
Pine-Sol® Announces Reformulated Multi-Surface Cleaners, Delivering 2x the Cleaning Power

Pine-Sol® Multi-Surface Cleaners help households cut through grease, grime and dirt with greater concentration.

OAKLAND, Calif., April 3, 2024 /PRNewswire/ -- Building upon Pine-Sol's legacy of delivering powerful cleaners, today, the company announced the launch of its new and improved line of Multi-Surface Cleaners. The new formulation of all Scented Pine-Sol® Multi-Surface Cleaners, including Lemon Fresh, Lavender Clean® and Refreshing Clean, is two times more concentrated than before, offering twice the cleaning power in each drop¹.

Consumers can now experience a next-level clean that will continue to be a part of their routine for generations to come. Key features of the new Multi-Surface Cleaners include:

- **New Bold Scent:** The reformulated line of cleaners features Pine-Sol's latest scent, Refreshing Clean. Inspired by fresh linen with notes of Citrus, Pear Jasmine, and Rose, Refreshing Clean is available in stores nationwide and replaces Sparkling Wave.
- **Long Lasting:** The new concentrated formula also allows users to make the same amount of cleaning solution as before with half the amount of Pine-Sol, so every bottle lasts twice as long².
- **Easier to Store, and Easier to Pour:** With more cleaning power packed into every ounce, the new cleaners allow for the use of less product, making it easier for households to do more with less³. Plus, the smaller bottle means both the amount of water shipped and the amount of plastic used per drop of cleaning product has been reduced.
- **Versatility:** From kitchen floors to bathrooms, sinks and trashcans, these cleaners can cut through tough grease and grime, all while leaving a fresh scent and no sticky residue.

The household favorite and newly formulated Pine-Sol Original Multi-Surface Cleaner kills 99.9% of germs, including cold and flu viruses, even when diluted⁴ now.

"Today's consumers are tasked with finding simple solutions that deliver a clean home without sacrificing efficacy," said Yating Wong, Senior Director of Marketing at The Clorox Company. "With its powerful concentrated formula and versatile application, our new Multi-Surface Cleaners better meet this demand by providing consumers with a superior clean, saving them time and space. No matter how big or small the job is, Pine-Sol has you covered."

The launch of the reformulated cleaners comes on the heels of Diane Amos' anniversary with the brand. Best known as The Pine-Sol Lady, Diane has served as the face of Pine-Sol, appearing in iconic advertising campaigns for 30 years. From checklists to helpful tips, Diane Amos is synonymous with helping homes achieve That Kind of Clean.

Reformulated Pine-Sol Multi-Surface Cleaners are now available for purchase at leading retailers nationwide. For more information about the new line of cleaners, please visit: <https://www.pinesol.com/products/>

1 When used as directed/vs. previous Pine-Sol® Pine/Scented Formula

2 When to used to clean diluted vs previous Original/Scented Pine-Sol® Multi-Surface Cleaner.

3 When diluted vs. previous Pine-Sol® Multi-Surface Cleaner.

4 When used as directed, on hard nonporous surfaces

About The Clorox Company

The Clorox Company (NYSE: CLX) champions people to be well and thrive every single day. Its trusted brands, which include Brita®, Burt's Bees®, Clorox®, Fresh Step®, Glad®, Hidden Valley®, Kingsford®, Liquid-Plumr®, Pine-Sol® and Natural Vitality®, can be found in about nine of 10 U.S. homes and internationally with brands such as Clorinda®, Chux® and Poett®. Headquartered in Oakland, California, since 1913, Clorox was one of the first in the U.S. to integrate ESG into its business reporting. In 2024 the company was ranked No. 1 on Barron's 100 Most Sustainable Companies list for the second consecutive year. Visit thecloroxcompany.com to learn more.

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