



NEWS RELEASE

# The Clorox Company Refutes Silent Spring Institute's Study on Our Consumer Products

3/7/2012

We have reviewed the findings of Silent Spring's study claiming some U.S. consumer products contain endocrine-disrupting and asthma-related ingredients.

Product safety is a top priority at The Clorox Company and our company guidelines prohibit using endocrine-disrupting ingredients in our products. For those household products containing fragrance ingredients some consider to be asthma related, these ingredients are present at such low concentrations they do not cause irritation or trigger asthma when used as directed.

Our highly skilled scientists evaluate each product's safety, efficacy and regulatory compliance before it makes it to store shelves. Our safety assessments begin with analysis of each of the materials that go into making the product. This includes consideration of short-term and long-term impact from all types of exposures, including incidental or accidental, and routes of exposure such as skin, eye, ingestion and inhalation. Our safety evaluation also includes the assessment of fragrances, dyes, and preservatives, and other proprietary ingredients, in our formulations.

Clorox voluntarily discloses all ingredients for our U.S. and Canadian household cleaning and disinfecting products through our industry-leading initiative, Ingredients Inside ([www.IngredientsInside.com](http://www.IngredientsInside.com)), which is available on our corporate web site and mobile platforms.

For more information on our product stewardship guidelines, visit <http://www.thecloroxcompany.com/corporate-responsibility/products/product-safety/>.