



## **European network of legal experts in gender equality and non-discrimination**

### **NEWS REPORT**

<b>Country:</b>	Lithuania
<b>Title:</b>	The Office of of the Equal Opportunities' Ombudsperson in Lithuania started campaign against possible discriminatory pricing of services for women and men
<b>Date:</b>	24 July 2018
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<b><u>Context</u></b>	
<b>Issue at stake:</b>	Different pricing for women and men may be regarded as violation of the principle of equality in the light of directive 2003/114
<b>Ground of discrimination:</b>	Sex
<b>Source:</b>	National Equality Body, media
<b>Field:</b>	Goods and services
<b>Applicable law:</b>	Equal Opportunities' Act, Equal Opportunities' Act for Women and Men

### **Content**

**Case law/policy development:** On the occasion of the International Womens' Day (8 March), the Office of of the Equal Opportunities' Ombudsperson in Lithuania (national institution responsible for the implementation of the principle of equal treatment with regard to sex and other grounds) has launched the campaign "Price Has No Gender". The first fact of discrimination was detected in the car wash services after car wash company announced on its' Facebook page that women could wash their car with a 20 percent-discount every Wednesday. The company claimed that that it aimed at attracting women to use a textile car wash in the newly opened car wash centers. According to the company 'Ainava', the aim was to spread the news about the new service and to demonstrate that such washing machines are easy and convenient to use. In the view of Ombudsperson, the company did not provide any justification as to why the discounts for the same services only applied to women. Discounting for single-sex users cannot be considered an appropriate instrument to demonstrate the benefits of a new service, was opinion of the Office. Upon detection of discrimination, the company discontinued the concessions to women.

Another area where possible discrimination was detected was beauty services and hairdressing. The Ombudsperson's Office carried out a pilot study and found out that in most hairdressing salons a haircut for women is 23%-43% more expensive than for men, while a manicure is usually more expensive when a client is male. For a manicure men pay 10% more than women, but a pedicure is even more expensive –

prices are up to 40% higher for men. The hairdressers are now asked to set the prices of haircuts according to the products necessary for a particular haircut, the style and complexity of a haircut, instruments used and so on. The Office aims to change the habits of “gender pricing” and make sure that the client’s gender no longer affects the price of a service received. The beauty companies labeled the demands of the Office as ‘non-sense’<sup>1</sup> saying that the required single elimination of the words ‘masculin’ or ‘feminin’ in the pricelist of the haircuts will not change the existing pricing.

**Key points of analysis:** The campaign to raise awareness about the fact that the same services are still priced differently for women and men aimed to put the existing practices in the line with equality legislation. If there will be legal actions on the side of the companies, the courts will have to determine whether the repercussions of the Office are sustainable.

**Internet link source:** <http://www.lygybe.lt/en/news/price-has-no-gender-awareness-raising-campaign-to-change-different-pricing-for-men-and-women-/915>  
<http://www.lygybe.lt/lt/automobiliu-plovykla-diskriminavo-vyrus>.

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<sup>1</sup> Available at <https://www.15min.lt/verslas/naujiena/finansai/kirpejai-nesutinka-suvienodinti-kainu-skirtingos-paslaugos-turi-kainuoti-skirtingai-662-993222> (in Lithuanian), accessed on 8 July 2018.