

The Clorox Company Continues to Lead the Industry in Product Ingredient Transparency

Clorox First To Disclose Preservatives, Dyes and Palette of Fragrances

On its path to inform consumers what's in the Clorox® products they use in and around their homes, The Clorox Company today announced it is now disclosing preservatives, dyes and a palette of fragrances used in its cleaning, disinfecting and laundry products in the U.S. and Canada. The Ingredients Inside program is available on the company's corporate responsibility (CR) web site at www.CloroxCSR.com and corporate web site at www.TheCloroxCompany.com.

Additionally, Clorox has begun the ongoing process of adding a notice on product labels that states: "A list of this product's ingredients is available at www.CloroxCSR.com."

"We applaud Clorox's continued efforts to become even more transparent with respect to the ingredients in their products. This is another example of the company responding to the immediate needs and interests of consumers."

— Sierra Club Chairman Carl Pope



Chairman & CEO Don Knauss on Ingredient Transparency

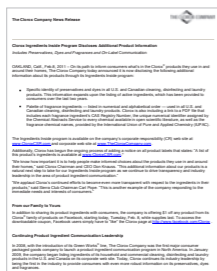


"We know how important it is to help people make informed choices about the products they use in and around their homes. This additional information about our products is a natural next step to take for our Ingredients Inside program as we continue to drive transparency and industry leadership in the area of product ingredient communication."

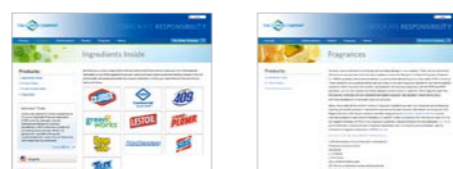
— Clorox Chairman & CEO Don Knauss

Press Materials

Click on the image to download the press release



Click on the image to download screen shots of the web site



Click on the image to download samples of new labels with ingredient URL



Click on the image to download photos of Clorox® products



Link

To take a closer look at the fine print on the Clorox® family of products, visit www.CloroxCSR.com/ingredients-inside/



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Sharing Ingredients Inside ... From Our Family to Yours

In addition to sharing its product ingredients with consumers, The Clorox Company is offering \$1 off any product from its Clorox® family of disinfecting and laundry products on Facebook, starting today, Tuesday, February 8 until supplies last. Facebook users simply have to "like" the Clorox® page at www.facebook.com/Clorox



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