



NEWS RELEASE

# A New Survey of In-Home Family Caregivers Reveals Challenges and Rewards of Caregiving

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CLOROX® CARECONCEPTS™  
IDENTIFIES THE EMOTIONAL  
IMPACT OF CAREGIVING AS PART  
OF THE WHEN CARE COMES HOME  
INITIATIVE AND ITS NEW CLEANING  
AND PERSONAL HOMECARE  
PRODUCTS

OAKLAND, Calif., Aug. 19, 2014 -- Caregivers often put the needs of their loved ones before themselves, and over time that selflessness has an impact - both inspirational and challenging. Eighty percent of caregivers believe that their role has given them more meaning in their lives, but most of them have also felt exhausted (85 percent), frustrated (82 percent) and overwhelmed (79 percent), according to the "When Care Comes Home" survey[1] conducted by Clorox® CareConcepts™ and the Caregiver Action Network (CAN).

While 66 million Americans face the challenges of the caregiving role, they often feel alone in their struggles. This led to the "When Care Comes Home" survey, which is a new study that explores the emotional effects of caregiving and shows how many families are in it together.

"We've participated in numerous studies of caregivers, but we are exceptionally pleased with this report because it re-enforces the hardships we often hear caregivers endure and it helps us to better understand the unique challenges and rewards of being a caregiver," said John Schall, CEO of CAN.

Taking care of a loved one at home is never easy and can become a full-time job in itself, as one in five caregivers (21 percent) spend more than 40 hours a week caring for their loved one. Caregivers say that their role affects their mental health (38 percent), physical health (37 percent) and finances (41 percent). More than half of caregivers report feeling helpless (59 percent), isolated (54 percent), confused (54 percent) and alone (53 percent). However, while this can be tough enough to make anyone want to quit, caregivers shine a light on the positive feelings and experiences that surface. Nine out of 10 caregivers have felt needed (95 percent), thankful (93 percent), appreciated (91 percent) and important (88 percent). Two-thirds of caregivers believe that their role is a gift (66 percent).

### When Care Comes Home

Nearly half (44 percent) of all caregivers admit it is difficult to find practical information to help guide them in their role, whether it is new to them or has evolved with their loved one's condition. Clorox CareConcepts is removing that obstacle by launching the website [When Care Comes Home](#), complete with supportive tools and products to help empower those caring for a loved one. Caregivers will find links to well-respected partners, such as Family Caregivers Alliance (FCA) and CAN, as well as educational content. Through the Clorox® Care Council, a panel of caregivers, advocates and experts on [WhenCareComesHome.com](#), caregivers can find a community offering guidance, perspective and encouragement.

"Understanding the challenges that caregivers endure, we knew it was important and imperative to create this resource featuring helpful information, personal insights and inspiring stories for those who are in this journey together, no matter the illness or disability that binds them," said Shaunte Mears-Watkins, associate director of marketing for Clorox CareConcepts.

### When The Caregiving Community Comes Together

In conjunction with Family Caregivers Alliance (FCA) and CAN, Clorox CareConcepts is bringing the caregiving communities together in Chicago, Los Angeles and Washington, D.C., by hosting special evenings that will celebrate and honor them. While it's just a short break from their caregiving duties, the night off will include pampering activities, a private screening of "A Sacred Journey," a documentary by filmmaker Ernesto Quintero that will hit close to home for all who care for a loved one, and a panel discussion among the experts and caregivers on [When Care Comes Home](#), exploring the challenges and inspirational moments it brings.

### When Caring Gets Easier

Clorox brings more than 100 years of expertise to Clorox CareConcepts, its new collection of cleaning and personal care products for the at-home caregiver and the only line that offers easy-to-use Caregiving Starter Kits to help provide all the care loved ones deserve and the help caregivers need to return to a new state of normal. The products were developed in collaboration with healthcare professionals to address common home caregiving

needs. They are simple solutions to help caregivers provide quality care with confidence to their loved ones.

The "When Care Comes Home" survey found that cleanliness is very important to those in the caregiving role (85 percent), but more than one in three caregivers report that it is confusing to select cleaning and personal care products (37 percent) and it is difficult to find them (36 percent). In fact, half (50 percent) of caregivers wish home health care products were easier to find. The new Clorox CareConcepts home health care products are simple to find on Amazon.com, Drugstores.com and near the pharmacy section at select drug stores nationwide.

For more information or findings from the "When Care Comes Home" survey, visit [WhenCareComesHome.com](http://WhenCareComesHome.com).

### The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,200 employees and fiscal year 2014 revenues of \$5.6 billion. Clorox markets some of the most trusted brand names, including its namesake bleach and cleaning products, Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; Clorox® CareConcepts™ cleaning and personal care products; Clorox Healthcare™, HealthLink®, Apicare® and Dispatch® infection control products; Green Works® naturally derived cleaners; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® and KC Masterpiece® dressings and sauces; Brita® water-filtration products; and Burt's Bees® natural personal care products. More than 80 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. Clorox's commitment to corporate responsibility includes making a positive difference in its communities. In fiscal year 2014, Clorox and The Clorox Company Foundation contributed more than \$16 million in combined cash grants, product donations, cause marketing and employee volunteerism. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com).

[1] This survey was conducted by KJT Group, a global research and consulting firm, among 1,002 U.S. caregivers (18 years or older) between May 22 - 30, 2014. This was a non-probability, stratified sample, collected via web-based interviews. As such, margin of error cannot be accurately estimated.

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