NEWS RELEASE

Clorox Professional Products Company Introduces its Newest Non-Bleach Hospital-Use Quaternary Disinfectant Cleaner

9/26/2011

KISSIMMEE, Fla., September 26, 2011 - The Clorox Company (NYSE: CLX) announced today at the Association for the Healthcare Environment (AHE) 2011 Annual Conference the introduction of Clorox Commercial Solutions® Clorox® Broad Spectrum Quaternary Disinfectant Cleaner. Clorox® Broad Spectrum Cleaner is Clorox's newest non-bleach hospital-use disinfectant and the only quaternary spray registered by the U.S. Environmental Protection Agency (EPA) to kill all of the ESKAPE pathogens.1 According to the U.S. Centers for Disease Control and Prevention (CDC), the six ESKAPE pathogens are responsible for two-thirds of all healthcare-associated infections (HAIs).

Clorox® Broad Spectrum Cleaner is a fast, effective disinfectant and powerful cleaner that is gentle enough to use daily on common healthcare surfaces. The product helps to meet the needs of busy healthcare professionals by effectively eliminating most organisms in two minutes.

"Protecting patients is one of the top concerns for healthcare facilities and our Clorox® Broad Spectrum Cleaner fulfills that need by ensuring that harmful pathogens are eliminated before they become problems," said Craig Stevenson, vice president and general manager, Clorox Professional Products Company. "The Clorox Company is committed to meeting the diverse needs of healthcare professionals in numerous facility settings with both our non-bleach and bleach-based products."

While bleach-based products are ideal for cleaning high-touch, high-risk areas, quaternary cleaners give healthcare professionals an important option for daily surface disinfection of lower-risk areas. Clorox® Broad Spectrum

Cleaner complements Clorox's bleach-based portfolio of products, which are ideal for disinfecting high-risk areas and for dealing with C. difficile.

Clorox® Broad Spectrum Quaternary Disinfectant Cleaner is:

- Fast and effective: Clorox® Broad Spectrum Cleaner requires no pre-cleaning and kills most organisms in two minutes, up to 33 percent faster than a leading quaternary spray.2
- A powerful, gentle disinfectant cleaner:Clorox® Broad Spectrum Cleaner is fragrance-free to help avoid the fumes associated with other quaternary disinfectant sprays. The product's formula allows for powerful cleaning against tough messes, yet is gentle enough to use daily on common healthcare surfaces.
- Registered to kill 90 healthcare-relevant pathogens: Clorox® Broad Spectrum Cleaner is EPA-registered to kill all ESKAPE pathogens (E. faecium, S. aureus, K. pneumoniae, A. baumannii, P. aeruginosa, E. aerogenes), which are some of today's most threatening antibiotic resistant organisms. It is also effective against HIV, Hepatitis B and C, MRSA, VRE and TB.

The Role of Environmental Disinfection in Your Staff's Fight Against Infections

For many healthcare professionals across the country, finding ways to help prevent HAIs from infecting patients and causing unnecessary deaths is top of mind. According to the U.S. Department of Health and Human Services (HHS), one in 20 hospital patients contract a HAI at any given time. Furthermore, HAIs are responsible for approximately $28 billion to $33 billion in preventable healthcare costs yearly.3

The condition of the healthcare environment plays a significant role in the spread of HAIs. Environmental services professionals know that proper cleaning and disinfecting of frequently touched surfaces can significantly help reduce infection rates in facilities. However, many times the cleaning process performed is inadequate. One recent study found that only 47 percent of targeted surfaces were cleaned after patients were discharged.4

Part of the problem is that healthcare workers are often unclear about what product to use on surfaces and how long a product should be allowed to dwell. Many facilities rely on environmental services professionals' expertise in these areas to provide further training and counsel on procedures and product recommendations.

Clorox® Broad Spectrum Cleaner is fragrance-free and gentle enough to use daily on multiple nonporous medical surfaces such as counters, carts, bedside tables, walls, mattress covers, commodes, wheelchairs and more. The product is ideal for use in operating rooms, emergency rooms, intensive care units and patient rooms, among many others. Clorox® Broad Spectrum Cleaner will be ready for shipment in early November in a 32 oz. spray and a 128 oz. refill. For more information about Clorox® Broad Spectrum Cleaner, visit **www.cloroxhealthcare.com**.

The launch of Clorox® Broad Spectrum Cleaner comes just months after the company's June and March 2011

announcements that Clorox® Germicidal Wipes and DISPATCH® Hospital Cleaner Disinfectant Towels with Bleach are EPA-registered to kill C. difficile spores in five minutes. With the addition of Clorox® Broad Spectrum Cleaner, the company looks forward to expanding its offerings beyond its signature bleach-based products to meet all healthcare facility needs.

About Clorox Professional Products Company

Clorox markets some of the most trusted and recognized brand names for infection preventionists and environmental services professionals, including Clorox Commercial Solutions® Ultra Clorox® Germicidal Bleach, Clorox Commercial Solutions® Germicidal Wipes, DISPATCH® Hospital Cleaner Disinfectant with Bleach Towels and Sprays and Clorox Commercial Solutions® Clorox® Broad Spectrum Quaternary Disinfectant Cleaner. These Clorox® products are fast-acting, EPA-registered disinfectants intended for use by healthcare personnel on environmental surfaces and medical equipment to help reduce the spread of pathogens that cause healthcare-associated infections (HAIs). With the acquisition of Caltech Industries, Clorox has become one of the leading providers of bleach disinfectants in more than 2,500 acute care facilities across the nation. With a deeper commitment to providing efficacious solutions to the healthcare industry, Clorox will continue to build upon its rich history of helping infection preventionists and environmental services professionals stop the spread of pathogens. For more information, visit **www.cloroxprofessional.com**

Contacts:

Brad Ferris
Clorox Professional Products Company
Brad.Ferris@clorox.com
(510) 271-7736

Melissa Biller
Ketchum
Melissa.Biller@ketchum.com
(202) 835-9422

1Based on Federal Master Label comparisons as of May 1, 2011.

2No precleaning step is required for general disinfection with Clorox® Broad Spectrum Quaternary Disinfectant Cleaner. Precleaning is required for disinfection against HIV, HBV, and HCV per OSHA guidelines, regardless of which disinfectant you use.

3**http://www.hhs.gov/ash/initiatives/hai/index.html**.

4Carling PC, Parry MF, Rupp ME, et al. Improving cleaning of the environment surrounding the patients in 36 acute care hospitals. Infect Control Hosp Epidemiol 2008; 29:1035-1041.

Close window | **Back to top**