



Billy Porter and Clorox® Scentiva® Reinvent Spring Cleaning as Self-Care

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Campaign empowers consumers to reclaim the glow in their chateau with the exuberant declaration of "YAS CLEAN!"

OAKLAND, Calif., March 30, 2021 /PRNewswire/ -- With spring upon us, Clorox® Scentiva® and actor, activist and fashion icon Billy Porter are challenging consumers to reimagine their clean routine with a musically-charged TikTok transformation challenge to turn homes across the country from drab to fab. The brand is also introducing the YAS CLEAN! Sweepstakes, where one lucky winner will receive a \$5,000 home makeover for themselves and \$5,000 donation to a charity of their choice.*

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8858651-clorox-scentiva-billy-porter-yas-clean-campaign/>



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Backed by extraordinary scents including Tahitian Grapefruit Splash™ and Pacific Breeze & Coconut™, Clorox® Scentiva® and Porter are on a mission to promote the uplifting effects of cleaning as a means of self-care and a fresh start to spring so consumers can stop cleaning and start QUEENING. #YASCLEAN!

"We've all spent a bit more time in our homes than we probably would have liked this year, but it's made me realize how important it is to invest in the space around you as an investment in yourself," said Clorox® brand partner Billy Porter. "In creating a clean space, it's a fresh start for the mind. Clorox® Scentiva®'s personalized fragrances and powerful clean make my home sparkle - whether it's tidying my meditation space or just showing off a fabulous video call background. Because, let's be real – when your house shines, you shine!"

"Our new Clorox® Scentiva® campaign spotlights not only what our products can do for cleaning," says Jacqueline Klein Commercial Director at The Clorox Company. "But through our partnership with Billy Porter, who is the embodiment of confidence and self-expression, we're excited to share with consumers how cleaning and scent can positively impact your mind and spirit."

Indulge in an Elevated Cleaning Experience Through Scent

Clorox® Scentiva® Disinfecting Wipes come in luxurious scents that allow you to express your personality through fragrance and kills 99.9 percent of germs and viruses**, including the virus that causes COVID-19***. You can also try Clorox® Scentiva® Disinfecting Wet Mopping Cloths, Multi-Surface Cleaner and more in scents such as Tahitian Grapefruit Splash™ to energize your space with a cheerful citrus scent, Pacific Breeze & Coconut™ to bring the beachy scent of freshly shaved coconut or experience the delicate balance of Tuscan Lavender & Jasmine™.

Give Your Home the Royal Treatment

Now through June 30, enter the YAS CLEAN! Sweepstakes for a chance to win a grand prize of \$5,000.00 for your dream home makeover plus a \$5,000.00 donation to a charity of your choice* and more than 100 prizes for runners up. Visit [YasClean.com](https://www.YasClean.com) to participate and for the official **rules & regulations**.

The Clorox Company

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 8,800 employees worldwide and fiscal year 2020 sales of \$6.7 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid-Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags and wraps; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and RenewLife®, Rainbow Light®, Natural Vitality Calm™, NeoCell® and Stop Aging Now® vitamins, minerals and supplements. The company also markets industry-leading products and technologies for professional customers, including those sold under the CloroxPro™ and Clorox Healthcare® brand names. More than 80% of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact and the Ellen MacArthur Foundation's New Plastics

Economy Global Commitment. The company has been broadly recognized for its corporate responsibility efforts, listed No. 1 on the 2020 Axios Harris Poll 100 reputation rankings and included on the Barron's 2020 100 Most Sustainable Companies list and the Human Rights Campaign's 2020 Corporate Equality Index, among others. In support of its communities, The Clorox Company and its foundations contributed more than \$25 million in combined cash grants, product donations and cause marketing in fiscal year 2020. For more information, visit [TheCloroxCompany.com](https://www.TheCloroxCompany.com), including the Good Growth blog, and follow the company on Twitter at @CloroxCo.

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*Clorox Scentiva will provide a variety of charities focused on self-expression that winners will be able to choose from.

**Human coronavirus, Influenza Virus Type A2

*** Kills SARS-CoV-2 on hard, non-porous surfaces

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