription Refills

Health Info & Services


Contact Lenses

Shop Products

Photo


Search by keyword or item # 

Home > Shop > Home Health Care Solutions > Diabetes Management > Compression Stockings & Hosiery




FUTURO Revitalizing Dress Socks for Men, Model 71038EN Medium Black


1.0 pr


 (2)

\$18.99

Overview:



 Balance Rewards
Weekly Ad & Coupons

 Store Locator
Healthcare Clinic


Prescription Refills

Health Info & Services


Contact Lenses

Shop Products

Photo


Search by keyword or item # 

Home > Shop > Home Health Care Solutions > Diabetes Management > Diabetic Foot Care



FUTURO Revitalizing Trouser Socks for Women, Moderate Medium Black


1.0 pr

 (40)

\$21.99

Overview:

- Massages tired, achy legs as you move
- Helps relieve symptoms of varicose veins
- Ideal for being on your feet/traveling more

 **Ship one time**

FREE shipping on orders of \$35 or more. Details


Arrives in 1-3 business days*

Restrictions apply. See shipping FAQ

⁴⁶ Retrieved from <http://www.walgreens.com/store/c/futuro-revitalizing-trouser-socks-for-women-moderate-medium/ID=prod6042021-product> and <http://www.walgreens.com/store/c/futuro-revitalizing-dress-socks-for-men-model-71038en-medium/ID=prod6182788-product> on 10/16/2015.

38

Figure 24: Example, Adult Diapers



Rite Aid Bladder Control Pads for Women, Maximum Absorbency, 39 Count

Be the first to review this product

Shop all Rite Aid

\$11.99

TODAY'S DEAL


Buy 2 get 200 Plenti Points RA BCP

Expires: 10/17/15

Quantity: [Add To Cart](#)

[Free Shipping When You Spend \\$34.9](#)

Availability: Usually ships in 24 hours



Rite Aid Guards for Men, Maximum Absorbency, 52 Count

Be the first to review this product

Shop all Rite Aid

\$11.99

Quantity: [Add To Cart](#)

[Free Shipping When You Spend \\$34.9](#)

Availability: Usually ships in 24 hours

IV. Conclusion

Across her lifetime, a female consumer faces different degrees of markups. Babies' and children's products had the least pricing discrepancies, adult personal care products the most, and adult clothing and senior products were in the middle, at roughly equivalent pricing discrepancies by percent. This is notable, given the "adult" stage of a consumer's life is longer than any other lifecycle stage. Additionally, the frequency at which adults consume personal care products is higher than any other category of the consumer goods analyzed in this study.⁴⁷ ⁴⁸ In the aggregate, over the course of a female consumer's lifetime, these discrepancies would have a much larger financial impact, given that, on average, personal care products cost 13 percent more for women than men.

DCA found, on average, that women pay approximately 7 percent more than men for similar products. Products' price differences based on gender are largely inescapable for female consumers simply due to the product offerings available in the market.

DCA encourages consumers to join DCA's social media campaign to address this issue by tweeting examples of gender pricing and fair pricing with #genderpricing.

⁴⁷ <http://www.statista.com/markets/415/consumer-goods-fmcg/>

⁴⁸ <http://www.statista.com/statistics/260963/leading-fmcg-companies-worldwide-based-on-sales/>

V. Appendix

Products Analyzed in This Study

Children's Clothing

Store	Item Type	Name (on Website)	Gender	Price
Carter's	Baby Jeans	5-Pocket Embellished Skinny Jeans	F	\$28.00
Carter's	Baby Jeans	5-Pocket Skinny Jeans	M	\$14.40
Carter's	Baby Jeans	Printed French Terry Pants	F	\$8.00
Carter's	Baby Jeans	French Terry Pants	M	\$8.00
Carter's	Baby Shirts	Printed Tee	F	\$5.00
Carter's	Baby Shirts	Excavator Tee	M	\$5.00
Carter's	Baby Shirts	Ballet Tee	F	\$8.00
Carter's	Baby Shirts	Speed Of Lightning Tee	M	\$8.00
Carter's	Baby Shoes	Carter's Sparkle High Tops	F	\$15.00
Carter's	Baby Shoes	Carter's High Top Crib Shoes	M	\$15.00
Carter's	Baby Shoes	Glitter Crib Riding Boots	F	\$13.20
Carter's	Baby Shoes	Crib Boots	M	\$12.00
Carter's	Baby Sweaters	French Terry Cardigan	F	\$12.00
Carter's	Baby Sweaters	French Terry Cardigan	M	\$12.00
Carter's	Baby Sweaters	Half-Zip Fleece Pullover	F	\$22.00
Carter's	Baby Sweaters	Half-Zip Fleece Pullover	M	\$13.20
Carter's	Children's Jeans	5-Pocket Embellished Skinny Jeans	F	\$32.00
Carter's	Children's Jeans	5-Pocket Jeans	M	\$18.00
Carter's	Children's Jeans	Stretch Corduroy Pants	F	\$22.50
Carter's	Children's Jeans	5-Pocket Corduroy Pants	M	\$22.50

Carter's	Children's Shirts	Tutu Tee	F	\$13.50
Carter's	Children's Shirts	Football Tee	M	\$10.80
Carter's	Children's Shirts	Winter Friends Tee	F	\$20.00
Carter's	Children's Shirts	Winter Bear Tee	M	\$20.00
Carter's	Children's Underwear	3-Pack Stretch Cotton Panties	F	\$9.00
Carter's	Children's Underwear	3-Pack Cotton Briefs	M	\$9.00
Carter's	Children's Underwear	7-Pack Stretch Cotton Panties	F	\$18.00
Carter's	Children's Underwear	7-Pack Cotton Briefs	M	\$18.00
Carter's	Onesie	Denim Jumpsuit	F	\$14.40
Carter's	Onesie	Ripstop Shortalls	M	\$11.99
Carter's	Onesie	Striped Romper	F	\$9.99
Carter's	Onesie	Cotton Plaid Romper	M	\$8.99
Carter's	Toddler Shoes	Carter's Casual Shoes	F	\$25.50
Carter's	Toddler Shoes	Carter's Casual Shoes	M	\$25.50
Gap	Baby Jeans	Pull-On Skinny Jeans	F	\$24.95
Gap	Baby Jeans	Pull-On Slim Jeans	M	\$24.95
Gap	Baby Jeans	Indigo Pull-On Jeans	F	\$24.95
Gap	Baby Jeans	Lined Pull-On Original Fit Jeans	M	\$24.95
Gap	Baby Shirts	Lace Top	F	\$19.95
Gap	Baby Shirts	Patch Rugby Top	M	\$19.95
Gap	Baby Shirts	Printed Ruffle Top	F	\$12.95
Gap	Baby Shirts	2-In-1 Pocket Tee	M	\$12.95
Gap	Baby Shoes	Polka Dot Mary Jane Sneakers	F	\$24.95
Gap	Baby Shoes	Chambray Sneakers	M	\$24.95
Gap	Baby Shoes	Polka Dot Mary Jane Sneakers	F	\$29.95

Gap	Baby Shoes	Chambray Sneakers	M	\$24.95
Gap	Baby Sweaters	Cable Peplum Cardigan	F	\$34.95
Gap	Baby Sweaters	Cable Knit Sweater	M	\$34.95
Gap	Baby Sweaters	Deer Cardigan	F	\$34.95
Gap	Baby Sweaters	Shawl Cardigan	M	\$34.95
Gap	Children's Jeans	1969 Boot Cut Jeans	F	\$29.95
Gap	Children's Jeans	1969 Boot Cut Jeans	M	\$34.95
Gap	Children's Jeans	1969 Patch Cropped Boy Fit Jeans	F	\$36.95
Gap	Children's Jeans	1969 Original Fit Jeans	M	\$29.95
Gap	Children's Shirts	Solid Pique Polo	F	\$18.95
Gap	Children's Shirts	Solid Pique Polo	M	\$18.95
Gap	Children's Shirts	Printed Babydoll Tee	F	\$16.95
Gap	Children's Shirts	Stripe Pocket Tee	M	\$14.95
Gap	Children's Underwear	Happy Day-Of-The-Week Bikini Brief (7-Pack)	F	\$26.95
Gap	Children's Underwear	Bike Underwear (5-Pack)	M	\$26.95
Gap	Children's Underwear	Horse Hipster (7-Pack)	F	\$26.95
Gap	Children's Underwear	Stripe Boxer Briefs (5-Pack)	M	\$29.95
Gap	Onesie	Ruffle Slub One-Piece	F	\$24.95
Gap	Onesie	Rugby-Stripe Baseball Tee One-Piece	M	\$24.95
Gap	Onesie	Stampede One-Piece	F	\$29.95
Gap	Onesie	Plaid Roll-Up One-Piece	M	\$29.95
Gap	Toddler Shoes	Metallic Logo Trainers	F	\$29.95
Gap	Toddler Shoes	Colorblock Trainers	M	\$29.95
Gymboree	Baby Jeans	Double Button Jeans	F	\$24.95
Gymboree	Baby Jeans	Pull-On Jeans	M	\$24.95

Gymboree	Baby Jeans	Geo Floral Skirt	F	\$24.95
Gymboree	Baby Jeans	Cuffed Plaid Shorts	M	\$22.95
Gymboree	Baby Shirts	Wildflowers & Birdies Smock Top	F	\$22.95
Gymboree	Baby Shirts	Plaid Shirt	M	\$22.95
Gymboree	Baby Shirts	Meow Striped Tee	F	\$21.95
Gymboree	Baby Shirts	Football Champ Long Sleeve Tee	M	\$19.95
Gymboree	Baby Shoes	Metallic Sandals	F	\$21.95
Gymboree	Baby Shoes	Crib Sandals	M	\$21.95
Gymboree	Baby Shoes	Patent Eyelet Crib Shoes	F	\$21.95
Gymboree	Baby Shoes	Boat Crib Shoes	M	\$21.95
Gymboree	Baby Shoes	Polka Dot Booties	F	\$16.95
Gymboree	Baby Shoes	Striped Booties	M	\$16.95
Gymboree	Baby Sweaters	Polka Dot Hoodie	F	\$24.95
Gymboree	Baby Sweaters	Produce Truck Hoodie	M	\$24.95
Gymboree	Baby Sweaters	Fair Isle Cardigan	F	\$32.95
Gymboree	Baby Sweaters	Elbow Patch Cardigan	M	\$32.95
Gymboree	Children's Jeans	Bootcut Jeans	F	\$32.95
Gymboree	Children's Jeans	Bootcut Jeans	M	\$29.95
Gymboree	Children's Jeans	Straight Jeans	F	\$32.95
Gymboree	Children's Jeans	Straight Jeans	M	\$29.95
Gymboree	Children's Shirts	Be Sweet Tee	F	\$19.95
Gymboree	Children's Shirts	Totally Awesome Wave Tee	M	\$16.95
Gymboree	Children's Shirts	You Me And The Sea Tank	F	\$19.95
Gymboree	Children's Shirts	So Much To Sea Tank	M	\$12.95
Gymboree	Children's Underwear	Halloween Underwear Three-Pack	F	\$14.95

Gymboree	Children's Underwear	Halloween Underwear Three-Pack	M	\$15.95
Gymboree	Children's Underwear	Giraffe Underwear Three-Pack	F	\$14.95
Gymboree	Children's Underwear	Safari Briefs Three-Pack	M	\$15.95
Gymboree	Onesie	Squirrel Two-Piece Set	F	\$26.95
Gymboree	Onesie	Bear Two-Piece Set	M	\$26.95
Gymboree	Onesie	Striped Elephant One-Piece	F	\$24.95
Gymboree	Onesie	Striped Elephant One-Piece	M	\$24.95
OshKosh B'gosh	Baby Jeans	Super Skinny Jeans - Marine Blue	F	\$10.00
OshKosh B'gosh	Baby Jeans	Skinny Jeans - Indigo Bright	M	\$10.00
OshKosh B'gosh	Baby Jeans	Chambray Ruffle Joggers	F	\$13.00
OshKosh B'gosh	Baby Jeans	Stretch Denim Joggers	M	\$13.00
OshKosh B'gosh	Baby Shirts	Oshkosh Originals Graphic Tee	F	\$6.00
OshKosh B'gosh	Baby Shirts	Oshkosh Originals Graphic Tee	M	\$6.00
OshKosh B'gosh	Baby Shirts	Tlc Striped Tunic	F	\$10.00
OshKosh B'gosh	Baby Shirts	Double Decker Pocket Tee	M	\$10.00
OshKosh B'gosh	Baby Shoes	Oshkosh Slip-On Shoes	F	\$34.00
OshKosh B'gosh	Baby Shoes	Oshkosh Slip-On Shoes	M	\$34.00
OshKosh B'gosh	Baby Shoes	Oshkosh Leopard Print Crib Boots	F	\$14.00
OshKosh B'gosh	Baby Shoes	Oshkosh Faux Fur Crib Boots	M	\$14.00
OshKosh B'gosh	Baby Sweaters	Marled Cardi	F	\$22.00
OshKosh B'gosh	Baby Sweaters	Marled Shawl Collar Cardigan	M	\$19.00
OshKosh B'gosh	Baby Sweaters	Ski Lodge Sweater	F	\$25.00
OshKosh B'gosh	Baby Sweaters	Ski Lodge Pullover Sweater	M	\$24.00
OshKosh B'gosh	Children's Jeans	Oshkosh Skinny Jeans-Maritime Blue Wash	F	\$8.00
OshKosh B'gosh	Children's Jeans	Skinny Jeans - Indigo Bright	M	\$12.00

OshKosh B'gosh	Children's Jeans	Bootcut Jeans - Upstate Blue	F	\$12.00
OshKosh B'gosh	Children's Jeans	Straight Jeans - Mellow Medium	M	\$12.00
OshKosh B'gosh	Children's Shirts	Embroidered Top	F	\$13.00
OshKosh B'gosh	Children's Shirts	Striped Henley	M	\$13.00
OshKosh B'gosh	Children's Shirts	Oshkosh Originals Graphic Tee	F	\$6.00
OshKosh B'gosh	Children's Shirts	Oshkosh Originals Graphic Tee	M	\$6.00
OshKosh B'gosh	Children's Underwear	3-Pack Stretch Cotton Panties	F	\$14.00
OshKosh B'gosh	Children's Underwear	3-Pack Cotton Briefs	M	\$14.00
OshKosh B'gosh	Children's Underwear	7-Pack Everyday Panties	F	\$26.00
OshKosh B'gosh	Children's Underwear	6-Pack Cotton Briefs	M	\$26.00
OshKosh B'gosh	Onesie	Sparkle Henley Bodysuit	F	\$8.00
OshKosh B'gosh	Onesie	Varsity Henley Bodysuit	M	\$8.00
OshKosh B'gosh	Onesie	Floral Poplin Bodysuit	F	\$10.00
OshKosh B'gosh	Onesie	Plaid Poplin Bodysuit	M	\$10.00
OshKosh B'gosh	Toddler Shoes	Oshkosh Athletic Sneakers	F	\$40.00
OshKosh B'gosh	Toddler Shoes	Oshkosh Athletic Sneakers	M	\$40.00
The Children's Place	Baby Jeans	Basic Jeans	F	\$14.95
The Children's Place	Baby Jeans	Basic Jeans	M	\$14.95
The Children's Place	Baby Jeans	Basic Leggings	F	\$9.50
The Children's Place	Baby Jeans	Knit Cargo Pants	M	\$9.50
The Children's Place	Baby Shirts	Long Sleeve 'Mommy's Night Owl' Little Talker Bodysuit	F	\$9.50
The Children's Place	Baby Shirts	Long Sleeve 'Naps, Hugs And Rock 'N' Roll' Little Talker Bodysuit	M	\$9.50
The Children's Place	Baby Shirts	I'm The Cutest Of Them All' Little Talker Bodysuit	F	\$9.50
The Children's Place	Baby Shirts	I Love My Mommy' Monster Little Talker Bodysuit	M	\$9.50
The Children's Place	Baby Shoes	Low-Top Shoe	F	\$14.95

The Children's Place	Baby Shoes	Low-Top Sneaker	M	\$14.95
The Children's Place	Baby Sweaters	Long Sleeve Graphic Crew Neck Pullover	F	\$19.95
The Children's Place	Baby Sweaters	Long Sleeve Raglan Sleeve Crew Neck Sweater	M	\$19.95
The Children's Place	Baby Sweaters	Uniform Button-Front Crew-Neck Cardigan	M	\$19.95
The Children's Place	Baby Sweaters	Long Sleeve V-Neck Sweater	M	\$17.95
The Children's Place	Children's Jeans	Skinny Jeans - China Blue	F	\$19.50
The Children's Place	Children's Jeans	Skinny Jeans - Retro Vintage	M	\$19.50
The Children's Place	Children's Jeans	Bootcut Jeans - Merida	F	\$19.50
The Children's Place	Children's Jeans	Bootcut Jeans - Dust	M	\$19.50
The Children's Place	Children's Shirts	Long Sleeve Photo-Real Graphic Tunic	F	\$16.95
The Children's Place	Children's Shirts	Long Sleeve Striped Crew Tee	M	\$14.95
The Children's Place	Children's Shirts	Uniform Short Sleeve Classic Polo	F	\$12.95
The Children's Place	Children's Shirts	Short-Sleeved Uniform Polo	M	\$10.95
The Children's Place	Children's Underwear	Days Of The Week Briefs 7-Pack	F	\$18.95
The Children's Place	Children's Underwear	Striped And Camo Print Briefs 7-Pack	M	\$18.95
The Children's Place	Children's Underwear	Briefs 3-Pack	F	\$6.95
The Children's Place	Children's Underwear	Briefs 3-Pack	M	\$6.95
The Children's Place	Onesie	Dotted Shirt & Jeggings Set	F	\$19.95
The Children's Place	Onesie	Long Sleeve Faux Layer Bear Bodysuit & Banded Knit Pants Set	M	\$19.95
The Children's Place	Onesie	Cat Overalls Set	F	\$39.95
The Children's Place	Onesie	Suspenders Shirt & Shortall Set	M	\$34.95
The Children's Place	Toddler Shoes	Twirl Slip-On Sneakers	F	\$19.95
The Children's Place	Toddler Shoes	Slip-On Printed Sneaker	M	\$22.95

Toys and Accessories

Store	Item Type	Name (on Website)	Gender	Price
Babies "R" Us	Preschool Toys	Disney Star Wars Body Board	M	\$14.99
Babies "R" Us	Preschool Toys	Disney Frozen Ariel Body Board	F	\$16.99
Babies "R" Us	Preschool Toys	Lego Duplo Preschool Building Toy - Treasure Attack	M	\$29.99
Babies "R" Us	Preschool Toys	Lego Duplo Preschool Building Toy - Horse Stable	F	\$32.99
Kmart	Arts and Crafts	Step 2 2-In-1 Toy Box And Art Lid Pink	F	\$60.99
Kmart	Arts and Crafts	Step 2 2-In-1 Toy Box And Art Lid - Tan	M	\$59.99
Kmart	Arts and Crafts	Step 2 Easel For Two Pink	F	\$61.99
Kmart	Arts and Crafts	Step 2 Easel For Two	M	\$54.99
Kmart	Arts and Crafts	Play-Doh Sweet Shoppe Cake Mountain Playset	F	\$19.99
Kmart	Arts and Crafts	Play-Doh Disney Star Wars Millennium Falcon Featuring Can-Heads	M	\$19.99
Kmart	Arts and Crafts	Play-Doh My Little Pony Rainbow Dash Style Salon Playset	F	\$15.99
Kmart	Arts and Crafts	Play-Doh Diggin' Rigs Tonka Chuck 'N Friends Grinding Gravel Yard Set	M	\$12.99
Kmart	Backpacks	Disney Frozen Girl's Backpack - Elsa	F	\$11.98
Kmart	Backpacks	Disney Avengers Boy's Backpack	M	\$9.98
Kmart	Backpacks	Light Up Girls Backpack (Animal Print) - 16"	F	\$19.99
Kmart	Backpacks	"Bright Lights" Light-Up Boys Skater Backpack	M	\$19.99
Kmart	Backpacks	Disney Frozen Girl's Backpack & Lunch Bag - Anna & Elsa	F	\$32.00
Kmart	Backpacks	Disney Ultimate Spider-Man Web-Warriors Boy's Backpack & Lunch Bag	M	\$32.00
Kmart	Bikes & Scooters	Princess Cozy Trailer	F	\$33.99
Kmart	Bikes & Scooters	Little Tikes	M	\$32.99
Kmart	Bikes & Scooters	Razor™ Lil' Kick Scooter	F	\$44.99
Kmart	Bikes & Scooters	Razor™ Jr. Lil Kick Scooter - Blue	M	\$39.99

Kmart	Bikes & Scooters	Razor™ E300-S Sweet Pea	F	\$299.99
Kmart	Bikes & Scooters	Razor™ E300S Seated Electric Scooter	M	\$289.99
Kmart	Bikes & Scooters	Disney Princess Folding Scooter	F	\$42.99
Kmart	Bikes & Scooters	Cars Folding Scooter	M	\$44.99
Kmart	General Toys	My First Kenmore Stand Mixer	F	\$19.99
Kmart	General Toys	My First Craftsman 43 Pc. Power Drill Set	M	\$14.99
Kmart	General Toys	Aww T-Rex Paint And Motorized 3D Puzzle Aw-Pnt-Rexg Girl Blue	F	\$14.99
Kmart	General Toys	Aww T-Rex Paint And Motorized 3D Puzzle Aw-Pnt-Rexb Boy Green	M	\$14.99
Kmart	General Toys	Jada Toys Just Girls 1:16 2010 Chevy Camaro Ss Remote Control Car	F	\$24.99
Kmart	General Toys	Jada Toys Big Time Muscle 96967 2010 Chevy Camaro Ss Rc, Yellow	M	\$14.99
Kmart	General Toys	Just Kidz Deluxe Cash Register - Pink	F	\$15.00
Kmart	General Toys	Just Kidz Deluxe Boy's Cash Register - Blue	M	\$15.00
Kmart	General Toys	Just Kidz Glamour Girl And Her Cool Wheels - Blue Mustang Car	F	\$11.00
Kmart	General Toys	Just Kidz Battery Operated Fire Truck	M	\$10.00
Kmart	General Toys	Jada Toys Just Girls Big Foot Remote Control Jeep	F	\$29.99
Kmart	General Toys	Jada Toys Jurassic World Remote Control Jeep	M	\$29.99
Kmart	Preschool Toys	Mickey Mouse Clubhouse Mickey - Handy Helper Tool Box	M	\$12.99
Kmart	Preschool Toys	Mickey Mouse Clubhouse Minnie's Winter Bow-Tique	F	\$14.99
Target	Backpacks	Disney Princess Rolling Backpack - Pink (12")	F	\$19.99
Target	Backpacks	Disney Cars Rolling Backpack - Red (12")	M	\$19.99
Target	Backpacks	Circo Kids Adventure Pack - Girl	F	\$16.99
Target	Backpacks	Circo Kids Adventure Print - Boy	M	\$16.99
Target	Backpacks	J World Daisy Rolling Backpack - Pink	F	\$49.99
Target	Backpacks	J World School Bus Rolling Backpack - Yellow	M	\$55.99
Target	Backpacks	Wildkin Olive Kids Butterfly Garden Pack 'N Snack Backpack	F	\$27.99

Target	Backpacks	Wildkin Olive Kids Pirates Pack 'N Snack	M	\$27.99
Target	Backpacks	Wildkin Olive Kids Birdie Sidekick Backpack	F	\$29.00
Target	Backpacks	Wildkin Blue Camo Sidekick Backpack	M	\$24.99
Target	Bikes & Scooters	Razor Berry Scooter - Pink/Purple	F	\$36.99
Target	Bikes & Scooters	Razor Berry Scooter - Teal/Orange	M	\$34.99
Target	Bikes & Scooters	Radio Flyer Girls My 1st Scooter Sparkle - Pink	F	\$49.99
Target	Bikes & Scooters	Radio Flyer My 1st Scooter Sport - Red	M	\$24.99
Target	Bikes & Scooters	Girl's Classic Flyer Bike - Pink (12")	F	\$109.99
Target	Bikes & Scooters	Boy's Classic Flyer Bike - Red (12")	M	\$105.99
Target	Bikes & Scooters	K20G Girls Bike	F	\$139.99
Target	Bikes & Scooters	K20 Boys Bike	M	\$138.99
Target	General Toys	La Newborn 15" Real Girl Pink Polka Dot	F	\$59.99
Target	General Toys	La Newborn 15" Real Boy With Brown Hair	M	\$57.99
Target	General Toys	Green Toys Dump Truck - Pink	F	\$20.99
Target	General Toys	Green Toys Dump Truck	M	\$21.99
Target	Helmets & Pads	Raskullz Unicorn Ride Alongz Toddler Helmet	F	\$27.99
Target	Helmets & Pads	Raskullz Shark Attax Ride Alongz Toddler Helmet	M	\$14.99
Target	Helmets & Pads	Punisher Skateboards Neon Skateboard Helmet Pink	F	\$39.99
Target	Helmets & Pads	Punisher Skateboards Teddy Skateboard Helmet Black	M	\$29.99
Target	Helmets & Pads	Frozen 3D Tiara Child Bike Helmet	F	\$24.99
Target	Helmets & Pads	Toddler Hlmt Spiderman Vp	M	\$18.99
Target	Helmets & Pads	Razor V17 Youth Helmet Gloss - Magenta	F	\$19.99
Target	Helmets & Pads	Razor Child Helmet - Green	M	\$19.99
Target	Preschool Toys	Fisher-Price Disney Princess Figure Pack	F	\$19.59
Target	Preschool Toys	Fisher-Price® Little People Dc Super Friends Exclusive Figure	M	\$19.99

Target	Preschool Toys	Fisher-Price® Little People Happy Sounds Home	F	\$19.99
Target	Preschool Toys	Fisher-Price Little People Fire Station Playset	M	\$17.99
Target	Preschool Toys	Lego Duplo Doc Mcstuffins Rosie 10605	F	\$19.99
Target	Preschool Toys	Lego® Duplo® Super Heros Superman™ Rescue 10543	M	\$16.99
Toys "R" Us	Arts and Crafts	Melissa & Doug Reusable Sticker Pad - Dress Up	F	\$4.99
Toys "R" Us	Arts and Crafts	Melissa & Doug Reusable Sticker Pad - Habitats	M	\$4.99
Toys "R" Us	Backpacks	Minnie 16 Inch Pilot Rolling Case	F	\$21.99
Toys "R" Us	Backpacks	Star Wars Classic Pilot Suitcase	M	\$19.99
Toys "R" Us	Backpacks	Personalized Barney Glamour Pink Backpack	F	\$29.99
Toys "R" Us	Backpacks	Personalized Barney Little Stars Blue Backpack	M	\$29.99
Toys "R" Us	Bikes & Scooters	Razor Jr. Kiddie Kick Scooter - Pink	F	\$34.99
Toys "R" Us	Bikes & Scooters	Razor Jr. Kiddie Kick Scooter - Blue	M	\$32.99
Toys "R" Us	Bikes & Scooters	Razor Black Label Pink "A" Kick Scooter	F	\$74.98
Toys "R" Us	Bikes & Scooters	Razor A Scooter - Black Label	M	\$69.99
Toys "R" Us	Bikes & Scooters	Smartrike® Delight 3 In 1 Trike - Pink	F	\$84.99
Toys "R" Us	Bikes & Scooters	Smartrike® Delight 3 In 1 Trike - Green	M	\$84.99
Toys "R" Us	General Toys	Playmobil Musical Flower Tower With Twinkle	F	\$59.99
Toys "R" Us	General Toys	Playmobil Pirate Fort With Ruby	M	\$59.99
Toys "R" Us	General Toys	Playmobil Fairy Queen's Ship	F	\$37.99
Toys "R" Us	General Toys	Playmobil Skull And Bones Corsair Pirate Ship	M	\$24.99
Toys "R" Us	Helmets & Pads	Barbie Pad Set	F	\$19.99
Toys "R" Us	Helmets & Pads	Cars 2 Pad Set	M	\$19.99
Toys "R" Us	Helmets & Pads	Bell Sports Minnie Mouse Pad Set	F	\$19.99
Toys "R" Us	Helmets & Pads	Bell Sports Spider-Man Pad Set	M	\$19.99
Toys "R" Us	Helmets & Pads	Razor Daisy Pad Set	F	\$24.99

Toys "R" Us	Helmets & Pads	Razor Youth Pro Pad Set	M	\$24.99
Toys "R" Us	Helmets & Pads	Disney Princess Toddler Helmet	F	\$24.99
Toys "R" Us	Helmets & Pads	Cars Toddler Helmet	M	\$24.99
Toys "R" Us	Helmets & Pads	Minnie Mouse Toddler Helmet	F	\$24.99
Toys "R" Us	Helmets & Pads	Mickey Mouse Toddler Bike Helmet	M	\$24.99
Toys "R" Us	Helmets & Pads	Raskullz Peace Love Kitty Helmet	F	\$29.99
Toys "R" Us	Helmets & Pads	Raskullz Fin Hawk Helmet	M	\$29.99
Toys "R" Us	Preschool Toys	Lego Duplo Sofia The First Royal Stable (10594)	F	\$26.99
Toys "R" Us	Preschool Toys	Lego Duplo My First Construction Site Building Set (10518)	M	\$25.99

Adult Clothing

Brand/Store	Item Type	Name (on Website)	Gender	Price
Abercrombie & Fitch	Dress Pants	A&F Skinny Chinos	F	\$58.00
Abercrombie & Fitch	Dress Pants	A&F Skinny Chinos	M	\$78.00
Abercrombie & Fitch	Dress Shirt	Classic Pocket Shirt	F	\$58.00
Abercrombie & Fitch	Dress Shirt	Classic Fit Oxford Shirt	M	\$68.00
Abercrombie & Fitch	Jeans	A&F Skinny Jeans	F	\$78.00
Abercrombie & Fitch	Jeans	A&F Skinny Zip Fly Jeans	M	\$78.00
Abercrombie & Fitch	Jeans	A&F Super Skinny Jeans	F	\$78.00
Abercrombie & Fitch	Jeans	A&F Super Skinny Zip Fly Jeans	M	\$78.00
Abercrombie & Fitch	Jeans	A&F Boot Jeans	F	\$78.00
Abercrombie & Fitch	Jeans	A&F Boot Button Fly Jeans	M	\$78.00
Abercrombie & Fitch	Shirt	Applique Logo Graphic Tee	F	\$34.00
Abercrombie & Fitch	Shirt	Applique Logo Graphic Tee	M	\$30.00
Abercrombie & Fitch	Shirt	Slim Long Sleeve Henley	F	\$28.00
Abercrombie & Fitch	Shirt	Muscle Fit Pocket Henley	M	\$28.00
Abercrombie & Fitch	Socks	Patterned Classic Socks	F	\$8.00
Abercrombie & Fitch	Socks	A&F Classic Socks	M	\$12.00
Abercrombie & Fitch	Socks	Ankle Socks Two-Pack	F	\$10.00
Abercrombie & Fitch	Socks		M	\$12.00
Aéropostale	Dress Pants	Basic Pants	F	\$39.50
Aéropostale	Dress Pants	Uniform Slim Straight Flat-Front Pants	M	\$44.50
Aéropostale	Dress Shirt	Long Sleeve Solid Woven Shirt	F	\$44.50
Aéropostale	Dress Shirt	Long Sleeve Solid Woven Shirt	M	\$49.50
Aéropostale	Dress Shirt	Long Sleeve Solid Woven Shirt	F	\$44.50

Aéropostale	Dress Shirt	Long Sleeve Oxford Woven Shirt	M	\$44.50
Aéropostale	Jeans	Skinny Core Dark Wash Jean	F	\$39.50
Aéropostale	Jeans	Skinny Dark Rinse Wash Jean	M	\$44.50
Aéropostale	Shirt	Aero 87 Graphic T	F	\$24.50
Aéropostale	Shirt	Times Square Logo Graphic T	M	\$24.50
Aéropostale	Shirt	Aero 1987 Bar Stripe Jersey Polo	F	\$29.50
Aéropostale	Shirt	Aero 87 Logo Striped Jersey Polo	M	\$34.50
Aéropostale	Socks	Varsity Dot Crew Socks	F	\$10.50
Aéropostale	Socks	Southwest Stripe Crew Socks	M	\$9.50
Aéropostale	Socks	3-Pack Basic Ped Socks	F	\$10.50
Aéropostale	Socks	3-Pack A87 Ankle Socks	M	\$12.50
Aéropostale	Sweater	Shawl Cardigan	F	\$54.50
Aéropostale	Sweater	Solid Knit Uniform Cardigan	M	\$49.50
Aéropostale	Sweater	Long Sleeve Textured Crew-Neck Sweater	F	\$49.50
Aéropostale	Sweater	Solid Crew Neck Sweater	M	\$44.50
Aéropostale	Underwear	Solid Aero Bikini	F	\$8.50
Aéropostale	Underwear	Solid Boxer Briefs	M	\$12.50
Aéropostale	Underwear	Logo Boyshort	F	\$8.50
Aéropostale	Underwear	Solid Knit Trunks	M	\$12.50
American Apparel	Dress Shirt	Classic Button Down Shirt	F	\$74.00
American Apparel	Dress Shirt	Poplin Classic Long Sleeve Button-Down	M	\$72.00
American Apparel	Shirt	Ultra Wash Tee	F	\$28.00
American Apparel	Shirt	Power Washed Tee	M	\$26.00
American Apparel	Sweater	Women's Cable Knit Pullover	F	\$70.00
American Apparel	Sweater	Men's Cable Knit Sweater	M	\$78.00

American Apparel	Underwear	Cotton Spandex Jersey Boy Brief	F	\$13.00
American Apparel	Underwear	Baby Rib Brief	M	\$14.00
American Eagle Outfitters	Dress Shirt	Aeo Long Sleeve Oxford Shirt	F	\$39.95
American Eagle Outfitters	Dress Shirt	Aeo Solid Poplin Button Down Shirt	M	\$39.95
American Eagle Outfitters	Jeans	Aeo Denim X Kick Boot Jean	F	\$44.95
American Eagle Outfitters	Jeans	Classic Bootcut Jean	M	\$39.95
American Eagle Outfitters	Jeans	Straight Jean	F	\$44.95
American Eagle Outfitters	Jeans	Original Straight Jean	M	\$44.95
American Eagle Outfitters	Jeans	Skinny Jean	F	\$39.95
American Eagle Outfitters	Jeans	Skinny Active Flex Jean	M	\$49.95
American Eagle Outfitters	Shirt	Aeo Favorite V-Neck Tshirt	F	\$17.95
American Eagle Outfitters	Shirt	Aeo Legend V-Neck Tshirt	M	\$15.95
American Eagle Outfitters	Shirt	Aeo Favorite Pocket T-Shirt	F	\$17.95
American Eagle Outfitters	Shirt	Aeo Legend Pocket T-Shirt	M	\$15.95
American Eagle Outfitters	Socks	Aeo Shortie Socks 3-Pack	F	\$12.95
American Eagle Outfitters	Socks	Aeo Low Cut Socks 3-Pack	M	\$12.50
American Eagle Outfitters	Socks	Aeo Patterned Crew Socks	F	\$7.95
American Eagle Outfitters	Socks	Aeo Patterned Crew Socks	M	\$6.50
American Eagle Outfitters	Socks	Aeo No Show Socks 3-Pack	F	\$12.95
American Eagle Outfitters	Socks	Aeo Invisible Socks 3-Pack	M	\$12.50
American Eagle Outfitters	Underwear	Aerie Boybrief	F	\$7.50
American Eagle Outfitters	Underwear	Aeo Classic Brief	M	\$12.50
American Eagle Outfitters	Underwear	Aerie Signature Bikini	F	\$7.50
American Eagle Outfitters	Underwear	Aeo Solid Low Rise Trunk	M	\$12.50
Banana Republic	Dress Pants	Navy Lightweight Wool Boy-Fit Straight Leg	F	\$98.00

Banana Republic	Dress Pants	Modern Slim Blue Wool Dress Pant	M	\$98.50
Banana Republic	Dress Pants	Martin-Fit Black Lightweight Wool Straight Leg	F	\$98.00
Banana Republic	Dress Pants	Classic Fit Solid Wool Trouser	M	\$98.50
Banana Republic	Dress Shirt	Fitted Non-Iron Sateen Shirt	F	\$69.50
Banana Republic	Dress Shirt	Classic-Fit Non-Iron Solid Shirt	M	\$79.50
Banana Republic	Jeans	Medium Wash Skinny Jean	F	\$98.00
Banana Republic	Jeans	Skinny Washed Indigo Jean	M	\$89.50
Banana Republic	Shirt	New Essential Vee	F	\$24.50
Banana Republic	Shirt	Soft-Wash Vee Tee	M	\$26.50
Banana Republic	Shirt	New Essential Crew	F	\$24.50
Banana Republic	Shirt	Soft-Wash Classic Crew	M	\$26.50
Banana Republic	Socks	Glasses Bootie Sock	F	\$10.50
Banana Republic	Socks	Performance Ankle Sock	M	\$12.50
Banana Republic	Socks	Double-Stripe Tube Sock	F	\$12.50
Banana Republic	Socks	Jungle Stripe Sock	M	\$12.50
Banana Republic	Sweater	Cutout-Front Crew Pullover	F	\$89.50
Banana Republic	Sweater	Ribbed Crew Pullover	M	\$79.50
Banana Republic	Sweater	Ribbed Extra-Fine Merino Wool Pullover	F	\$69.50
Banana Republic	Sweater	Striped Extra-Fine Merino Wool Crew Pullover	M	\$69.50
Club Monaco	Dress Pants	Emily Pant	F	\$169.50
Club Monaco	Dress Pants	Davis Dress Chino	M	\$98.50
Club Monaco	Dress Pants	Lutecia Trouser	F	\$149.50
Club Monaco	Dress Pants	Selvedge Chino	M	\$168.00
Club Monaco	Dress Pants	Gaios Trouser	F	\$189.50
Club Monaco	Dress Pants	Connor Mélange Dress Trouser	M	\$149.50

Club Monaco	Dress Shirt	Claudia Cotton Shirt	F	\$149.50
Club Monaco	Dress Shirt	Slim-Fit Oxford Dress Shirt	M	\$89.50
Club Monaco	Dress Shirt	Susan Shirt	F	\$139.50
Club Monaco	Dress Shirt	Classic-Fit Pinstriped Shirt	M	\$79.50
Club Monaco	Sweater	Bronwen Cardigan	F	\$169.50
Club Monaco	Sweater	Donegal Full Cardigan	M	\$159.50
Club Monaco	Sweater	Casey Cable Sweater	F	\$159.50
Club Monaco	Sweater	Donegal Crew Sweater	M	\$129.50
Gap	Dress Pants	Pinstripe Modern Trouser	F	\$69.95
Gap	Dress Pants	Herringbone Wool-Blend Pants (Slim Fit)	M	\$69.95
Gap	Dress Pants	Broken-In Straight Khakis	F	\$49.95
Gap	Dress Pants	The Khaki (Straight Fit)	M	\$59.95
Gap	Dress Shirt	Tailored Shirt	F	\$49.95
Gap	Dress Shirt	Solid Oxford Shirt (Slim Fit)	M	\$49.95
Gap	Dress Shirt	Shrunken Boyfriend Shirt	F	\$49.95
Gap	Dress Shirt	Striped Modern Oxford Shirt	M	\$49.95
Gap	Jeans	1969 Real Straight Jeans	F	\$69.95
Gap	Jeans	1969 Straight Fit Jeans	M	\$59.95
Gap	Jeans	1969 Resolution True Skinny High-Rise Jean	F	\$69.95
Gap	Jeans	1969 Skinny Fit Jeans	M	\$69.95
Gap	Jeans	1969 Perfect Boot Jeans	F	\$69.95
Gap	Jeans	1969 Boot Fit Jeans	M	\$59.95
Gap	Jeans	1969 Modern Stretch True Skinny Cords	F	\$59.95
Gap	Jeans	1969 Black Fill Cords (Straight Fit)	M	\$59.95
Gap	Jeans	1969 Resolution Slim Straight Jeans	F	\$69.95

Gap	Jeans	1969 Skinny Fit Jeans (Soft Scrape Dark Indigo Wash)	M	\$69.95
Gap	Jeans	1969 Knit True Skinny Jeans	F	\$79.95
Gap	Jeans	1969 Straight Fit Jeans (Resin Rinse)	M	\$69.95
Gap	Shirt	Favorite Short-Sleeve Crew Tee	F	\$16.95
Gap	Shirt	Essential Solid Crew T-Shirt	M	\$16.50
Gap	Shirt	Favorite Long-Sleeve V-Neck Tee	F	\$19.95
Gap	Shirt	Essential Long-Sleeve Crewneck T-Shirt	M	\$19.95
Gap	Shirt	Washed Lace Pullover	F	\$49.95
Gap	Shirt	Lived-In Crew Sweatshirt	M	\$44.95
Gap	Shirt	Flannel Plaid Relaxed Boyfriend Shirt	F	\$54.95
Gap	Shirt	Herringbone Wythe Plaid Shirt	M	\$54.95
Gap	Socks	Sport Socks (2 Pack)	F	\$3.98
Gap	Socks	Ankle Socks (3-Pack)	M	\$4.00
Gap	Socks	Trouser Socks	F	\$7.95
Gap	Socks	Flat Knit Socks (3-Pack)	M	\$6.00
Gap	Socks	Polka Dot Crew Socks	F	\$7.95
Gap	Socks	Motorcycle Socks	M	\$7.95
Gap	Sweater	Stripe Open-Front Cardigan	F	\$69.95
Gap	Sweater	Cotton Cashmere Shawl Cardigan	M	\$59.95
Gap	Sweater	Mockneck Cable-Knit Sweater	F	\$69.95
Gap	Sweater	Marled Chunky Cableknit Crew Sweater	M	\$64.95
Gap	Underwear	Basic Boxer Briefs (3-Pack) If 1	M	\$9.98
Gap	Underwear	Ultra Low Girl Shorts	F	\$14.50
Gap	Underwear	Basic Briefs (3-Pack) If 1	M	\$8.31
Gap	Underwear	Low-Rise Bikini	F	\$8.50

H&M	Dress Pants	Slacks Tapered Fit	F	\$29.99
H&M	Dress Pants	Chinos Slim Fit	M	\$29.99
H&M	Dress Shirt	Cotton Shirt	F	\$24.99
H&M	Dress Shirt	Premium Cotton Shirt	M	\$24.95
H&M	Dress Shirt	Cotton Shirt	F	\$24.99
H&M	Dress Shirt	Shirt In Premium Cotton	M	\$29.99
H&M	Jeans	Boot Cut Low Jeans	F	\$39.99
H&M	Jeans	Boot Cut Low Jeans	M	\$39.99
H&M	Jeans	Skinny Regular Jeans	F	\$29.95
H&M	Jeans	Jeans Skinny Fit	M	\$29.99
H&M	Jeans	Jeans Straight Fit	F	\$49.99
H&M	Jeans	Straight Regular Jeans	M	\$19.95
H&M	Shirt	Jersey Tank Top	F	\$5.99
H&M	Shirt	Tank Top	M	\$5.99
H&M	Shirt	Jersey Top	F	\$9.99
H&M	Shirt	T-Shirt	M	\$9.99
H&M	Socks	5-Pack Ankle Socks	F	\$7.99
H&M	Socks	4-Pack Ankle Socks	M	\$4.99
H&M	Socks	5-Pack Socks	F	\$9.99
H&M	Socks	5-Pack Socks	M	\$9.99
H&M	Sweater	Rib-Knit Sweater	F	\$17.99
H&M	Sweater	Fine-Knit Sweater	M	\$17.99
H&M	Underwear	3-Pack Cotton Hipster Briefs	F	\$9.99
H&M	Underwear	3-Pack Men's Briefs	M	\$17.95
H&M	Underwear	3-Pack Cotton Boy Shorts	F	\$12.99

H&M	Underwear	3-Pack Boxer Shorts	M	\$12.99
J.Crew	Dress Pants	Campbell Trousers In Bi-Stretch Cotton	F	\$98.00
J.Crew	Dress Pants	Bowery Slim Pant In Black Watch Cotton	M	\$88.00
J.Crew	Dress Pants	Campbell Trousers In Pinstripe Super 120S Wool	F	\$148.00
J.Crew	Dress Pants	Bowery Slim Pant In Wool	M	\$128.00
J.Crew	Dress Shirt	Favorite Shirt	F	\$78.00
J.Crew	Dress Shirt	Ludlow Spread-Collar Shirt	M	\$88.00
J.Crew	Sweater	Merino Wool V-Neck Sweater	F	\$79.50
J.Crew	Sweater	Merino Wool V-Neck Sweater	M	\$78.00
Kmart	Dress Pants	Basic Editions Women's Trousers	F	\$21.99
Kmart	Dress Pants	Basic Editions Men's Pleated Pant	M	\$18.99
Kmart	Dress Pants	Attention Women's Slim Fit Dress Pants	F	\$26.99
Kmart	Dress Pants	Attention Men's Stretch Dress Pants	M	\$26.99
Kmart	Dress Shirt	Basic Editions Women's Button-Front Shirt - Striped	F	\$21.99
Kmart	Dress Shirt	Basic Editions Men's Long-Sleeve Dress Shirt	M	\$13.98
Kmart	Socks	Joe Boxer Women's Socks 5Pk Super Soft Quarter White Pink	F	\$6.99
Kmart	Socks	Joe Boxer Men's Low Cut Cushioned Socks - 5 Pairs Sizes 10-13	M	\$6.99
Kmart	Sweater	Basic Editions Women's Turtleneck Sweater	F	\$21.99
Kmart	Sweater	Basic Editions Men's Mock Neck Pullover Sweater	M	\$34.99
Kmart	Underwear	Joe Boxer Women's 6-Pack Hipster Panties - Solids & Prints (If 4)	F	\$6.66
Kmart	Underwear	Joe Boxer Men's 4-Pairs Ringer Briefs	M	\$10.99
Kmart	Underwear	Joe Boxer Women's 2-Pairs Boy Short Panties - Hearts	F	\$9.99
Kmart	Underwear	Joe Boxer Men's Ringer Boxer Briefs 2 Pairs	M	\$8.99
Levi's	Dress Pants	Boyfriend Chinos	F	\$54.50
Levi's	Dress Pants	Chino Pants	M	\$58.00

Levi's	Dress Shirt	Classic One Pocket Shirt	F	\$68.00
Levi's	Dress Shirt	Sunset One Pocket Shirt	M	\$58.00
Levi's	Dress Shirt	One Pocket Boyfriend Shirt	F	\$78.00
Levi's	Dress Shirt	Classic One Pocket Shirt	M	\$48.00
Levi's	Jeans	712 Slim Jeans	F	\$88.00
Levi's	Jeans	511 Slim Fit Jeans	M	\$68.00
Levi's	Jeans	715 Boot Cut Jeans	F	\$78.00
Levi's	Jeans	517 Boot Cut Jeans	M	\$58.00
Levi's	Jeans	714 Straight Jeans	F	\$78.00
Levi's	Jeans	501 Original Fit Jeans	M	\$68.00
Levi's	Jeans	721 High Rise Skinny Jeans	F	\$88.00
Levi's	Jeans	510™ Skinny Fit Jeans	M	\$68.00
Levi's	Jeans	501 Ct Jeans For Women	F	\$88.00
Levi's	Jeans	501 Ct Jeans	M	\$78.00
Levi's	Shirt	The Perfect Tee	F	\$28.00
Levi's	Shirt	Levi's Housemark Tee	M	\$28.00
Levi's	Shirt	The Perfect Pocket Tee	F	\$44.00
Levi's	Shirt	Sunset Pocket Tee	M	\$28.00
Levi's	Shirt	Levi's® Commuter Raglan Tee	F	\$58.00
Levi's	Shirt	Levi's® Commuter™ Drop Hem Tee	M	\$38.00
Levi's	Sweater	Polka Dot Sweatshirt	F	\$64.00
Levi's	Sweater	Levi's® Housemark Pullover Hoodie	M	\$48.00
Levi's	Sweater	V-Neck Cardigan Sweater	F	\$98.00
Levi's	Sweater	Brushed Crew Sweater	M	\$88.00
Old Navy	Dress Pants	Skinny Khakis	F	\$24.94

Old Navy	Dress Pants	Men's New Classic Straight-Leg Khakis	M	\$29.94
Old Navy	Dress Shirt	Classic Oxford Shirt	F	\$24.94
Old Navy	Dress Shirt	Classic Regular-Fit Shirt	M	\$29.94
Old Navy	Jeans	Original Straight Jeans	F	\$29.94
Old Navy	Jeans	Men's Straight-Fit Jeans	M	\$29.94
Old Navy	Socks	Go-Dry Performance Socks 3-Packs	F	\$10.00
Old Navy	Socks	Men's Go-Dry Running Sock 3-Pack	M	\$9.94
Old Navy	Sweater	V-Neck Cardigan	F	\$24.94
Old Navy	Sweater	Men's V-Neck Cardigans	M	\$32.94
Old Navy	Sweater	Women's Striped Crew-Neck Sweater	F	\$39.94
Old Navy	Sweater	Men's Striped Crew-Neck Sweaters	M	\$34.94
Old Navy	Underwear	Jersey Bikini 3-Packs If 1	F	\$4.31
Old Navy	Underwear	Men's Solid Trunks	M	\$9.94
Old Navy	Underwear	Jersey Hipster 3-Packs	F	\$4.31
Old Navy	Underwear	Men's Patterned Boxers	M	\$9.94
Target	Dress Pants	Women's Classic Ankle Pant Gazelle Brown - Merona™	F	\$27.99
Target	Dress Pants	Men's Slim Fit Chino Khaki - Mossimo	M	\$29.99
Target	Dress Shirt	Women's Favorite Shirt Merona	F	\$22.99
Target	Dress Shirt	Merona Men's Button Down Shirt	M	\$24.99
Target	Jeans	Mid-Rise Straight Leg Jeans (Modern Fit) - Mossimo®	F	\$27.99
Target	Jeans	Men's Slim Straight Jeans - Mossimo Supply Co	M	\$24.99
Target	Socks	Women's Casual Crew Socks 3 Pk Ebony 4-10 - Merona™	F	\$8.00
Target	Socks	Men's Stripe Socks Blue Melange - Merona™ 6-12 (3 Pack)	M	\$9.29
Target	Sweater	Scoopneck Sweater - Mossimo Supply Co.	F	\$19.99
Target	Sweater	Men's Varsity Crew Sweater Mountain Red - Mossimo Supply Co.	M	\$24.99

Target	Underwear	C9 Champion® Women's Seamless Performance Sport Briefs 2-Pack (lf 1)	F	\$7.00
Target	Underwear	C9 By Champion® - Men's 3-Pack Briefs Black/Grey (lf 1)	M	\$7.99
Target	Underwear	Fruit Of The Loom Women's Beyondsoft™ With Comfort Covered Waistband Boyshort 5-Pack - lf 6	F	\$11.99
Target	Underwear	Fruit Of The Loom® - Men's 6Pk Briefs Assorted Multi-Colored	M	\$13.99
Target	Underwear	Women's Seamless Boyshort - Xhilaration®	F	\$5.00
Target	Underwear	Men's Boxer Brief - Mossimo Supply Co.	M	\$5.99
Uniqlo	Dress Pants	Women Idlf Straight Pants	F	\$59.90
Uniqlo	Dress Pants	Men Stretch Wool Slim Fit Flat Front Pants	M	\$59.90
Uniqlo	Dress Pants	Women Idlf Chino Pants	F	\$39.90
Uniqlo	Dress Pants	Men Vintage Regular Fit Chino Flat Front Pants	M	\$39.90
Uniqlo	Dress Shirt	Women Supima Cotton Stretch Long Sleeve Shirt	F	\$39.90
Uniqlo	Dress Shirt	Men Easy Care Stretch Slim Fit Broadcloth Long Sleeve Shirt	M	\$39.90
Uniqlo	Jeans	Women Heattech Skinny Fit Jeans	F	\$49.90
Uniqlo	Jeans	Men Heattech Slim Fit Straight Jeans	M	\$49.90
Uniqlo	Socks	Women Short Socks 3 Pairs (Dot Stripe)	F	\$12.90
Uniqlo	Socks	Men Pile Checked Short Socks	M	\$12.90
Uniqlo	Sweater	Women Extra Fine Merino Crew Neck Sweater	F	\$29.90
Uniqlo	Sweater	Men Extra Fine Merino Crew Neck Sweater	M	\$39.90
Uniqlo	Sweater	Women Lambswool Crewneck Sweater	F	\$29.90
Uniqlo	Sweater	Men Lambswool Crewneck Sweater	M	\$29.90
Uniqlo	Sweater	Women Cotton Cashmere Cable Crewneck Sweater	F	\$39.90
Uniqlo	Sweater	Men Cable Crewneck Sweater	M	\$39.90
Uniqlo	Underwear	Women Bikini (Basic)	F	\$6.45
Uniqlo	Underwear	Men Supima Cotton Striped Briefs	M	\$6.45

Uniqlo	Underwear	Women Boy Shorts	F	\$6.45
Uniqlo	Underwear	Men Supima Cotton Striped Boxer Briefs	M	\$6.45
Urban Outfitters	Dress Pants	Bdg Cole Chino Pant	F	\$59.00
Urban Outfitters	Dress Pants	Cpo Double Faced Melange Skinny Chino Pant	M	\$59.00
Urban Outfitters	Dress Shirt	Bdg Jessie Button-Down Shirt	F	\$59.00
Urban Outfitters	Dress Shirt	Cpo Classic Oxford Button-Down Shirt	M	\$49.00
Urban Outfitters	Shirt	Bdg Classic Heathered Crew Tee	F	\$34.00
Urban Outfitters	Shirt	Bdg Galaxy Standard-Fit Crew Neck Tee	M	\$18.00
Urban Outfitters	Shirt	Bdg Sally Pocket Tee	F	\$34.00
Urban Outfitters	Shirt	Bdg Rolled Cap-Sleeve Standard-Fit Tee	M	\$18.00
Urban Outfitters	Socks	Multicolor Pattern Crew Sock	F	\$14.00
Urban Outfitters	Socks	Lightweight Fair Isle Crew Sock	M	\$8.00
Urban Outfitters	Socks	Solid Thermal Stitch Boot Sock	F	\$14.00
Urban Outfitters	Socks	Sweater Stripe Sock	M	\$12.00
Urban Outfitters	Sweater	Bdg Parker Cardigan	F	\$59.00
Urban Outfitters	Sweater	Bdg Lightweight Cardigan	M	\$44.00
Urban Outfitters	Underwear	Blake Printed Boyshort	F	\$8.00
Urban Outfitters	Underwear	Tonal Taped Trunk	M	\$12.00
Urban Outfitters	Underwear	Taylor Dolphin Hipster	F	\$8.00
Urban Outfitters	Underwear	Buffalo Plaid Boxer Brief	M	\$12.00

Personal Care Products

Store	Brand	Item Type	Name (on Website)	Gender	Count/Size	Price	Price Per Unit
CVS	Dove	Body Wash	Purely Pampering Shea Butter with Warm Vanilla Beauty Bar	F	24 oz	\$9.49	\$0.40
CVS	Dove	Body Wash	Men+Care Aqua Impact Body and Face Bar	M	24 oz	\$9.49	\$0.40
CVS	Dove	Body Wash	Go Fresh Restore Body Wash, Blue Fig & Orange Blossom Scent	F	22 oz	\$8.99	
CVS	Dove	Body Wash	Men+Care Clean Comfort Body Wash	M	if 22 oz	\$8.99	
CVS	Nivea	Body Wash	Touch of Serenity Moisturizing Body Wash Hibiscus Blossom Scent & Aloe Essence	F	16.9 oz	\$4.00	\$0.24
CVS	Nivea	Body Wash	Nivea for Men Body Wash Energy	M	16.9 oz	\$4.00	\$0.24
CVS	Suave	Body Wash	Creamy Cocoa Butter & Shea Butter Moisturizing Body Wash	F	12 oz	\$2.77	\$0.23
CVS	Suave	Body Wash	Men's Sport Recharge Body Wash	M	12 oz	\$2.77	\$0.23
CVS	CVS	Deodorant	Clinical Strength Antiperspirant, Green Tea & Cucumber Scent	F	1.7 oz	\$7.99	\$4.70
CVS	CVS	Deodorant	Clinical Strength Waterproof Antiperspirant & Deodorant For Men, Ultra Fresh Scent	M	1.7 oz	\$7.99	\$4.70
CVS	Degree	Deodorant	Women Anti-Perspirant Deodorant Invisible Solid Shower Clean	F	2.6 oz	\$3.99	
CVS	Degree	Deodorant	Men Ultra Dry Anti-Perspirant Deodorant Invisible Stick Sport	M	2.7 oz	\$3.79	
CVS	Dove	Deodorant	Go Fresh Anti-Perspirant Deodorant Ultimate Clear Cool Essentials	F	2.6 oz	\$4.99	
CVS	Dove	Deodorant	Men + Care Clean Comfort Powerful Protection Antiperspirant	M	2.7 oz	\$5.29	
CVS	Suave	Hair Care	Professionals Moroccan Infusion Shine Shampoo (& conditioner)	F	12.6 oz	\$7.98	\$0.32
CVS	Suave	Hair Care	Professionals Men 2 In 1 Shampoo + Conditioner	M	12.6 oz	\$2.67	\$0.21
CVS	TIGI	Hair Care	Bed Head Resurrection Shampoo	F	25.36 oz	\$18.99	\$0.75
CVS	TIGI	Hair Care	Bed Head Men Clean Up Shampoo	M	if 25.36 oz	\$14.20	\$0.56
CVS	Neutrogena	Lotion	Healthy Skin Face Lotion Spf 15	F	2.5 oz	\$15.99	
CVS	Neutrogena	Lotion	Men Triple Protect Face Lotion Spf 20	M	if 2.5 oz	\$10.28	\$5.71
CVS	Nivea	Lotion	Smooth Sensation Body Lotion Shea Butter & HYDRA IQ	F	16.9 oz	\$6.49	\$0.39
CVS	Nivea	Lotion	Men Maximum Hydration Body Lotion 3 in 1 Body Face & Hands	M	16.9 oz	\$6.49	\$0.39

CVS	CVS	Razor	3 Blade Disposable Razors for Women Lavender	F	4	\$5.29	\$1.32
CVS	CVS	Razor	3 Blade Disposable Razors for Sensitive Skin	M	4	\$4.99	\$1.25
CVS	Gillette	Razor	Venus Embrace Razor	F	1	\$13.79	
CVS	Gillette	Razor	Fusion Manual Razor	M	1	\$9.99	
CVS	Schick	Razor	Quattro For Women Razor	F	1	\$9.99	
CVS	Schick	Razor	Quattro Titanium Razor	M	1	\$10.99	
CVS	CVS	Razor Cartridges	5 Blade Women's Razor Cartridges	F	4	\$10.99	\$2.75
CVS	CVS	Razor Cartridges	5 Blade Men's Razor Cartridges	M	4	\$9.99	\$2.50
CVS	Schick	Razor Cartridges	Quattro For Women Cartridges	F	4	\$14.99	\$3.75
CVS	Schick	Razor Cartridges	Quattro Titanium Cartridges	M	4	\$13.79	\$3.45
CVS	CVS	Shaving Cream	Raspberry Shave Gel For Women	F	7 oz	\$2.49	\$0.36
CVS	CVS	Shaving Cream	Sensitive Skin Shave Gel for Men	M	7 oz	\$2.49	\$0.36
CVS	Edge	Shaving Cream	Advanced Gel Sensitive Skin	M	7 oz	\$3.49	\$0.50
CVS	Gillette	Shaving Cream	Venus Shave Gel Olay Violet Swirl	F	7 oz	\$3.29	\$0.47
CVS	Gillette	Shaving Cream	Fusion Hydragel Shave Gel Moisturizing	M	7 oz	\$4.59	\$0.66
CVS	Skintimate	Shaving Cream	Signature Scents Shave Gel Strawberry Tangerine Twist	F	7 oz	\$3.79	\$0.54
Rite Aid	Nivea	Body Wash	Nivea Body Wash, Moisturizing, Touch of Serenity, 16.9 fl oz (500 ml)	F	16.9 oz	\$6.99	
Rite Aid	Nivea	Body Wash	Nivea For Men Body Wash with Menthol, Cool, 16.9 fl oz (500 ml)	M	16.9 oz	\$5.49	
Rite Aid	Suave	Body Wash	Naturals Body Wash, Ocean Breeze, 12 fl oz (354 ml)	F	12 oz	\$2.79	
Rite Aid	Suave	Body Wash	Men Body Wash, Refreshing, 12 fl oz (354 ml)	M	12 oz	\$2.79	
Rite Aid	Degree	Deodorant	Anti-Perspirant & Deodorant, Invisible Solid, Sheer Powder 2.6 oz (74 g)	F	if 76 g	\$3.89	
Rite Aid	Degree	Deodorant	Degree Men Dry Protection Anti-Perspirant & Deodorant, Sport, 2.7 oz (76 g)	M	76 g	\$3.79	
Rite Aid	Dove	Deodorant	Go Sleeveless Anti-Perspirant Deodorant, Soothing Chamomile, 2.6 oz (74 g)	F	if 76 g	\$5.64	

Rite Aid	Dove	Deodorant	Antiperspirant Deodorant, Fresh Awake 2.7 oz (76 g)	M	76 g	\$5.49	
Rite Aid	Mitchum	Deodorant	Anti-Perspirant & Deodorant for Women, Clear Gel, Powder Fresh, 3.4 oz (96 g)	F	3.4 oz	\$5.29	
Rite Aid	Mitchum	Deodorant	Anti-Perspirant & Deodorant, Clear Gel, Mountain Air, 3.4 oz (96 g)	M	3.4 oz	\$5.29	
Rite Aid	Speed Stick	Deodorant	Lady Speed Stick Invisible Dry Antiperspirant/Deodorant, Powder Fresh, 2.3 oz (65 g)	F	if 85 g	\$4.69	
Rite Aid	Speed Stick	Deodorant	Speed Stick Power Antiperspirant Deodorant, Unscented, 3 oz (85 g)	M	85 g (3 oz)	\$3.59	
Rite Aid	Clear Scalp & Hair	Hair Care	Shampoo, Nourishing, Total Care, 12.9 fl oz (381 ml) + Therapy Conditioner, Nourishing Daily, Strong Lengths, 12.7 fl oz (375 ml)	F	756 ml	\$11.98	
Rite Aid	Clear Scalp & Hair	Hair Care	Men Scalp Therapy Shampoo & Conditioner, Daily, Anti-Dandruff, Complete Care, 2 in 1, 12.9 fl oz (381 ml)	M	381 ml	\$5.99	
Rite Aid	Dove	Hair Care	Damage Solutions Shampoo, Intensive Repair, 12 fl oz (355 ml)	F	12 oz	\$4.99	
Rite Aid	Dove	Hair Care	Men + Care Shampoo, Fortifying, Thickening, 12 fl oz (355 ml)	M	12 oz	\$5.19	
Rite Aid	Vaseline	Lotion	Intensive Rescue Lotion, Hypoallergenic, Repairing Moisture, Fragrance Free, 24.5 fl oz (725 ml)	F	24.5 oz	\$7.79	
Rite Aid	Vaseline	Lotion	Men Body & Face Lotion, Fast Absorbing, 20.3 fl oz (600 ml)	M	if 24.5 oz	\$9.40	
Rite Aid	BIC	Razor	Soleil Shavers, Sensitive Skin, 3 Blades, 4 shavers	F	3	\$7.29	
Rite Aid	BIC	Razor	Comfort 3 Shavers for Men, Sensitive Skin, 4 shavers	M	3	\$4.69	
Rite Aid	Rite Aid	Razor	Renewal Razors, 5 Blade, for Women, 3 razors	F	3	\$8.99	
Rite Aid	Rite Aid	Razor	Renewal Razors, Disposable, 5-Blade, for Men, 3 ea	M	3	\$8.49	
Rite Aid	Rite Aid	Razor	Renewal Razor, 5 Blade, for Women, 1 set	F	1	\$7.49	
Rite Aid	Rite Aid	Razor	Renewal Razor, 5 Blade, for Men, with Trimmer, 1 set	M	1	\$7.49	
Rite Aid	Gillette	Razor Cartridges	Venus Embrace Cartridges, 5 Blades, Value Pack, 6 cartridges	F	6	\$26.99	
Rite Aid	Gillette	Razor Cartridges	Fusion Cartridges 4 cartridges	M	if 6	\$27.73	
Rite Aid	Rite Aid	Razor Cartridges	Renewal Cartridge Refills, 5 Blade, for Women, 4 cartridges	F	4	\$8.99	
Rite Aid	Rite Aid	Razor Cartridges	Renewal Cartridge Refills, 5 Blade, for Men, with Trimmer, 4 cartridges	M	4	\$8.49	

Rite Aid	Schick	Razor Cartridges	Quattro Cartridges, 4 cartridges	M	4	\$12.49	
Rite Aid	Schick	Razor Cartridges	Hydro 5 Cartridges, Hydrating, Aloe & Vitamin E, 4 cartridges	M	4	\$15.99	
Rite Aid	Schick	Razor Cartridges	Quattro for Women Cartridges, Ultra Smooth, 4 cartridges	F	4	\$14.79	
Rite Aid	Schick	Razor Cartridges	Hydro Silk Razor Cartridges, 4 cartridges	F	4	\$19.99	
Rite Aid	Edge	Shaving Cream	Shave Gel, Sensitive Skin with Aloe, Value Size 7 oz.	M	if 10 oz	\$4.98	
Rite Aid	Gillette	Shaving Cream	Shave Gel, Sensitive, with Shea Butter 7 oz (198 g)	F	7 oz	\$3.99	
Rite Aid	Gillette	Shaving Cream	Hydra Gel, Ultra Sensitive 7 oz (198 g)	M	7 oz	\$5.29	
Rite Aid	Rite Aid	Shaving Cream	Renewal Shave Gel, Moisturizing, Baby Soft with Baby Oil, 7 oz (198 g)	F	7 oz	\$2.59	
Rite Aid	Rite Aid	Shaving Cream	Renewal Shave Gel, for Men, Sensitive Skin, 7 oz (198 g)	M	7 oz	\$2.59	
Rite Aid	Skintimate	Shaving Cream	Skin Therapy Shave Cream, Moisturizing, Sensitive Skin, 10 oz (283 g)	F	10 oz	\$3.49	
Walgreens/ Duane Reade	Dial	Body Wash	Body Wash Omega Moisture Sea Berries	F	16 oz	\$5.09	\$0.32
Walgreens/ Duane Reade	Dial	Body Wash	Dial for Men Body Wash Fresh Reaction Alpine	M	16 oz	\$5.09	\$0.32
Walgreens/ Duane Reade	Dove	Body Wash	Nourishing Body Wash	F	if 13.5 oz	\$5.67	
Walgreens/ Duane Reade	Dove	Body Wash	Men+Care Body Wash Clean Comfort	M	13.5 oz	\$4.99	\$0.68
Walgreens/ Duane Reade	Nivea	Body Wash	Body Wash Jojoba Oil & Coconut	F	16.9 oz	\$5.49	\$0.32
Walgreens/ Duane Reade	Nivea	Body Wash	Men 3 in 1 Body Wash Energy	M	16.9 oz	\$4.99	\$0.30
Walgreens/ Duane Reade	Degree	Deodorant	Dry Protection Anti-Perspirant & Deodorant Shower Clean	F	if 2.7 oz	\$3.43	
Walgreens/ Duane Reade	Degree	Deodorant	Men Dry Protection Antiperspirant & Deodorant Sport	M	2.7 oz	\$3.29	\$0.14
Walgreens/ Duane Reade	Dove	Deodorant	go fresh Anti-Perspirant Deodorant Cool Essentials	F	if 2.7 oz	\$5.18	
Walgreens/ Duane Reade	Dove	Deodorant	Men+Care Antiperspirant & Deodorant Extra Fresh	M	2.7 oz	\$4.99	\$0.19
Walgreens/ Duane Reade	Mitchum	Deodorant	Mitchum for Women Advanced Gel Anti-Perspirant & Deodorant Powder Fresh	F	2.25 oz	\$3.99	\$1.77
Walgreens/ Duane Reade	Mitchum	Deodorant	Advanced Gel Anti-Perspirant & Deodorant Sport	M	2.25 oz	\$3.99	\$1.77
Walgreens/ Duane Reade	Alberto VO5	Hair Care	2 in 1 Moisturizing Shampoo + Conditioner	F	12.5 oz	\$1.99	\$0.16
Walgreens/ Duane Reade	Alberto VO5	Hair Care	Mens 3-IN-1 Shampoo, Conditioner & Body Wash Ocean Surge	M	12.5 oz	\$1.29	\$0.10

Walgreens/ Duane Reade	Aussie	Hair Care	Aussome Volume 2-in-1 Shampoo (& Conditioner)	F	13.5 oz	\$8.38	\$0.31
Walgreens/ Duane Reade	Aussie	Hair Care	Men Daily Clean 2-In-1 Shampoo + Conditioner	M	13.5 oz	\$3.79	\$0.28
Walgreens/ Duane Reade	Head & Shoulders	Hair Care	Smooth & Silky 2 in 1 Dandruff Shampoo + Conditioner	F	23.7 oz	\$8.29	\$0.35
Walgreens/ Duane Reade	Head & Shoulders	Hair Care	Men Total Care All-in-1 Dandruff Shampoo + Conditioner	M	23.7 oz	\$8.29	\$0.35
Walgreens/ Duane Reade	Suave	Hair Care	Performance Series 2 in 1 Plus Shampoo & Conditioner, For All Hair Types	F	if 28 oz	\$4.48	
Walgreens/ Duane Reade	Suave	Hair Care	Professionals Men 2-in-1 Shampoo and Conditioner	M	28 oz	\$3.99	\$0.49
Walgreens/ Duane Reade	Dial	Lotion	7 Day Moisturizing Lotion, Extra Dry Skin	F	21 oz	\$6.79	\$0.32
Walgreens/ Duane Reade	Dial	Lotion	Dial For Men NutriSkin Body & Hand Lotion Ultra Hydrating	M	21 oz	\$6.79	\$0.32
Walgreens/ Duane Reade	Vaseline	Lotion	Intensive Rescue Intensive Care Advanced Repair Non-Greasy Lotion Fragrance Free	F	10 oz	\$4.19	\$0.42
Walgreens/ Duane Reade	Vaseline	Lotion	Men Healing Moisture Non-Greasy Body & Face Lotion Extra Strength	M	10 oz	\$4.19	\$0.42
Walgreens/ Duane Reade	BIC	Razor	BiC Comfort 3 Shavers for Women	F	4	\$3.99	
Walgreens/ Duane Reade	BIC	Razor	BiC Comfort 3 Pivot Shavers	M	4	\$3.99	
Walgreens/ Duane Reade	Gillette	Razor	Venus Swirl Women's Razor Handle with 2 Blade Refills	F	1	\$13.99	
Walgreens/ Duane Reade	Gillette	Razor	Fusion ProGlide SilverTouch Razor with FlexBall Handle Technology & 2 Razor Blade Refills	M	1	\$13.79	
Walgreens/ Duane Reade	Schick	Razor	Quattro For Women Razor	F	1	\$10.49	
Walgreens/ Duane Reade	Schick	Razor	Quattro Titanium Razor	M	1	\$9.99	
Walgreens/ Duane Reade	Studio 35	Razor	Beauty Disposable Five-Blade Razors	F	3	\$5.99	\$2.00
Walgreens/ Duane Reade	Studio 35	Razor	Men's Disposable Five-Blade Razors	M	3	\$5.49	\$1.83
Walgreens/ Duane Reade	Gillette	Razor Cartridges	Venus Divine Cartridges	F	8	\$25.99	
Walgreens/ Duane Reade	Gillette	Razor Cartridges	MACH3 Cartridges	M	8	\$23.99	
Walgreens/ Duane Reade	Schick	Razor Cartridges	Hydro Silk for Women Cartridges	F	4	\$18.49	\$4.62
Walgreens/ Duane Reade	Schick	Razor Cartridges	Hydro 5 Cartridge Razor Refills	M	4	\$14.99	\$3.75
Walgreens/ Duane Reade	Schick	Razor Cartridges	Quattro For Women Razor Cartridge Refill	F		\$14.49	

Walgreens/ Duane Reade	Schick	Razor Cartridges	Quattro Titanium Razor Cartridges	M		\$12.99	
Walgreens/ Duane Reade	Edge	Shaving Cream	Shave Gel Soothing Aloe	M	7 oz	\$3.29	\$0.47
Walgreens/ Duane Reade	Gillette	Shaving Cream	Venus with a Touch of Olay, Shave Gel Sugarberry Bliss	F	7 oz	\$3.49	\$0.50
Walgreens/ Duane Reade	Gillette	Shaving Cream	Series Shave Gel	M	7 oz	\$2.89	\$0.41
Walgreens/ Duane Reade	Kiss My Face	Shaving Cream	Moisture Shave Lavender Shea	F	if 6 oz	\$7.57	
Walgreens/ Duane Reade	Kiss My Face	Shaving Cream	Natural Man Aqua 4 in 1 Shave Aqua	M	6 oz	\$5.99	
Walgreens/ Duane Reade	Skintimate	Shaving Cream	SignatureScents Moisturizing Shave Gel Raspberry Rain	F	7 oz	\$3.29	\$0.47
Walgreens/ Duane Reade	Studio 35	Shaving Cream	Dry Skin Ladies Shave Gel	F		\$3.29	
Walgreens/ Duane Reade	Studio 35	Shaving Cream	Sensitive Skin Men's Shave Gel	M		\$3.29	

Senior/Home Health Care Products

Store	Item Type	Name (on Website)	Gender	Count	Price
Costco	Adult Diapers	Protective Underwear Women Small / Medium	F	80	\$42.99
Costco	Adult Diapers	Protective Underwear Men Small / Medium	M	80	\$42.99
CVS	Adult Diapers	Silhouette Women's Briefs Small/Medium, 56Ct	F	56	\$64.99
CVS	Adult Diapers	Real Fit Men's Briefs Small/Medium, 56Ct	M	56	\$64.99
CVS	Adult Diapers	Woman's Reusable Incontinence Panty 2XI	F		\$21.99
CVS	Adult Diapers	Men's Reusable Incontinence Brief 2XI	M		\$23.99
CVS	Adult Diapers	Women's Underwear Maximum Absorbency S/M, 72 Total	F	72	\$45.96
CVS	Adult Diapers	Cvs Men's Underwear Maximum Absorbency S/M, 72 Total	M	72	\$45.96
CVS	Compression Socks	Revitalizing Diamond Pattern Trouser Socks For Women Black Medium (15-20 Mm/Hg)	F		\$21.49
CVS	Compression Socks	Support Dress Socks Men's Firm Medium Black (20-30 Mm/Hg)	M		\$17.99
CVS	Compression Socks	Women's Knee Length Compression Socks	F		\$8.99
CVS	Compression Socks	Men's Over-The-Calf Length Compression Socks	M		\$8.99
CVS	Digestive Health	Women's Gentle Laxative Enteric Coated Tablets	F		\$4.99
CVS	Digestive Health	Gentle Laxative Tablets	M		\$6.49
CVS	Digestive Health	Laxative Tablets For Women	F		\$9.79
CVS	Digestive Health	Laxative Tablets For Overnight Relief	M		\$7.49
CVS	Digestive Health	Women's Probiotic One-A-Day Vegetable Capsules	F		\$22.99
CVS	Digestive Health	Digestive Probiotic Vegetable Capsules	M		\$22.79
CVS	Personal Urinal	Female Urinal	F		\$7.99
CVS	Personal Urinal	Male Urinal	M		\$5.99
CVS	Supports and Braces	Women's Breathable Elastic Abdominal Support Binder White	F		\$51.99
CVS	Supports and Braces	Men's Breathable Elastic Abdominal Binder 12 In. Width White	M		\$45.99
CVS	Supports and Braces	Women's Posture Corrector White	F		\$94.99

CVS	Supports and Braces	Men's Posture Corrector White	M		\$85.99
Kmart	Digestive Health	Dulcolax Laxative Tablets For Women 25 Ct	F	if 30	\$8.39
Kmart	Digestive Health	Dulcolax Tablets Laxative 30 Ct Box	M	30	\$6.99
Kmart	Digestive Health	Dulcolax Dulcoease Pink Softgels Stool Softener 25 Ct Box	F	25	\$6.99
Kmart	Digestive Health	Dulcolax Stool Softener Liquid Gels, 25 Count	M	25	\$6.99
Kmart	Digestive Health	Smart Sense Laxative, Women's, 5 Mg, Tablets, 30 Tablets	F	30	\$4.49
Kmart	Digestive Health	Smart Sense Bisa-Lax, 5 Mg, Coated Tablets, 25 Tablets	M	if 30	\$6.23
Kmart	Supports and Braces	Smart Sense Women's One Size Back Support Peg	F		\$14.99
Kmart	Supports and Braces	Smart Sense Adjustable One Size Back Support Peg	M		\$14.99
Kmart	Supports and Braces	Smart Sense Women's One Size Right Wrist Splint Peg	F		\$14.99
Kmart	Supports and Braces	Smart Sense Adjustable One Size Right Wrist Splint Peg	M		\$14.99
Kmart	Supports and Braces	Smart Sense Women's One Size Knee Support Peg	F		\$14.99
Kmart	Supports and Braces	Smart Sense Adjustable Deluxe One Size Knee Support Peg	M		\$14.99
Kmart	Supports and Braces	Smart Sense Women's One Size Ankle Support Peg	F		\$11.99
Kmart	Supports and Braces	Smart Sense Adjustable One Size Ankle Support Peg	M		\$10.99
Rite Aid	Adult Diapers	Depend For Women Underwear, Maximum Absorbency, S/M, 32 Pairs	F	32	\$19.99
Rite Aid	Adult Diapers	Depend For Men Underwear, Maximum Absorbency, S/M, 32 Pairs	M	32	\$19.99
Rite Aid	Adult Diapers	Underwear For Women, Maximum Absorbency, 32 Count	F	32	\$16.99
Rite Aid	Adult Diapers	Underwear For Men, Maximum Absorbency, 32 Count	M	32	\$16.99
Rite Aid	Adult Diapers	Bladder Control Pads For Women, Maximum Absorbency, 39 Count	F	if 52	\$15.99
Rite Aid	Adult Diapers	Guards For Men, Maximum Absorbency, 52 Count	M	52	\$11.99
Rite Aid	Cane	Round Handle Cane (Silver, Womens)	F		\$17.99
Rite Aid	Cane	Round Handle Cane (Silver, Mens)	M		\$17.99
Rite Aid	Compression Socks	Energizing Trouser Socks, For Women, Knee Highs, Mild Compression	F		\$18.99
Rite Aid	Compression Socks	Restoring Dress Socks For Men, Over The Calf, Firm Compression	M		\$15.49

Rite Aid	Digestive Health	Rite Aid Pharmacy Laxative For Women, 5 Mg, Tablets, 30 Tablets	F	if 50	\$8.32
Rite Aid	Digestive Health	Rite Aid Pharmacy Laxative, 5 Mg, Tablets, 50 Tablets	M	50	\$10.49
Rite Aid	Personal Urinal	Carex Female Urinal	F		\$8.99
Rite Aid	Personal Urinal	Carex Male Urinal	M		\$8.99
Target	Compression Socks	Sigvaris Women's Baby Legs Cotton Compression Sock 15-20 Mmhg	F		\$27.96
Target	Compression Socks	Sigvaris Men's Casual Cotton Compression Sock 15-20 Mmhg	M		\$27.96
Target	Compression Socks	Sigvaris Women's Soft Opaque Thigh High Compression Hosiery 20-30 Mmhg	F		\$87.96
Target	Compression Socks	Sigvaris Men's Midtown Microfiber Thigh-Hi 20-30 Mmhg	M		\$79.96
Target	Compression Socks	Sigvaris Women's Soft Opaque Knee-High 20-30 Mmhg	F		\$63.96
Target	Compression Socks	Sigvaris Men's Midtown Microfiber Knee-Hi 20-30 Mmhg	M		\$63.96
Target	Personal Urinal	Nova Female Urinal - White	F		\$8.95
Target	Personal Urinal	Nova Male Urinal With Cover - White	M		\$9.99
Target	Supports and Braces	Futuro For Her Adjustable Grey Right Hand Wrist Support	F		\$21.99
Target	Supports and Braces	Futuro Reversible And Adjustable Splint Wrist Brace - 1 Count	M		\$10.79
Target	Supports and Braces	Futuro For Her Adjustable Knee Support	F		\$21.99
Target	Supports and Braces	Futuro Sport Adjustable Black Knee Support	M		\$14.99
Walgreens/ Duane Reade	Adult Diapers	Depend For Women Underwear, Maximum Absorbency, S/M - 60 Pack	F	60	\$39.99
Walgreens/ Duane Reade	Adult Diapers	Depend For Men Underwear, Maximum Absorbency, S/M - 60 Pack	M	60	\$39.99
Walgreens/ Duane Reade	Adult Diapers	Walgreens Protective Underwear Women's S/M Pink	F	42	\$21.99
Walgreens/ Duane Reade	Adult Diapers	Walgreens Protective Underwear Men's S/M White	M	42	\$21.99
Walgreens/ Duane Reade	Adult Diapers	Tena Serenity Moderate Pads Regular	F	if 48	\$15.58
Walgreens/ Duane Reade	Adult Diapers	Tena Serenity Men Protective Guards, Moderate Absorbency	M	48	\$13.79
Walgreens/ Duane Reade	Adult Diapers	Attends Bladder Control Pads	F	if 64	\$53.32
Walgreens/ Duane Reade	Adult Diapers	Attends Guards For Men Unisize	M	64	\$49.99
Walgreens/ Duane Reade	Cane	Spring Garden Collection Folding Cane Butterfly	F		\$27.99

Walgreens/ Duane Reade	Cane	Scotch Plaid Designer Offset Cane	M		\$25.99
Walgreens/ Duane Reade	Cane	Lightweight Adjustable Designer Cane, Derby Top Beige Floral	F		\$19.99
Walgreens/ Duane Reade	Cane	Men's Traditional Wood Cane Walnut 1-Inch	M		\$14.99
Walgreens/ Duane Reade	Compression Socks	Revitalizing Trouser Socks For Women, Moderate Medium Black	F		\$21.99
Walgreens/ Duane Reade	Compression Socks	Revitalizing Dress Socks For Men, Model 71038En Medium Black	M		\$18.99
Walgreens/ Duane Reade	Compression Socks	Walgreens Diabetic Crew Socks For Women Sizes 6-10 Khaki	F		\$5.99
Walgreens/ Duane Reade	Compression Socks	Walgreens Diabetic Crew Socks For Men Sizes 7-12 Khaki	M		\$5.99
Walgreens/ Duane Reade	Compression Socks	Women's Trouser Style Mild (10-20Mm) Designer Knit Pattern Support Socks Small	F		\$19.99
Walgreens/ Duane Reade	Compression Socks	Men's Dress Style Over-The-Calf Length Firm (15-20 Mm) Support Socks XI	M		\$19.99
Walgreens/ Duane Reade	Compression Socks	Fit Rite Basic Sheer Knee High Ladies Black	F		\$18.99
Walgreens/ Duane Reade	Compression Socks	Fit Rite Dress Sock Mens Brown	M		\$18.99
Walgreens/ Duane Reade	Compression Socks	Dr. Scholl's Moderate Support Sock For Women Black	F		\$18.99
Walgreens/ Duane Reade	Compression Socks	Dr. Scholl's Moderate Support Sock For Men Black	M		\$18.99
Walgreens/ Duane Reade	Compression Socks	Dr. Scholl's Firm Support Sock For Women Sheer Black	F		\$18.99
Walgreens/ Duane Reade	Compression Socks	Dr. Scholl's Firm Support Sock For Men Black	M		\$23.99
Walgreens/ Duane Reade	Digestive Health	Dulcolax Laxative Comfort Coated Tablets For Women	F		\$7.99
Walgreens/ Duane Reade	Digestive Health	Dulcolax Laxative Tablets	M		\$7.99
Walgreens/ Duane Reade	Digestive Health	Walgreens Women's Probiotic, Capsules	F		\$15.99
Walgreens/ Duane Reade	Digestive Health	Walgreens Daily Probiotic With Digestive Enzymes, Capsules	M		\$15.99
Walgreens/ Duane Reade	Digestive Health	Walgreens Women's Laxative Tablets (30)	F	30	\$4.19
Walgreens/ Duane Reade	Digestive Health	Walgreens Gentle Laxative Tablets (25)	M	if 30	\$6.94
Walgreens/ Duane Reade	Personal Urinal	Female Urinal With Leak-Resistant Lid	F		\$19.99
Walgreens/ Duane Reade	Personal Urinal	Healthcare Autoclavable Male Urinal With Cover	M		\$14.99
Walgreens/ Duane Reade	Personal Urinal	Carex Female Urinal	F		\$11.99
Walgreens/ Duane Reade	Personal Urinal	Carex Male Urinal	M		\$9.99

Walgreens/ Duane Reade	Personal Urinal	Portable Female Urinal 1000Cc	F		\$9.99
Walgreens/ Duane Reade	Personal Urinal	Portable Male Urinal With Snap-On Lid	M		\$5.99
Walgreens/ Duane Reade	Supports and Braces	Abdominal Binder 9In Wide 3 Panels Unisex White	F		\$38.99
Walgreens/ Duane Reade	Supports and Braces	Mens Breathable Abdominal Binder 9" Wide White	M		\$34.99
Walgreens/ Duane Reade	Supports and Braces	Rib Support For Women White	F		\$26.99
Walgreens/ Duane Reade	Supports and Braces	Rib Support For Men White	M		\$22.99
Walgreens/ Duane Reade	Supports and Braces	Women's Posture Corrector	F		\$94.99
Walgreens/ Duane Reade	Supports and Braces	Men's Posture Corrector	M		\$84.99

