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No science in glittered girl toys



Most of the products aimed toward young girls are covered in sparkles and pink, even the science-themed ones.

A December 2013 article from The Huffington Post details, "... when toy companies think girls need glitter to love science."

There's the:

- Lip balm chemist set (Where one can make "2 tasty lip balm sets.")
- Bubble bath science lab (The 'Spa Science' kit can change your bath fragrance, create bubbles, using the enclosed lavender and peppermint essential oils.)
- Princess LEGO set (While you can build a LEGO set, this one makes the home of one Disney princess, where its mostly pink and pastel colored blocks.)
- Girl Tech Stylin Studio (A digital camera and mirror combination that allows you to edit your own selfies.)
- Luxury Soap Science (The box suggests young girls can create their own luxury designer soaps of varying scents and colors.)
- Perfume Science (The pink-colored kit allows girls to mix scents to create their own perfume in a type of girly chemistry experiment.)
- Beautiful Blob Slime Laboratory (This allows girls to play with gooey slime, but they can

make it prettier than the standard goo.)

- Magnificent Manicure Kit (The box boasts girls can learn about “cosmetic chemistry” of a sea salt body scrub, hand lotion, and a spa scent of your creation.)
- Barbie Build ‘n’ Style (A Barbie version of LEGO toys that allow girls to build pink Barbie dreamhouses and fashion boutiques.)

The toy companies think all their products need for girls to buy them are sparkles, pink, and girly applications.

If this is the market, then we need to work together and create toys that will inspire more girls to continue their passion in science, as I mentioned in my blog last Thursday.

These are a good start, but we need to ditch the sparkles and let girls explore what science can really be like.

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Photo courtesy of huffingtonpost.com