Dear toy manufacturers

#Just4Asks

In the future we'd love to see...

Inclusive names and language

Avoid referring to 'boys' or 'girls' in product names or descriptions. Drop the labels and give children the freedom to choose for themselves.



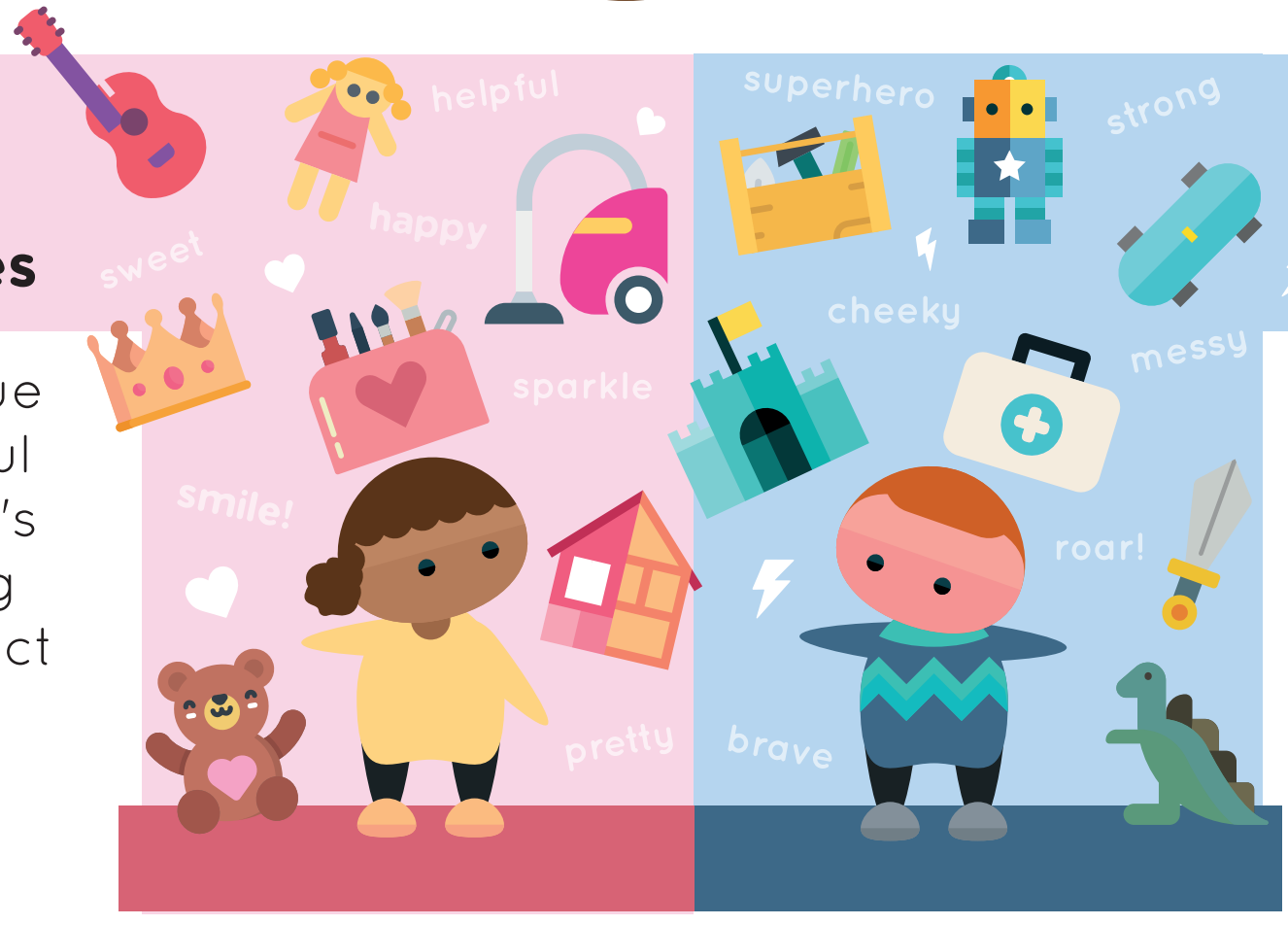


Representation

Include a diverse range of children in product photos and graphics, challenging narrow stereotypes, and showing boys and girls playing together with the same toys.

Colour without stereotypes

Pink and blue are powerful signals - let's avoid using them to direct children's choices.



Imaginative language and motifs

Stereotyped symbols and language such as beautiful hearts vs busy robots can be used to signal to children that a product is not really meant for them. Let's see more variety.

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