



NEWS RELEASE

The Clorox Company Introduces Product Sustainability and Disclosure Initiatives

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INGREDIENT CALCULATOR
SUPPORTS PRODUCT
SUSTAINABILITY EFFORTS;
INGREDIENTS INSIDE PROGRAM TO
LIST FRAGRANCE ALLERGENS OF
CLEANING AND DISINFECTING
PRODUCTS IN THE U.S. AND
CANADA

OAKLAND, Calif., Sept. 16, 2014 - The Clorox Company (NYSE: CLX) today announced its adoption of the Clorox Preferred Ingredient Calculator and expansion of its industry-leading Ingredients Inside program to include specific fragrance components. These programs will help the company continue making more sustainable ingredient choices and ensure consumers can make informed decisions about their cleaning and disinfecting products.

"We know people are interested in using more sustainable products, and they want to know what's in the products they use in and around their homes," said Don Knauss, chairman and CEO, The Clorox Company. "These initiatives are just two examples of how we put consumers at the center of everything we do."

The Clorox Preferred Ingredient Calculator helps guide ingredient choices for cleaning products

The Clorox Preferred Ingredient Calculator is designed to help the company's product developers consider the sustainability profiles of different raw materials and formulations when making decisions about ingredients used in the company's cleaning products, including an analysis of human health, environmental health and sustainability metrics.

"Since 2008, we have already improved the sustainability profile of nearly 50 percent of our products through formula and packaging changes," said Catharine de Lacy, vice president - Global Stewardship. "The Clorox Preferred Ingredient Calculator is yet another resource to help us continue driving sustainability across our global portfolio."

Ingredients Inside to disclose fragrance allergens

Building on its Ingredients Inside program, Clorox is expanding its voluntary product ingredient disclosures to list fragrance components of its U.S. and Canadian cleaning, disinfecting and laundry products identified as potential allergens by the Scientific Committee on Consumer Safety, an advisory board to the European Union.

The expanded initiative, expected to launch in early 2015, will list these fragrance components if they are present at a concentration of more than 0.01 percent in the product. Consumers will be able to access this additional information on **Ingredients Inside** as well as the company's Ingredients Inside smart phone app and **mobile website**.

Clorox was the first major consumer packaged goods company to introduce a voluntary product ingredient communication program for its cleaning, disinfecting and laundry products in the U.S. and Canada in 2009. Since then, it has continued to be an industry leader in this area, disclosing information about preservatives, dyes and the fragrance palette used in its products.

For more information regarding the company's environmental, social and governance efforts, please visit Clorox's **CR Matters blog**.

The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,200 employees worldwide and fiscal year 2014 sales of \$5.6 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; 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. The company also markets brands for professional services, including Clorox Healthcare®, Healthlink®, Aplicare® and Dispatch® infection control

products for the healthcare industry. 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.

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