



NEWS RELEASE

# The Stain Doctor Is In With 24/7 Holiday Clean-Up Prescriptions

11/24/2009

CLOROX'S "DR. LAUNDRY" OFFERS  
FREE PHONE AND INTERNET TIPS  
FOR TREATING HOLIDAY STAINS

OAKLAND, Calif., Nov. 23, 2009 - Oh, the joys of the holiday season. Bright lights, fresh snow, and once-a-year fashions like cranberry sauce tablecloth, eggnog shirt and, of course, the infamous pumpkin pie pants.

To keep the season of family, friends and fun from taking a not-so-festive toll on Santa ties and snowflake sweaters everywhere, The Clorox Company is once again offering a special service: a toll-free phone line and Internet site with tips on how to get rid of some of the season's trickiest stains.

The phone line and Web site gives visitors detailed, step-by-step instructions on how to treat and remove stains that, like the holiday, may only come around once a year. Stain sufferers can dial 877-STAIN-411 or visit [drlaundryblog.com](http://drlaundryblog.com) and select the offending stain from a list of choices - including gravy, eggnog, red wine and cranberry sauce. After that, they are guided by Dr. Laundry, a.k.a. Harold Baker, associate research fellow at The Clorox Company, through the proper course of treatment. For example:

- Pumpkin Pie: Soak the item in cool water with liquid detergent for at least 30 minutes. Then, wash it immediately in the hottest water recommended on the care label using detergent and  $\frac{3}{4}$  cup Clorox® Regular-Bleach (or Clorox 2® Stain Fighter & Color Booster, if the item is not white.)
- Red wine: Pour club soda on the back of the stain to help bubble it off. Then, pre-treat the stain with Clorox®

bleach pen gel for white items or Clorox2® Stain Fighter & Color Booster for colored items. Wait 3-5 minutes and then launder using the hottest water recommended on the care label.

No matter the stain, Dr. Laundry stresses a couple tips: act quickly and be sure to inspect the item before drying. If any stain remains, repeat the treatment.

"In most cases, getting out stains means acting fast," says Dr. Laundry. "By making these tips available on the phone and online, my hope is to encourage people to take action before those pesky holiday stains become souvenirs of the season."

Dr. Laundry's Holiday Stain Hotline and online instructional videos will be available 24 hours a day, 7 days a week throughout the holiday season. In addition, online visitors can read postings, view instructional laundry videos or submit their own questions directly to Dr. Laundry. And for those who learn by seeing, Dr. Laundry has posted a "Seasons Eating's" video with step-by-step instructions for removing stubborn holiday stains.

## About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues of \$5.3 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works™ natural cleaners, Armor All® and STP® auto-care products, Fresh Step® and Scoop Away® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems, Glad® bags, wraps and containers, and Burt's Bees® natural personal care products. With 8,300 employees worldwide, the company manufactures products in more than two dozen 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 \$73.9 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded \$4.2 million in cash grants, and Clorox made product donations valued at \$10.2 million. For more information about Clorox, visit <http://www.thecloroxcompany.com/>.

## Media contacts

David Kargas  
The Clorox Company  
(510) 271-7492  
[david.kargas@clorox.com](mailto:david.kargas@clorox.com)

Rita Gorenberg

Ketchum

(415) 984-6228

[rita.gorenberg@ketchum.com](mailto:rita.gorenberg@ketchum.com)