



Period Law and PERIOD. Partner with CVS Health to End the Tampon Tax, CVS Health is the First National Retailer to Join Their Campaign

The legal nonprofit Period Law has partnered with the youth-powered nonprofit PERIOD. and CVS Health to end the unfair, discriminatory sales tax on menstrual products, known colloquially as the “Tampon Tax” or “Period Tax.”

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[Period Law](#); [Period.](#)

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New York, NY, October 19, 2022, Period Law and PERIOD. announced their three-way partnership today with CVS Health to eliminate the tax on period products in the remaining 22 states that continue this unfair, discriminatory practice.

Their message to the 22 states – Do not be last to do what is equitably, politically, and legally right. While all 22 states enjoy a budget surplus, the tax revenue associated with menstrual products in most of these states is less than one one-hundredth of a percent of each state's total revenue. Exempting the tax on menstrual products, deemed health necessities by the American Medication Association, is negligible to overall revenue.

With the assistance of volunteer attorneys from around the country – including a core team from the law firm WilmerHale – Period Law has led the legal campaign to end the tampon tax nationwide since 2016 by filing lawsuits challenging the tampon tax as unconstitutional and succeeding in helping to reduce the number of “tampon-taxing” states from 40 in 2016 to 22 today.

CVS Health supports Period Law and PERIOD. in educating legislators and policymakers about the tampon tax in key states and supporting the legislative advocacy campaign to end it for good. In states where legally permissible, CVS is covering the cost of the tax on consumer purchases of menstrual products. CVS has also reduced the cost of its in-store brands by 25% across the country. CVS Health is the first national retailer to take meaningful steps to reduce the economic burden on women and publicly support the elimination of the tax.

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This new and final phase of Period Law’s campaign to end the tax relies on a honed strategy based on years of work by legal experts and academics from around the country, paired with grassroots advocacy championed by PERIOD. Chapters’ menstrual equity activists who apply pressure on legislators to repeal these antiquated state laws.

“Purchases of period products should have been tax-exempt from the start, just like prescription drugs. Due to lack of adequate representation in state legislatures when sales tax bills were passed, and the stigma around talking about menstruation, state governments have heedlessly bilked women out of billions of dollars on purchases of these medical necessities,” said Laura Strausfeld, Period Law’s Executive Director. She added, “All elements are now in place to end the tampon tax in the U.S. by the end of the next legislative session. There is no opposition, only inattention. Period Law’s team of lawyers will work with local advocacy groups and national organizations to make sure lawmakers finally take notice and take action.”

“We call on state administrations to repeal this tax now, as we activate hundreds of PERIOD. Chapters and partner organizations to join this campaign. A tax repeal acknowledges the undue burden of people who use period products in your state. Repealing the tax now is the right move, at the right time,” says Michela Bedard, Executive Director at PERIOD.

About Period Law

[Period Law](#) is a law and policy nonprofit that fights for tax-free, toxin-free, environmentally sustainable menstrual products that are available at no cost to everyone who needs them. Period Law works with volunteer attorneys from around the country to advance state and federal period equity policies.

About PERIOD.

[PERIOD.](#) is a global youth-powered nonprofit headquartered in Portland, OR with over 400 volunteer chapters around the world. PERIOD. youth activists have been instrumental in destigmatizing menstruation, supporting legislation to mandate period products in schools, and in the fight to end the tampon tax.

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