THE CLOROX COMPANY

NEWS RELEASE

New Ergonomic Study Confirms That Cleaning the Tub is a Pain

12/8/2005

OAKLAND, Calif., Dec. 8, 2005 - People have been complaining about cleaning the bathroom since the advent of indoor plumbing. In fact, in a recent survey, seven in 10 women complained that cleaning the tub/shower strains their back and body. Now a new study by the University of California San Francisco/Berkeley Ergonomics Program indicates that help is on the way. According to the study, recently presented at the National Ergonomics Conference and Exposition, using a tool with a long handle can make cleaning the tub/shower easier, taking less effort and decreasing stress on shoulders, knees and lower back.

"The widely used sponge and spray cleaner cleaning method tends to place users in several postures that can result in injury to the musculoskeletal system," said study lead ergonomist and physical therapist, Ira Janowitz. "From standing on tip-toes to reach the higher areas of the shower to bending and squatting to scrub down to the drain, cleaning the bathtub/shower can feel like taking an aerobics class. But for some of us, these movements can hurt our shoulders, backs and knees, and increase the chances of slipping and falling in a wet tub. Our research shows that using a cleaning tool with a long handle like the Clorox® BathWand to do the work for you is much easier on our bodies."

The dirty truth

The study, funded by a grant from The Clorox Company, compared the use of a cleaning tool with a long handle, the Clorox BathWand, to a commonly-used spray cleaner and sponge to determine if a handled tool would indeed help to relieve musculoskeletal stress while cleaning a typical bathtub/shower combination. The conclusion?

- A handled tool reduced the amount of time subjects spent kneeling by nearly 20 percent.

- Average joint angles were significantly more neutral for the trunk, wrist and shoulder when subjects used the handled tool.
- Approximately 84 percent of subjects said they would use the handled tool.
- 78 percent said they found the handled tool easier to use than the sponge.

About the study

Nineteen female subjects with a wide range of age and height participated in this study. Subjective and objective data were collected to evaluate the handled tool. A complete overview of the study is available upon request.

About the Clorox BathWand

Introduced in spring 2005, the Clorox BathWand has a 23-inch handle, the optimal length to provide the leverage needed to help you scrub better, not harder, while allowing you to easily reach large and hard-to-clean areas without bending or stretching. The disposable, ready-to-use cleaning pads, which attach securely to the swiveling head, are pre-loaded with powerful Clorox Cleaner that quickly attacks even the toughest jobs. Simply affix a fresh pad to the head and easily move across all tub and shower surfaces, including in the nooks and crannies. The concentrated cleaner begins working as soon as the head contacts water for a fast clean, decreasing cleaning steps and mess. The pad can also be used by itself for sinks and fixtures.

Clorox BathWand "starter kit," which includes a BathWand and two disposable cleaning pads, has a suggested retail price of $9.99 and is widely available in grocery and mass merchandise stores. Disposable refills, sold in packages of five, are also widely available for a suggested retail price of $2.99.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2005 revenues of $4.4 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Armor All® and STP® auto care products, Fresh Step® and Scoop Away® cat litters, Kingsford® charcoal briquets, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems, and Glad® bags, wraps and containers. With 7,600 employees worldwide, the company manufactures products in 25 countries and markets them in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than $62.3 million to nonprofit organizations, schools and colleges; and in fiscal year 2005 alone made product donations valued at $4.9 million. For more information about Clorox, visit www.TheCloroxCompany.com.

Contacts

Mary Seltzer, (415) 984-2235
David Kellis, (510) 271-2252