



NEWS RELEASE

# Clorox Ingredients Inside Program Discloses Additional Product Information

2/8/2011

INCLUDES PRESERVATIVES, DYES  
AND FRAGRANCES AND ON-LABEL  
COMMUNICATION

OAKLAND, Calif., Feb.8, 2011 - On its path to inform consumers what's in the Clorox® products they use in and around their homes, The Clorox Company today announced it is now disclosing the following additional information about its products through its Ingredients Inside program:

- Specific identity of preservatives and dyes in all U.S. and Canadian cleaning, disinfecting and laundry products. This information expands upon the listing of active ingredients, which has been provided to consumers over the last two years.
- Palette of fragrance ingredients - listed in numerical and alphabetical order - used in all U.S. and Canadian cleaning, disinfecting and laundry products. Clorox is also including a link to a PDF file that includes each fragrance ingredient's CAS Registry Number, the unique numerical identifier assigned by the Chemical Abstracts Service to every chemical available in open scientific literature, as well as the fragrance chemical names, provided by the International Union of Pure and Applied Chemistry (IUPAC).

The Ingredients Inside program is available at: <http://www.CloroxCSR.com/ingredients-inside/>.

Additionally, Clorox has begun the ongoing process of adding a notice on all product labels that states: "A list of this product's ingredients is available at [www.CloroxCSR.com](http://www.CloroxCSR.com)."

"We know how important it is to help people make informed choices about the products they use in and around their homes," said Clorox Chairman and CEO Don Knauss. "This additional information about our products is a natural next step to take for our Ingredients Inside program as we continue to drive transparency and industry leadership in the area of product ingredient communication."

"We applaud Clorox's continued efforts to become even more transparent with respect to the ingredients in their products," said Sierra Club Chairman Carl Pope. "This is another example of the company responding to the immediate needs and interests of consumers."

## From our Family to Yours

In addition to sharing its product ingredients with consumers, the company is offering \$1 off any product from its Clorox® family of products on Facebook, starting today, Tuesday, Feb. 8, while supplies last. To access the downloadable coupon, Facebook users simply have to "like" the Clorox page at <http://www.facebook.com/Clorox>.

## Continuing Product Ingredient Communication Leadership

In 2008, with the introduction of its Green Works® line, The Clorox Company was the first major consumer packaged goods company to launch a product ingredient communication program in North America. In January 2009, the company began listing ingredients of its household and commercial cleaning, disinfecting and laundry products in the U.S. and Canada on its corporate web site. Today, Clorox continues its industry leadership by being the first in the industry to provide consumers with even more robust information on its preservatives, dyes and fragrances.

Clorox's Ingredients Inside program also outlines the company's product stewardship principles and practices, providing information on safety processes and guidelines on how the company screens ingredients, including fragrance components for new products. For example, Clorox requests all of its fragrance suppliers follow a series of strict guidelines for ingredients used in any new fragrance the company purchases. In addition to complying with stringent fragrance industry standards by the International Fragrance Association (IFRA) and Research Institute for Fragrance Materials (RIFM), fragrances must not contain Alkylphenol (APs) or Alkylphenol Ethoxylates (APEs), including, but not limited to, Octylphenol Ethoxylates and Nonylphenol Ethoxylates; Musk Ambrette; Musk Xylol; Polycyclic Musks; Diacetyl and Phthalates (such as DEP, BBP, DBP, DiBP, DPP, or DEHP).

Since Clorox opened its doors in 1913, doing the right thing has been a core value that has continued to guide the

company's business decisions. Visit [www.CloroxCSR.com](http://www.CloroxCSR.com) for more information on Ingredients Inside and Clorox's other CR programs.

## The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with 8,300 employees and fiscal year 2010 revenues of \$5.2 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration products, Glad® bags and wraps and containers, and Burt's Bees® natural personal care products. Nearly 90 percent of Clorox Company brands hold the No. 1 or No. 2 market share positions in their categories. The company's products are manufactured in more than two dozen countries and sold 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 \$80 million to nonprofit organizations, schools and colleges. In fiscal year 2010 alone, the foundation awarded \$3.5 million in cash grants, and Clorox made product donations valued at \$8.8 million. For more information about Clorox, visit [www.TheCloroxCompany.com](http://www.TheCloroxCompany.com).

## Media Relations

Aileen Zerrudo o 510.271.3075 O [aileen.zerrudo@clorox.com](mailto:aileen.zerrudo@clorox.com)