



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

HB4457

Introduced 1/20/2026, by Rep. Amy Briel

SYNOPSIS AS INTRODUCED:

New Act
815 ILCS 505/2MMMM new

Creates the Gender Pricing Equity Act. Provides that a person, firm, partnership, company, corporation, or business shall not charge a different price for any goods that are substantially similar if those goods are priced differently based on the gender of the individuals for whom the goods are marketed and intended. Provides that a violation of any of the provisions of the Act is an unlawful practice under the Consumer Fraud and Deceptive Business Practices Act. Amends the Consumer Fraud and Deceptive Business Practices Act to make a conforming change.

LRB104 16461 SPS 29854 b

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 1. Short title. This Act may be cited as the Gender
5 Pricing Equity Act.

6 Section 5. Definitions. As used in this Act:

7 "Business" means any business acting in this State that
8 sells goods to any individual or entity, including, but not
9 limited to, retailers, suppliers, manufacturers, and
10 distributors.

11 "Goods" means any consumer products used, bought, or
12 rendered primarily for personal, family, or household
13 purposes.

14 "Substantially similar" means different goods that exhibit
15 all of the following characteristics:

16 (1) no substantial differences in the materials used
17 in production;

18 (2) the intended use is similar;

19 (3) the functional design and features are similar;

20 and

21 (4) the brand is the same or both brands are owned by
22 the same individual or entity.

23 For the purpose of this definition, a difference in

1 coloring among any of the goods shall not be construed as a
2 substantial difference.

3 Section 10. Prohibition on gender discrimination in the
4 sale of goods.

5 (a) A person, firm, partnership, company, corporation, or
6 business shall not charge a different price for any goods that
7 are substantially similar if those goods are priced
8 differently based on the gender of the individuals for whom
9 the goods are marketed and intended.

10 (b) Nothing in subsection (a) prohibits differences in the
11 price of goods based specifically upon any of the following:

12 (1) the amount of time it took to manufacture those
13 goods;

14 (2) the difficulty in manufacturing those goods;

15 (3) the cost incurred in manufacturing those goods;

16 (4) the labor used in manufacturing those goods;

17 (5) the materials used in manufacturing those goods;

18 or

19 (6) any other gender-neutral reason for charging a
20 different price for those goods.

21 Section 15. Enforcement by Attorney General. A violation
22 of any of the provisions of this Act is an unlawful practice
23 under the Consumer Fraud and Deceptive Business Practices Act.
24 All remedies, penalties, and authority granted to the Attorney

1 General by that Act shall be available to him or her for the
2 enforcement of this Act.

3 Section 90. The Consumer Fraud and Deceptive Business
4 Practices Act is amended by adding Section 2MMMM as follows:

5 (815 ILCS 505/2MMMM new)

6 Sec. 2MMMM. Violations of the Gender Pricing Equity Act. A
7 person who violates the Gender Pricing Equity Act commits an
8 unlawful practice within the meaning of this Act.