Dear toy retailers

#Just4Asks

In your next catalogue we'd love to see...

More mixed groups of boys and girls.

This is a great way to signal to children and adult buyers that this toy is fun for all kids, and that boys and girls do play together.



An end to 'all girl' and 'all boy' spreads.

Children will draw their own conclusions if only girls or only boys are shown in a particular section.



Colour used without stereotypes

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



More examples of children playing outside narrow stereotypes.

Read our full research on toy catalogues at

lettoysbetoys.org.uk/catalogues