



NEWS RELEASE

# Clorox Healthcare Stresses Importance of Scientifically Substantiated Claims

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EXPRESSES CONCERN OVER  
CLAIMS MADE BY COMPETITOR  
XENEX, DESPITE NAD RULING

PLEASANTON, Calif., April 10, 2015 - Clorox Healthcare is dedicated to helping fight the spread of healthcare-associated infections to meet infection prevention needs in hospital settings, and is concerned by claims its competitor, Xenex Services LLC, is making, despite a recent ruling against Xenex by the Better Business Bureau's National Advertising Division (NAD) (See **NAD Ruling Press Release**). Xenex did not provide claim substantiation to the NAD and agreed at the time to discontinue making the express and implied claims in question.

"All product claims should be accurate and supported by technical and scientific data, especially when we are dealing with eliminating pathogens in healthcare settings in order to reduce the risk of healthcare-associated infections," said Dane Dickson, R&D Director for Clorox Healthcare. "We would hope that every competitor in the industry would abide by this standard," he said.

For more information, visit [www.CloroxHealthcare.com/UV](http://www.CloroxHealthcare.com/UV).

## About Clorox Healthcare

Building on a century-long legacy in cleaning and disinfecting, Clorox Healthcare offers a wide range of products to help stop the spread of infection in healthcare facilities. From comprehensive surface disinfection, including advanced ultraviolet technology, to skin antisepsis, we are committed to providing efficacious solutions to the

healthcare community. For more information, visit [www.CloroxHealthcare.com](http://www.CloroxHealthcare.com).

### **About Better Business Bureau's National Advertising Division (NAD)**

NAD is an investigative unit of the advertising industry's system of self-regulation. It is administered by the Council of Better Business Bureaus.

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