NEWS RELEASE

The Clorox Company Statement on the Journal of Pediatrics Study on Household Cleaners

8/2/2010

A recent study in Pediatrics examined the patterns and trends of household cleaning product-related injuries among children treated in U.S. emergency departments.

Clorox supports the American Academy of Pediatrics (AAP)'s commitment to preventing household cleaning product-related injuries by educating consumers about how to keep household cleaners out of the hands of children.

Clorox products, and specifically Clorox ® regular-bleach, are developed for maximum performance and consumer safety when used as directed. Our products are in full compliance with all applicable regulations, including regulations from the U.S. Consumer Product Safety Commission (CPSC) and the U.S. Environmental Protection Agency (EPA).

While the Pediatrics report indicates that the total number of reported incidences is higher with bleach, we believe that is because bleach is present in more households than most other cleaners. In addition, although the number of reported incidences is high, the percentage of serious incidents is far lower than for other products. The study states that, "although bleach did account for the majority of household cleaning product exposures, exposure to bleach did not increase the odds of hospitalization, whereas exposure to acids/alkalis and products containing ammonia did increase the odds of hospitalization." In fact, the incident profile for bleach places it on a level between fluoride toothpaste and household plants.

Bleach is one of the most widely available and affordable disinfectants on earth. Since it was introduced in 1913, Clorox ® brand liquid bleach has played a critical role in helping to protect public health by killing germs that cause

illness.

Precaution should always be taken when using any household cleaning product. Bleach is safe when used as directed. It is very important that people follow the precautionary statements on our package and keep all cleaners out of the reach of children.