UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of Earliest Event Reported): October 31, 2007

THE CLOROX COMPANY
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation or organization)

1-07151	**31-0595760**
(Commission File Number)	**(I.R.S. Employer Identification No.)**

1221 Broadway, Oakland, California 94612-1888
(Address of principal executive offices) (Zip code)

(510) 271-7000
(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2.)

☐ Written communications pursuant to Rule 425 Under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 2.02 Results of Operations and Financial Condition

On October 31, 2007, The Clorox Company (the "Company") issued a press release announcing its financial results for its fiscal quarter ended September 30, 2007. The full text of the press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 7.01 Regulation FD

Attached hereto as Exhibit 99.2 and incorporated herein by reference is supplemental financial information regarding the Company's financial results for its fiscal quarter ended September 30, 2007.

On October 31, 2007, the Company announced that it will acquire Burt's Bees, a leader in the natural personal care category. The full text of the press release related to the acquisition is attached hereto as Exhibit 99.3 and is incorporated herein by reference. Supplemental information regarding the acquisition is attached hereto as Exhibit 99.4 and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

(c) Exhibits

Exhibit	Description
99.1	Press Release dated October 31, 2007 of The Clorox Company announcing financial results for the quarter ended September 30, 2007
99.2	Supplemental information regarding financial results
99.3	Press Release dated October 31, 2007 of The Clorox Company announcing acquisition agreement
99.4	Supplemental information regarding acquisition

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: October 31, 2007

THE CLOROX COMPANY

By: /s/ Laura Stein
Senior Vice President – General Counsel

Clorox Reports Strong Operating Results in Q1; Updates Fiscal 2008 EPS Outlook

OAKLAND, Calif., Oct. 31, 2007 – The Clorox Company (NYSE: CLX) today announced that top-line growth and cost savings contributed to strong operating results for the company's fiscal first quarter, which ended Sept. 30, 2007.

"I'm delighted with our first-quarter results," said Chairman and CEO Don Knauss. "We delivered strong sales and volume growth in our North America and International operating segments. In addition, recent price increases and aggressive cost savings are helping us mitigate the difficult commodity cost environment. And the plans we've put in place to address competitive activity are paying off."

First-quarter highlights

Clorox reported first-quarter net earnings of $111 million, or 76 cents diluted earnings per share (EPS), based on weighted average diluted shares outstanding of 146 million. This compares with $112 million in the year-ago quarter, or 73 cents diluted EPS, based on weighted average diluted shares outstanding of 154 million. Contributing to earnings for the current quarter were strong volume and sales growth in higher margin businesses such as food products and Brita ® water-filtration products. Current quarter earnings also included $27 million in previously announced pretax charges, or 12 cents diluted EPS, including those related to the consolidation of the company's manufacturing networks and other charges the company decided to take in light of its Centennial Strategy. Of these pretax charges, $25 million were reported in the "restructuring and asset impairment costs" line of the Statements of Earnings and $2 million were reported in "cost of products sold."

First-quarter sales grew 7 percent to $1.24 billion, compared with $1.16 billion in the year-ago quarter. Sales in the current quarter included 2 percentage points of growth from the recently acquired bleach businesses and 1 percentage point of growth from favorable foreign exchange rates. Volume increased 6 percent compared to the year-ago quarter, including 1 percentage point of growth from the recently acquired bleach businesses. Volume growth was primarily driven by strong shipments of home-care products, including Clorox ® disinfecting wipes and other Clorox ® branded cleaners; Hidden Valley ® bottled salad dressing; Fresh Step ® scoopable cat litter; Brita water-filtration products; bleach in Canada; and laundry and cleaning products in Latin America.

Gross margin in the first quarter decreased 30 basis points to 42.6 percent from 42.9 percent in the year-ago quarter. The decrease was primarily due to the impact of higher expenses for manufacturing and logistics, which includes the cost of diesel fuel, and unfavorable raw-material costs, primarily for resin and agricultural commodities. These factors were substantially offset by the benefit of strong cost savings and price increases.

Net cash provided by operations was $163 million, compared to $133 million in the year-ago quarter. The year-over-year increase was primarily due to higher earnings, excluding $25 million of noncash charges.

During the quarter, Clorox repurchased 2 million shares of the company's common stock at a cost of about $118 million under its ongoing program to offset stock option dilution. In addition, as previously announced, the company executed an accelerated share repurchase (ASR) agreement on Aug. 10. Under the ASR agreement, Clorox repurchased $750 million of its shares of common stock at an initial repurchase price of $59.59 per share, subject to adjustment. Final settlement of the ASR program is scheduled for no later than Jan. 24, 2008. The final number of shares the company is repurchasing under the terms of the agreement and the timing of the final settlement will depend on prevailing market conditions, the final discounted volume weighted average share price over the term of the ASR program and other customary adjustments.

In the first quarter of fiscal year 2008, Clorox realigned its operating segments due to changes in its management reporting structure. The North America segment includes all products marketed in the United States and Canada. The International segment includes operations outside of the U.S. and Canada. Historical segment financial information in this news release has been revised to reflect these new operating segments. Following is a summary of key first-quarter results by business segment. All comparisons are with the first quarter of fiscal year 2007, unless otherwise stated.

North America

The segment reported 5 percent sales growth, 5 percent volume growth and flat pretax earnings, which includes $23 million in the aforementioned pretax charges. Sales and volume growth were driven by strong shipments of home-care products including Clorox ® disinfecting wipes behind successful promotional activities and a low-streak product improvement, as well as other Clorox ® branded cleaners including Clorox ® disinfecting cleaner, Clorox ® toilet-bowl cleaner and Clorox ® Clean-Up ® spray cleaner. Also contributing to the segment's volume growth were higher shipments of Hidden Valley ® bottled salad dressing due to increased merchandising; all-time record shipments of Fresh Step ® scoopable cat litter; higher shipments of Brita water-filtration products due to category growth and merchandising activities; and shipments in Canada from the recently acquired bleach business. Pretax earnings reflected the benefit of higher sales, strong cost savings and price increases. These factors were offset primarily by the impact of the aforementioned charges, unfavorable commodity costs, higher trade-promotion spending and increased manufacturing costs.

International

The segment reported 18 percent sales growth, 11 percent volume growth and a 9 percent increase in pretax earnings, which includes $2 million in the aforementioned pretax charges. Sales results included 8 percentage points of growth from the newly acquired bleach businesses and 4 percentage points from favorable foreign exchange rates. Volume growth was driven by increased shipments of laundry and cleaning products in Latin America due to category growth and the recently acquired bleach businesses. Sales growth outpaced volume growth primarily due to the benefit of favorable foreign exchange rates and price increases. Pretax earnings reflected the benefit of higher sales, partially offset by the impact of higher manufacturing costs, trade-promotion spending and commodity costs.

Updated fiscal year 2008 financial outlook

For fiscal year 2008, Clorox continues to anticipate sales growth from existing brands in the range of 3-5 percent. Including the anticipated benefit of the recently acquired bleach businesses, sales growth is now anticipated to be in the range of 4-5 percent.

The company now anticipates that gross margin in fiscal year 2008 will be lower compared with fiscal year 2007. This outlook reflects higher commodity costs, particularly in the second quarter, due to higher-than-anticipated resin costs and continued pressure on agricultural commodities such as corn starch that goes into charcoal and soybean oil, which is used in Hidden Valley ® salad dressing. To partially offset the impact of agricultural commodity cost increases, the company announced plans to increase prices by 6 percent on Kingsford ® charcoal products, effective January 2008. In addition, as previously communicated, the company increased prices on Hidden Valley ® salad dressing by 6 percent, effective October 2007.

As announced previously, the fiscal year 2008 outlook includes anticipated charges related to the consolidation of Clorox's manufacturing networks and other charges the company decided to take in light of its Centennial Strategy. For the fiscal year, these pretax charges are still anticipated to be in the range of $49 million to $58 million, of which $35 million to $39 million are noncash. This range includes the charges of $27 million reported in the first quarter.

The company's fiscal year 2008 outlook for diluted EPS is now in the range of $3.33 to $3.50. This change primarily reflects the benefits of the aforementioned ASR agreement. For the fiscal year, the company now anticipates weighted average diluted shares outstanding of about 142 million, subject to adjustment once the ASR is finalized.

Clorox's fiscal year 2008 outlook excludes the impact of the Burt's Bees acquisition, which the company also announced today. For more information about the acquisition, see today's related press release, which is posted at www.TheCloroxCompany.com .

For more information

Visit the Investors: Financial Results section of the company's Web site at www.TheCloroxCompany.com for the following:

- Definitions of financial terms used in this earnings release and on today's conference call with the investment community (details below)

- Supplemental volume and sales growth information
- Supplemental gross margin driver information
- EBIT reconciliation information
- Supplemental balance sheet and cash flow information
- Supplemental price-increase information

Note: Percentage and basis-point changes noted in this news release are calculated based on rounded numbers.

Today's webcast

Today at 6:30 a.m. Pacific time (9:30 a.m. Eastern time), Clorox will host a live audio webcast of a discussion with the investment community regarding the company's first-quarter results. The webcast can be accessed at http://investors.thecloroxcompany.com . Following a live discussion, a replay of the webcast will be archived for one week on the company's Web site.

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2007 revenues of $4.8 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Armor All ® and STP ® auto-care products, Fresh Step ® and Scoop Away ® cat litter, Kingsford ® charcoal, Hidden Valley ® and K C Masterpiece ® dressings and sauces, Brita ® water-filtration systems, and Glad ® bags, wraps and containers. With 7,800 employees worldwide, the company manufactures products in more than two dozen countries and markets them 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 $69.7 million to nonprofit organizations, schools and colleges. In fiscal 2007 alone, the foundation awarded $3.4 million in cash grants, and Clorox made product donations valued at $5.9 million. For more information about Clorox, visit www.TheCloroxCompany.com.

Forward-looking statements

This press release contains "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended (the Securities Act), and Section 21E of the Securities Exchange Act of 1934, as amended (the Exchange Act), and such forward looking statements involve risks and uncertainties. Except for historical information, matters discussed above, including statements about future volume, sales, costs, cost savings, earnings, cash outflows, plans, objectives, expectations, growth, or profitability, are forward looking statements based on management's estimates, assumptions and projections. Words such as "expects," "anticipates," "targets," "goals," "projects," "intends," "plans," "believes," "seeks," "estimates," and variations on such words, and similar expressions, are intended to identify such forward looking statements. These forward looking statements are only predictions, subject to risks and uncertainties, and actual results could differ materially from those discussed above. Important factors that could affect performance and cause results to differ materially from management's expectations are described in the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's Annual Report on Form 10-K for the year ended June 30, 2007, as updated from time to time in the company's SEC filings. These factors include, but are not limited to, the success of the company's previously announced Centennial Strategy; the need for any additional restructuring or asset-impairment charges; the final purchase price and number of shares repurchased under the company's accelerated share repurchase agreement; general economic and marketplace conditions and events; competitors' actions; the company's costs, including changes in exposure to commodity costs such as resin, diesel, chlor-alkali and agricultural commodities; increases in energy costs; consumer and customer reaction to price increases; customer-specific ordering patterns and trends; the company's actual cost performance; changes in the company's tax rate; any future supply constraints that may affect key commodities; risks inherent in sole-supplier relationships; risks related to customer concentration; risks arising out of natural disasters; risks related to the handling and/or transportation of hazardous substances, including but not limited to chlorine; risks inherent in litigation; risks relating to international operations, including the risk associated with foreign currencies; risks inherent in maintaining an effective system of internal controls, including the potential impact of acquisitions or the use of third-party service providers; the ability to manage and realize the benefit of joint ventures and other cooperative relationships, including the company's joint venture regarding the company's Glad ® plastic bags, wraps and containers business, and the agreement relating to the provision of information technology and related services by a third party; the success of new products; risks relating to acquisitions, mergers and divestitures; risks relating to changes in the company's capital structure; and the ability of the company to successfully manage tax, regulatory, product liability, intellectual property, environmental and other legal matters, including the risk resulting from joint and several liability for environmental contingencies. In addition, the company's future performance is subject to risks related to its November 2004 share exchange transaction with Henkel KGaA, the tax indemnification obligations and the actual level of debt costs. Declines in cash flow, whether resulting from tax payments, debt payments, share repurchases, interest cost increases greater than management expects, or increases in debt or changes in credit ratings, or otherwise, could adversely affect the company's earnings.

The company's forward looking statements in this report are based on management's current views and assumptions regarding future events and speak only as of their dates. The company undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise, except as required by the federal securities laws.

Media relations

Dan Staublin 510-271-1622

Kathryn Caulfield 510-271-7209

Investor relations

Li-Mei Johnson 510-271-3396

Steve Austenfeld 510-271-2270

Condensed Consolidated Statements of Earnings (Unaudited)

Dollars in millions, except per share amounts

	Three Months Ended	
	9/30/2007	9/30/2006
Net sales	$ 1,239	$ 1,161
Cost of products sold	711	663
Gross profit	528	498
Selling and administrative expenses	155	153
Advertising costs	118	117
Research and development costs	23	26
Restructuring and asset impairment costs	25	—
Interest expense	33	29
Other expense (income), net	—	(2)
Earnings before income taxes	174	175
Income taxes	63	63
Net earnings	$ 111	$ 112
Earnings per common share		
Basic	$ 0.77	$ 0.74
Diluted	0.76	0.73
Weighted average common shares outstanding (in thousands)		
Basic	143,778	151,143
Diluted	146,127	153,568

Segment Information (Unaudited)

Dollars in millions

First Quarter and Year to Date

	Net Sales			Earnings/(Losses) Before Income Taxes		
	Three Months Ended		% Change (1)	Three Months Ended		% Change (1)
	9/30/2007	9/30/2006		9/30/2007 (2)	9/30/2006	
North America	$ 1,049	$ 1,000	5%	$ 286	$ 287	0%
International	190	161	18%	37	34	9%
Corporate	—	—	—	(149)	(146)	2%
Total Company	$ 1,239	$ 1,161	7%	$ 174	$ 175	-1%

(1) Percentages based on rounded numbers.

(2) Current quarter earnings before income taxes included $25 in pretax restructuring and asset-impairment and incremental cost of products sold charges in the North America segment, and $2 in pretax restructuring and asset-impairment charges in the International segment.

	9/30/2007	6/30/2007	9/30/2006
Assets			
Current assets			
Cash and cash equivalents	$ 209	$ 182	$ 174
Receivables, net	408	460	374
Inventories, net	332	309	325
Other current assets	115	81	67
Total current assets	1,064	1,032	940
Property, plant and equipment, net	966	976	990
Goodwill	869	855	748
Trademarks and other intangible assets, net	585	613	604
Other assets	189	190	257
Total assets	$ 3,673	$ 3,666	$ 3,539
Liabilities and Stockholders' (Deficit) Equity			
Current liabilities			
Notes and loans payable	$ 872	$ 74	$ 68
Current maturities of long-term debt	500	500	152
Accounts payable	318	329	299
Accrued liabilities	347	507	415
Income taxes payable	116	17	26
Total current liabilities	2,153	1,427	960
Long-term debt	1,477	1,462	1,965
Other liabilities	592	516	549
Deferred income taxes	88	90	120
Total liabilities	4,310	3,495	3,594
Contingencies			
Stockholders' (deficit) equity			
Common stock	159	159	250
Additional paid-in capital	491	481	414
Retained earnings	219	185	4,005
Treasury shares	(1,309)	(445)	(4,514)
Accumulated other comprehensive net losses	(197)	(209)	(210)
Stockholders' (deficit) equity	(637)	171	(55)
Total liabilities and stockholders' (deficit) equity	$ 3,673	$ 3,666	$ 3,539

Note: During the second quarter of fiscal year 2007, Clorox retired 91 million of its treasury shares. As a result of the retirement, treasury shares were reduced by $4,137 and common stock and retained earnings were reduced by $91 and $4,046, respectively. There was no impact to the company's overall equity position as a result of the retirement.

During the first quarter of fiscal year 2008, Clorox entered into an Accelerated Share Repurchase program through which it repurchased $750 of common stock. As a result, the repurchase contributed to the treasury shares increase by $750.

The Clorox Company

Supplemental Information – Volume Growth

Business Segment	FY07 Q1	FY07 Q2	FY07 Q3	FY07 Q4	FY07 FY	FY08 Q1	FY08 YTD	Major Drivers of Change
North America [1]	-1%	-3%	8%	0%	1%	5%	5%	Q1 increase primarily driven by strong results in Home Care behind gains on disinfecting wipes and other Clorox branded products, bleach business acquisition in Canada, increased merchandising on Hidden Valley salad dressing, continued growth in cat litter behind activated carbon product improvement, and strong results in the Brita business primarily driven by merchandising and category growth.
International	1%	10%	13%	12%	9%	11%	11%	Q1 increase primarily driven by strong results in Latin America behind the bleach business acquisition and category growth.
Total Company	-1%	-1%	8%	2%	2%	6%	6%	

Supplemental Information – Sales Growth

Business Segment	FY07 Q1	FY07 Q2	FY07 Q3	FY07 Q4	FY07 FY	FY08 Q1	FY08 YTD	Major Drivers of Change
North America [1]	5%	3%	6%	-1%	3%	5%	5%	Q1 growth primarily driven by increased shipments across the segment and the benefit of pricing partially offset by high levels of trade spending in response to competitive activity.
International	4%	9%	16%	21%	12%	18%	18%	Q1 growth primarily driven by strong shipments, favorable currency and the benefit of price increases.
Total Company	5%	3%	7%	2%	4%	7%	7%	

(1) North America includes U.S. and Canadian results.

Earnings Before Interest and Taxes (Unaudited) [1]

Reconciliation schedule of earnings before income taxes to earnings before interest and taxes (EBIT)

Dollars in millions and percentages based on rounded numbers

	Three months ended	
	9/30/07	9/30/06
Earnings before income taxes	**$ 174**	**$ 175**
Interest income	(3)	(2)
Interest expense	33	29
EBIT [2]	**204**	**202**
EBIT Margin [2]	*16.5 %*	*17.4 %*
Net sales	$1,239	$1,161

(1) In accordance with SEC's Regulation G, this schedule provides the definition of a non-GAAP measure and the reconciliation to the most closely related GAAP measure. Management believes the presentation of EBIT and EBIT margin provides additional useful information to investors about current trends in the business.

(2) EBIT (a non-GAAP measure) represents earnings before income taxes (a GAAP measure), excluding interest income and expense, as reported above. EBIT margin is a measure of EBIT as a percentage of net sales.

Supplemental Information – Balance Sheet
(Unaudited)
As of September 30, 2007

Working Capital Update

	Q1 FY 2008 ($ millions)	Q1 FY 2007 ($ millions)	Change ($ millions)	Days [5] FY 2008	Days [5] FY 2007	Change
Receivables, net	$ 408	$ 374	$ 34	32	31	1 day
Inventories	$ 332	$ 325	$ 7	41	42	-1 day
Accounts payable [1]	$ 318	$ 299	$ 19	40	41	-1 day
Accrued liabilities	$ 347	$ 415	$ -68			
Total WC [2]	$ 74	$ 26	$ 48			
Total WC % net sales [3]	1.5%	0.6%				
Average WC [2]	$ 36	$ 10	$ 26			
Average WC % net sales [4]	0.7%	0.2%				

- Receivables increased primarily as a result of higher sales and the impact of favorable foreign exchange rates. Increase in days of receivables is primarily due to growth in International receivables which generally have longer collection times.
- Accounts payable increased mainly due to timing of payments.
- Accrued liabilities decreased primarily due to the adoption of FASB Financial Interpretation No. 48 which resulted in income tax liabilities being reclassified from accrued liabilities to income taxes payable and long-term liabilities. These were partially offset by higher accruals related to increased trade and marketing spending levels and an increase in the quarterly dividend rate.

Supplemental Information – Cash Flow
(Unaudited)
As of September 30, 2007

Capital expenditures were $26 million

Depreciation and amortization was $48 million

Cash provided by operations

Net cash provided by operations was $163 million, compared with $133 million provided by operations in the year-ago quarter. The year-over-year increase was mainly due to higher earnings, excluding non-cash restructuring charges.

(1) Days of accounts payable is calculated as follows: average accounts payable / [(cost of products sold + change in inventory) / 90].
(2) Working capital (WC) is defined in this context as current assets minus current liabilities excluding cash and short-term debt, based on end of period balances. Average working capital represents a two-point average of working capital .
(3) Represents working capital at the end of the period divided by annualized net sales *(current quarter net sales x 4).*
(4) Represents a two-point average of working capital divided by annualized net sales *(current quarter net sales x 4).*
(5) Days calculations based on a two-point average.

Supplemental Information – Gross Margin Drivers

The table below provides details on the drivers of gross margin change versus the prior year.

	Change vs. Prior Year (basis points)					
	FY07					FY08
Driver	**Q1**	**Q2**	**Q3**	**Q4**	**FY**	**Q1**
Cost savings	+190 bp	+240 bp	+280 bp	+200 bp	+230 bp	+180 bp
Pricing changes	+210 bp	+160 bp	+140 bp	+80 bp	+150 bp	+50 bp
Market movement (commodities)	-280 bp	-190 bp	+40 bp	-40 bp	-110 bp	-120 bp
Manufacturing & logistics (1)	-90 bp	-110 bp	-120 bp	-70 bp	-100 bp	-140 bp
All other (2)	+40 bp	0 bp	-160 bp	-120 bp	-80 bp	0 bp
Gross margin change vs prior year	**+70 bp**	**+100 bp**	**+180 bp**	**+50 bp**	**+90 bp**	**-30 bp**

(1) Manufacturing & Logistics includes the change in the cost of diesel fuel.

(2) All other includes all other drivers of gross margin change which are usually of an immaterial nature. Examples of drivers included: volume change, trade and consumer spending, foreign currency, etc. If a driver included in all other is deemed to be material in a given period, it will be disclosed as part of the company's earnings release.

The Clorox Company

Updated: 10-31-07

U.S. Price Increases From CY2003 - CY2005

Brand / Product	Average Increase	Effective Date
Glad ® trash bags	6%	October 2003
Charcoal	5%	December 2003
Cat litter	4%	May 2004
Glad ® trash bags	13%	February 2005
GladWare disposable containers	12%	February 2005
Clorox ® liquid bleach	9%	July 2005
Clorox 2 ® bleach for colors, Clorox Clean-Up ® cleaner	5%	July 2005
Glad ® food bags	7%	August 2005
Cat litter	5%	October 2005

U.S. Price Increases From CY2006 - CY2008

Brand / Product	Average Increase	Effective Date
Clorox ® liquid bleach, Clorox Clean-Up ® and Tilex ® cleaners	8%	January 2006
Match Light ® charcoal	6%	January 2006
Kingsford ® lighter fluid	10%	January 2006
Armor All ® auto-care products	9%	January 2006
STP ® functional fuel products	9%	January 2006
Brita ® pour-through filters	7%	January 2006
Brita ® pitchers	5%	January 2006
GladWare ® food-storage containers	9%	January 2006
Glad ® trash bags	15%	February 2006
Cat litter	6%	June 2006
STP ® functional fuel products	17%	October 2006
Charcoal and lighter fluid	4 -8%	January 2007
Hidden Valley Ranch ® salad dressing	6%	October 2007
Charcoal	6%	January 2008

Notes:

- Average % increase reflects brand averages rounded to the whole percent. Individual SKUs vary versus the average.
- This communication reflects pricing actions on primary items.

Exhibit 99.3

The Clorox Company News Release

Clorox to Acquire Burt's Bees; Expands Into Fast-Growing Natural Personal Care

OAKLAND, Calif., Oct. 31, 2007 – The Clorox Company (NYSE: CLX), as part of its strategy to grow in and beyond its core in fast-growing, higher-margin consumer-product categories, today announced it will acquire Burt's Bees, a leader in the natural personal care category.

The highly fragmented U.S. natural personal care market represents about $6.4 billion in sales and is currently growing at about 9 percent annually. Founded in 1984, the Burt's Bees ® brand today is regarded among many consumers who purchase natural personal care products as the "most natural" personal care brand and as the leading natural brand in the U.S. The acquisition of Burt's Bees is strongly aligned with Clorox's Centennial Strategy to pursue growth in areas aligned with consumer "megatrends" in health and wellness, sustainability, convenience and a more multicultural marketplace.

"This acquisition allows us to enter a growing market that's consistent with consumer megatrends," said Clorox Chairman and CEO Donald R. Knauss. "With this transaction, we're entering into a new strategic phase for our company, enabling us to expand further into the natural/sustainable business platform. The Burt's Bees ® brand is well-anchored in sustainability and health and wellness, and we believe it will benefit from natural and "green" tailwinds. It's in an economically attractive category with a margin structure that will be highly accretive to Clorox. Combined with our new Green Works™ line of natural cleaning products, and Brita ® water-filtration products, we can leverage Burt's Bees' extensive capabilities and credibility to build a robust, higher-growth platform for Clorox."

Beth Springer, Clorox's executive vice president – Strategy & Growth, who will oversee the business, said, "Burt's Bees is a compelling strategic fit for us, and we believe we can expand on its strong trends over time to build even greater value. Burt's Bees has a highly effective strategy and plan, strong trade practices and organizational capabilities, and a robust culture and *esprit de corps* that we want to leverage and protect. We strongly believe Clorox's deep capabilities to drive demand creation through consumer communication and value-creating customer capabilities, coupled with Burt's Bees' strong heritage of innovation to delight consumers, create a right to win. We're delighted Burt's Bees president and CEO, John Replogle, will continue to lead the company, which will continue to be based in North Carolina."

"I'm delighted we're entering into this partnership with Clorox and that I will be part of this exciting next step for Burt's Bees," said John Replogle. "The Clorox Company and Burt's Bees have complementary values, visions and strengths. Together, I believe Clorox and Burt's Bees can help this business realize its full potential."

"Burt's Bees' mission ' *we make people's lives better every day — naturally'* is a terrific complement to Clorox's mission ' *we make everyday life better, every day* ,'" Springer said. "Burt's Bees' values align strongly with Clorox's and provide a solid foundation for working together and creating synergies between our management teams."

Terms of Deal and Financial Impact

Under the terms of the agreement, Clorox will acquire 100 percent of Burt's Bees from its stockholders in a transaction that is structured as a merger. The company is acquiring Burt's Bees for $925 million net of an additional $25 million payment for anticipated tax benefits. Clorox will fund the all-cash transaction through a combination of cash and short-term borrowings. The transaction, which is expected to close by the end of this calendar year, is subject to regulatory approval.

Commenting on the transaction, Clorox senior vice president and CFO Dan Heinrich said, "Burt's Bees is poised to capitalize on expanded distribution within the U.S. and other countries in which the Burt's Bees ® brand is currently marketed. The business is enjoying strong distribution trends. We believe we can add value and expand these trends over time through our strong customer capabilities, while maintaining Burt's Bees' higher margins.

We see potential for expanding the brand into adjacencies, and we believe international expansion may offer significant upside potential beyond our valuation."

Based on its current growth trajectory and estimated 2007 net customer sales of about $170 million, Burt's Bees is anticipated to add nearly 2 points of top-line growth to Clorox in fiscal years 2008 and 2009.

Including estimates of purchase-accounting adjustments and one-time transaction and integration costs related to the transaction, the company anticipates that the transaction will dilute its fiscal year 2008 earnings by about 10-15 cents per diluted share and that it will be slightly accretive in fiscal year 2009. Excluding such purchase-accounting adjustments, one-time transaction and integration costs as well as non-cash expenses related to the transaction, the earnings per share impact is anticipated to be neutral in fiscal year 2008 and solidly accretive in fiscal year 2009.

Lehman Brothers acted as sole financial advisor to The Clorox Company. Goldman Sachs was financial advisor to Burt's Bees.

For More Information

Visit the Investors: News and Events section of the company's Web site at www.TheCloroxCompany.com.

Today's Webcast and First-Quarter Earnings Press Release

Today at 6:30 a.m. Pacific time (9:30 a.m. Eastern time), Clorox will host a live audio webcast of a discussion with the investment community regarding the company's first-quarter results and the acquisition. The webcast can be accessed at http://investors.thecloroxcompany.com . Following the live discussion, a replay of the webcast will be archived for one week on the company's Web site. Please also see the company's press release issued today, which discusses its first-quarter results for fiscal year 2008 and its updated fiscal-year outlook.

About Burt's Bees

Burt's Bees is a leading manufacturer of earth-friendly natural personal care products. The company manufactures more than 150 products in categories such as lip care, face care, body care, hair care, men's grooming, baby care and outdoor remedies. Burt's Bees ® products are carried in nearly 30,000 retail outlets, including major grocery and drug store chains in the U.S., United Kingdom, Ireland, Canada, Hong Kong and Taiwan.

About The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2007 revenues of $4.8 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Armor All ® and STP ® auto-care products, Fresh Step ® and Scoop Away ® cat litter, Kingsford ® charcoal, Hidden Valley ® and K C Masterpiece ® dressings and sauces, Brita ® water-filtration systems, and Glad ® bags, wraps and containers. With 7,800 employees worldwide, the company manufactures products in more than two dozen countries and markets them 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 $69.7 million to nonprofit organizations, schools and colleges. In fiscal 2007 alone, the foundation awarded $3.4 million in cash grants, and Clorox made product donations valued at $5.9 million. For more information about Clorox, visit www.TheCloroxCompany.com.

Forward-looking statements

This press release contains "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended (the Securities Act), and Section 21E of the Securities Exchange Act of 1934, as amended (the Exchange Act), and such forward looking statements involve risks and uncertainties. Except for historical information, matters discussed above, including statements about future volume, sales, costs, cost savings, earnings, cash outflows, plans, objectives, expectations, growth, or profitability, are forward looking statements based on management's estimates, assumptions and projections. Words such as "expects," "anticipates," "targets," "goals," "projects," "intends," "plans," "believes," "seeks," "estimates," and variations on such words, and similar expressions, are intended to identify such forward looking statements. These forward looking statements are only predictions, subject to risks and uncertainties, and actual results could differ materially from those discussed above. Important factors that could affect performance and cause results to differ materially from management's expectations are described in the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's Annual Report on Form 10-K for the year ended June 30, 2007, as updated from time to time in the company's SEC filings. These factors include, but are not limited to, the completion of the acquisition of Burt's Bees; the continuation of Burt's Bees growth trajectory and other valuation assumptions, including the ability to increase distribution; estimates of the purchase accounting adjustments to account for the acquisition of Burt's Bees and estimates of other one-time transaction and integration costs as well as non-cash expenses related to the transaction; the company's success in retaining key employees, suppliers and customers; the company's ability to achieve the projected strategic and financial benefits from the acquisition, including its ability to achieve synergies in leveraging its supply chain, marketing and other capabilities; the success of the company's previously announced Centennial Strategy; the need for any additional restructuring or asset-impairment charges; the final purchase price and number of shares repurchased under the company's accelerated share repurchase agreement; general economic and marketplace conditions and events; competitors' actions; the company's costs, including changes in exposure to commodity costs such as resin, diesel, chlor-alkali and agricultural commodities; increases in energy costs; consumer and customer reaction to price increases; customer-specific ordering patterns and trends; the company's actual cost performance; changes in the company's tax rate; any future supply constraints that may affect key commodities; risks inherent in sole-supplier relationships; risks related to customer concentration; risks arising out of natural disasters; risks related to the handling and/or transportation of hazardous substances, including but not limited to chlorine; risks inherent in litigation; risks relating to international operations, including the risk associated with foreign currencies; risks inherent in maintaining an effective system of internal controls, including the potential impact of acquisitions or the use of third-party service providers; the ability to manage and realize the benefit of joint ventures and other cooperative relationships, including the company's joint venture regarding the company's Glad ® plastic bags, wraps and containers business, and the agreement relating to the provision of information technology and related services by a third party; the success of new products; risks relating to potential divestitures; risks relating to changes in the company's capital structure; and the ability of the company to successfully manage tax, regulatory, product liability, intellectual property, environmental and other legal matters, including the risk resulting from joint and several liability for environmental contingencies. In addition, the company's future performance is subject to risks related to its November 2004 share exchange transaction with Henkel KGaA, the tax indemnification obligations and the actual level of debt costs. Declines in cash flow, whether resulting from tax payments, debt payments, share repurchases, interest cost increases greater than management expects, or increases in debt or changes in credit ratings, or otherwise, could adversely affect the company's earnings.

The company's forward looking statements in this press release are based on management's current views and assumptions regarding future events and speak only as of their dates. The company undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise, except as required by the federal securities laws.

Media relations	**Investor relations**
Dan Staublin 510-271-1622	Li-Mei Johnson 510-271-3396
Kathryn Caulfield 510-271-7209	Steve Austenfeld 510-271-2270

Exhibit 99.4

Burt's Bees Acquisition

Investor Overview

Oct. 31, 2007

Safe Harbor Statement

Except for historical information, matters discussed in the attached document, including statements about the success of the company's strategy and acquisitions as well as future volume, sales and earnings growth, profitability, costs, cost savings, innovation or expectations, are forward-looking statements based on management's estimates, assumptions and projections. Important factors that could cause results to differ materially from management's expectations are described in the company's most recent Form 10-K filed with the SEC, as updated from time to time in the company's SEC filings. Those factors include, but are not limited to, the completion of the acquisition of Burt's Bees; the continuation of Burt's Bees growth trajectory and other valuation assumptions; including the ability to increase distribution; the company's success in retaining key Burt's Bees employees, suppliers and customers; the company's ability to achieve the projected strategic and financial benefits from the acquisition, including its ability to achieve synergies; general economic and marketplace conditions and events; competitors' actions; the company's actual cost performance; price changes; the effect on cash flow of tax payments and the success of new products.

The company may also use non-GAAP financial measures, which could differ from reported results using Generally Accepted Accounting Principles (GAAP). The most directly comparable GAAP financial measures and reconciliation to non-GAAP financial measures are set forth in the Form 10-K and its exhibits furnished to the SEC, which is posted at www.TheCloroxCompany.com in the Investors/Financial Information/SEC Filings section.

Transaction Summary

- Clorox entered into a merger agreement on Oct. 30, 2007, to acquire Burt's Bees for $925 million [1] in cash, funded through cash and short-term borrowings
- The transaction is expected to be EPS accretive to Clorox as of FY'09 and neutral in FY'08, excluding purchase - accounting adjustments, one-time transaction and integration costs as well as noncash expenses
- At closing, debt to EBITDA ratio will be 3.5/1x. We intend to pay down debt and return to long-term target of 3.0/1x by mid-FY'09
- Close of transaction is targeted for December 2007, subject to regulatory approval

[1] Net of an additional$25 million payment for anticipated tax benefits

Extending Our Reach

The Burt's Bees Opportunity

Our Framework

- Consistent with consumer **megatrends**
- Ability to build or buy a **big-share** brand
- **Economically attractive** target category
- **Midsized** category where global CPG players do not dominate
- **3D capabilities** create a right to win
  - Consumer insights, retail relationships, R&D/innovation

The Burt's Bees Opportunity

- At the center of ***wellness*** ***and*** ***sustainability*** trends
- **A leading *Natural Personal Care* brand that consumers love**
  - No. 1 or No. 2 in 5 categories
- High-growth **$6.4 billion** category
  - 9.3% growth (vs. 3.2% for PC) [1]
- NPC is **highly fragmented**
  - "Natural" formulation competency creates challenges to entry
- **Sustainable growth drivers** Food/Drug/Mass channels, international, new categories

[1] Source: Euromonitor; Datamonitor; Nutrition Business Journal

Enabling Transaction to Begin Portfolio Reshaping & Drive Centennial Strategy

At the Core of Our Strategic Positioning	• **Advantaged brand**
	  • Market leadership and strong brand equity
	• **Advantaged category**
	  • Sustainable long-term growth drivers
	  • No global incumbents

Platform for Expansion	• **Transferable core competencies**
	  • Core technologies / “know-how”
	  • At the forefront of environmental sustainability / “natural”push
	  • Managerial talent with extensive expertise in *Natural Personal Care* (NPC) and broader Personal Care
	• **Market entry in attractive category and springboard for Personal Care and wellness/sustainability expansion**

Shareholder Value Creation	• **Address investor demand for sustainable top-line growth**
	  • Consistency with stated objectives of Centennial strategy
	• **Immediate, albeit limited, value creation through synergies**
	  • Cost synergies: procurement, channel management
	  • Revenue synergies (long-term): new geographies, category expansion

Burt's Bees Overview

- A leading brand in the growing $6.4 billion *Natural Personal Care* (NPC) segment
- Products across many *Natural Personal Care* categories, including lip care, facial care and body care
- Unique capability in developing and manufacturing products with natural ingredients
- $170 million (est.) in 2007 net sales with roughly 90% in U.S. and balance concentrated in Canada, UK and Taiwan
- Profitability metrics at the high-end of Personal Care
  - 30%+ EBITDA margin
- 385 employees, 1 manufacturing facility, 1 distribution center and headquarters in Raleigh-Durham, North Carolina

Burt’s Bees Overview

Lip

- Lip Balm
- Lip Shimmers
- Lip Gloss

Hair

- Shampoos
- Conditioners
- Hair Treatment

Body

- Body Lotions
- Hand Creams
- Foot Creams
- Oils
- Moisturizing Mists
- Body Wash
- Soaps
- Scrubs

Face

- Day Creams
- Night Creams
- Eye Creams
- Serums
- Cleaners
- Toners
- Scrubs
- Acne

Baby

- Powder
- Oil
- Lotions
- Ointments
- Bath
- Shampoo
- Soap

Outdoor & Natural Remedies

- Ointments
- Insect Relief
- Sun Care
- Lip Balm

Gifts

Kits

Competitive Advantage

Business Challenges	• Instability of natural materials requires steep learning curve to reproduce **natural formulations** • **Natural material properties** are key to product performance & stability • **Processing** is central to scalability of concept formulations
Competitive Advantage	• Unique knowledge of **natural formulations** • Understanding of **natural material properties** • Proprietary and scalable **process technologies**

Core Competencies	• Experienced **R&D/product development** team
	  • Professional background in R&D/product development at leading Personal Care companies
	• **Leverage core knowledge basis** beyond *Natural Personal Care*
	  • In-depth understanding of consumer demands
	  • Establish core corporate competencies in broader Personal Care

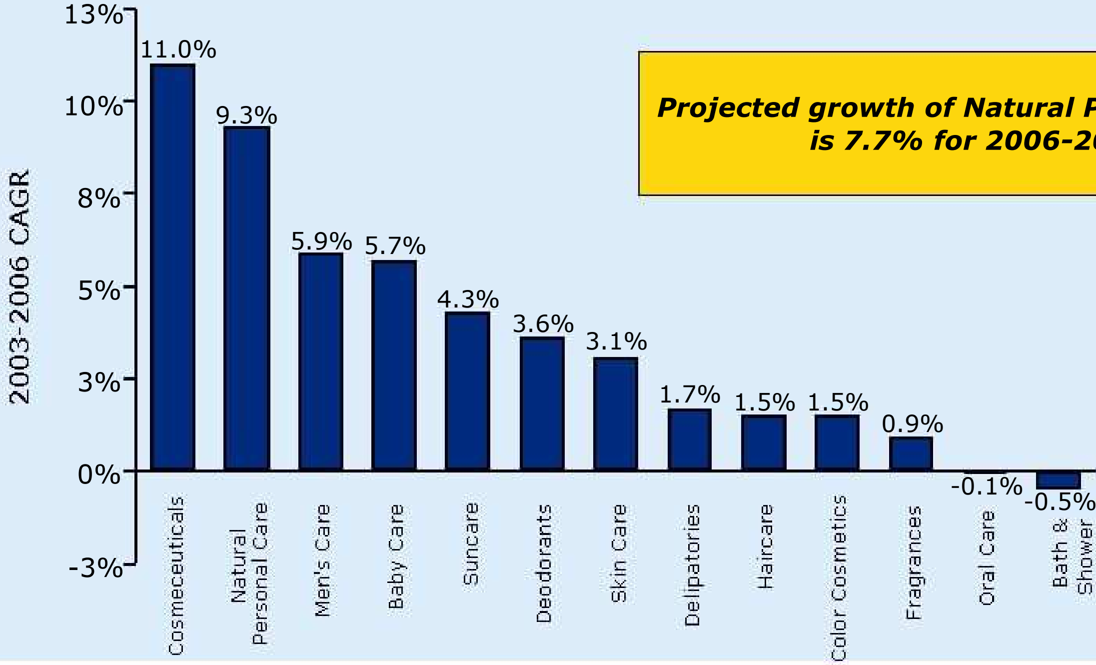
Energizes Centennial Strategy

1. Natural Personal Care (NPC) is a fast-growing, high-margin category that is highly fragmented
2. The convergence of wellness and sustainability megatrends should drive long-term growth
3. Burt's Bees® is an authentic, natural brand with leading share position in several NPC segments
4. Clorox brand-building, customer-facing and supply-chain capabilities will drive value creation

NPC Is Large & Growing Rapidly

- U.S. Personal Care market was $62 billion in 2006, with historical growth rate of 3.2% (2003-2006)
- *Natural Personal Care* (NPC) is large ($6.4 billion) and one of the fastest-growing subcategories
- NPC is also global –- NPC growing at double-digit rates across Europe and Asia

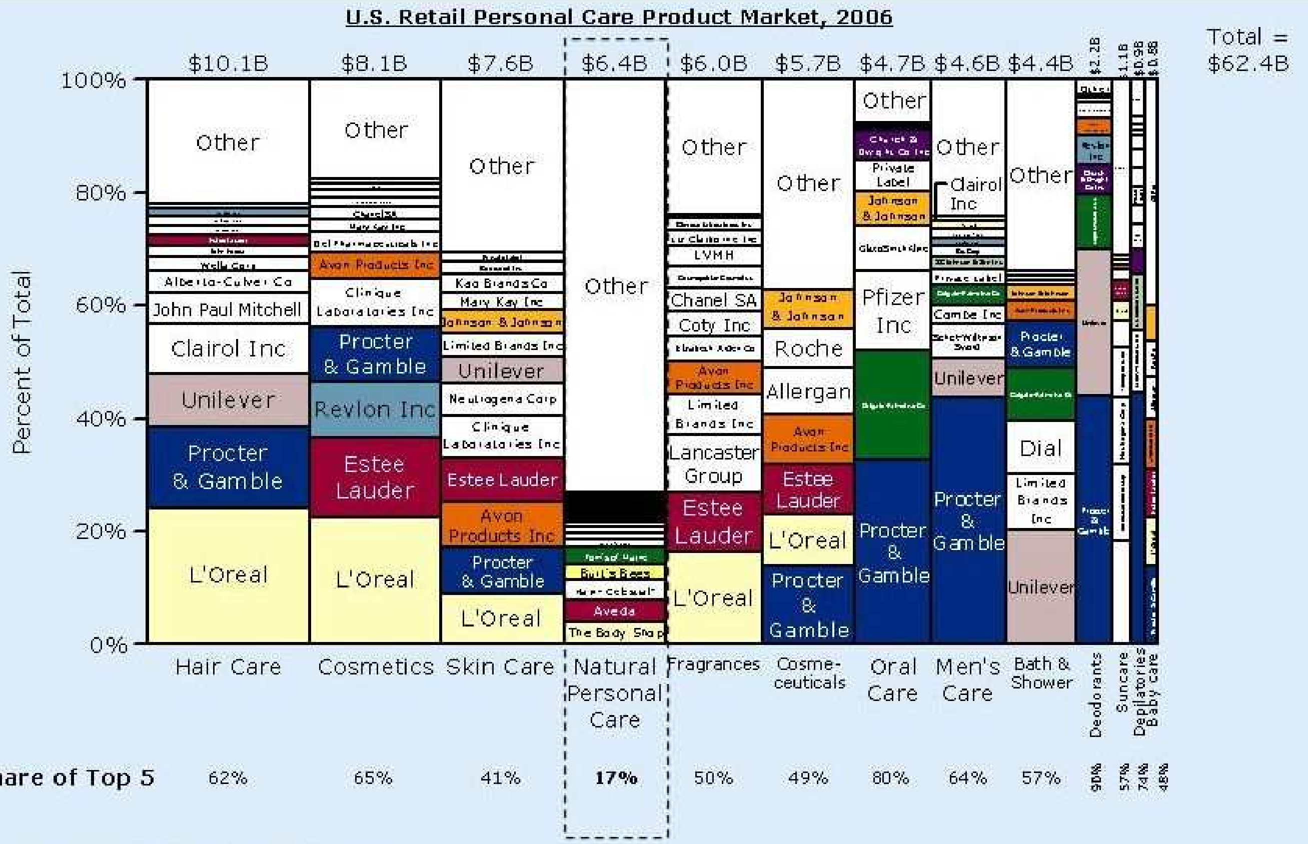
U.S. Personal Care Product Category Growth Rates, 2003-2006



Projected growth of Natural Personal Care is 7.7% for 2006-2010

Source: Euromonitor; Datamonitor; Nutrition Business Journal

U.S. Natural Personal Care Market Is Highly Fragmented & Lacks Entrenched Scale Players



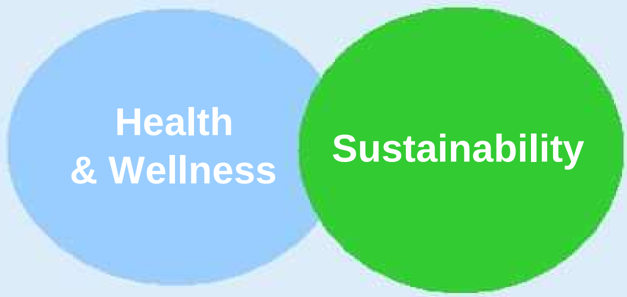
*Hain-Celestial includes Jason, Para, Zia, Alba and Avalon brands

Note: Uses 2005 competitor share on total 2006 sales; Tom's of Maine is owned by Colgate-Palmolive and The Body Shop is owned by L'Oreal

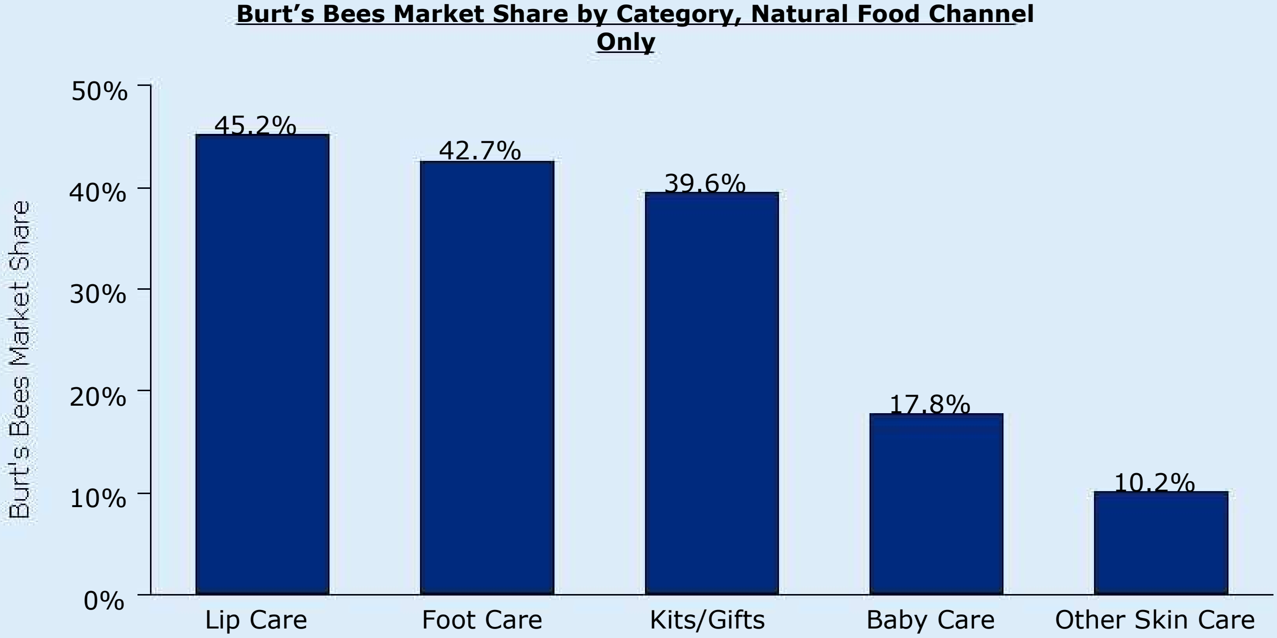
Source: Euromonitor; Datamonitor; Nutrition Business Journal

Megatrend Convergence

The convergence of megatrends — *wellness* and *sustainability* — anticipated to drive growth for years to come



Burt’s Bees Has Leading Presence



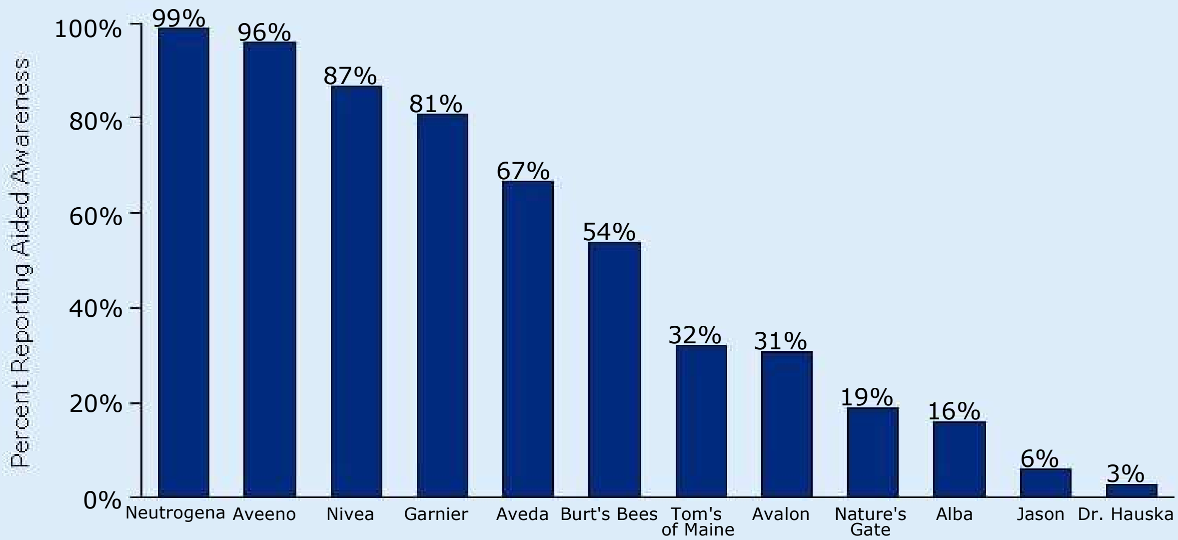
Market Position	#1	#1	#1	#2	#2

Source: SPINS

Burt's Bees® Brand Has Strong Aided Awareness

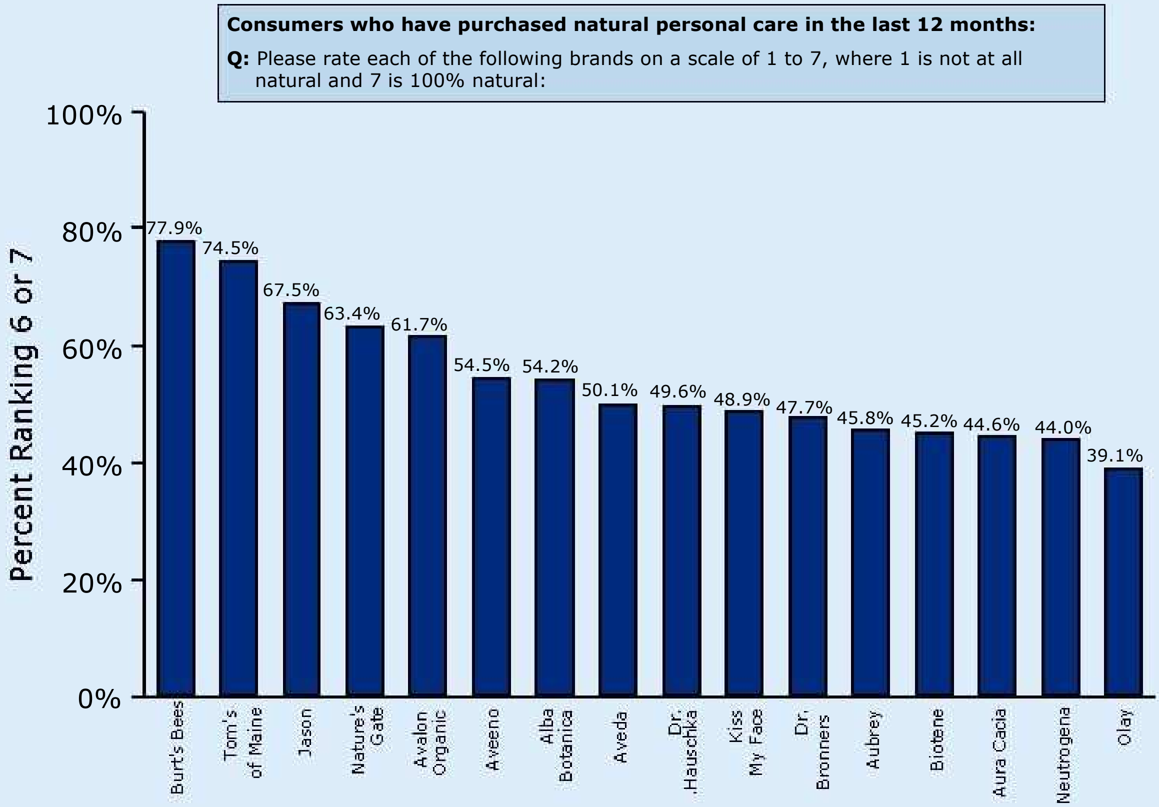
- Aided awareness of Burt's Bees® brand has grown to competitive levels while well ahead of other natural players
- Significant upside exists

Aided Brand Awareness (Percent Aware)



Source: Burt's Bees® Brand Tracking Study May 2007

Burt's Bees® Is Viewed as the Most Natural Brand by Consumers



Note: Only consumers who were aware of the personal care product company were asked this question

Source: Clorox Commissioned US Consumer Survey (n=1022)

Burt's Bees Has Superior Attribute Ratings vs. Natural and Mass Brands

Consumers who have purchased natural personal care in the last 12 months:

Q: Please indicate the importance of the following factors when purchasing natural personal care products, on a scale of 1 to 7, where 1 is not at all important and 7 is extremely important

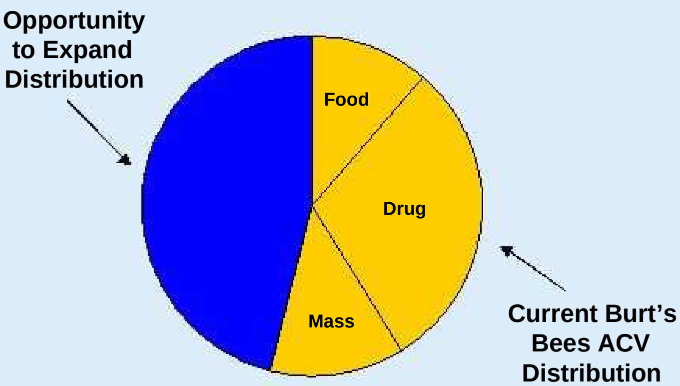
Q: On a scale of 1 to 7, where 1 is extremely poor and 7 is extremely strong, please rate the performance of [BRAND] on following factors

Note: Burt's Bees performance asked of all consumers who indicated they have purchased at least one Burt's Bees product; for all other competitors, each consumer was asked about one other random company from which they had purchased personal care items; Core is a weighted average of Tom's (n=81), Kiss My Face (n=28), Dr. Bronner's (n=13) and Jason (n=31); Mass is a weighted average of Aveeno (15), Olay (n=181) and Neutrogena (n=201)

Source: Clorox Commissioned US Consumer Survey (n=1022)

Distribution Upside Exists

- Burt's Bees distribution exists in 54% ACV of Food, Drug and Mass Channels
- Clorox has 100% ACV

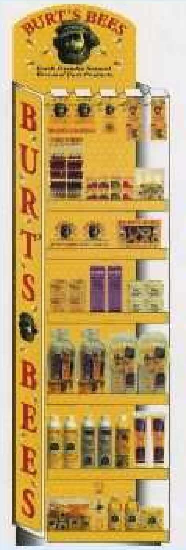


% ACV levels based on Burt's Bees and Clorox current U.S. distribution as of 10/31/07

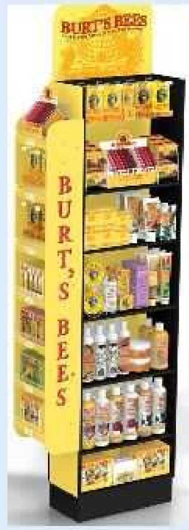
- Utilize Clorox capabilities to expand depth and breadth of distribution and in-store presence
  - New distribution in Mass and Grocery channels
  - Additional placements in Baby, Health & Beauty Care and Camping departments
  - Expansion of holiday gift program

Expanding In-Store Presence

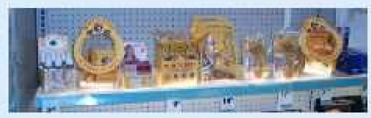
2005	2006	2007-2008


Power Wing


Power Wing


Power Wing + Son


4' In-Line


Holiday Off-Shelf

Source: Burt's Bees internal data

How We Will Grow the Business

Desire	Decide	Delight
Build a truly authentic brand with sustained marketing support	***Expand distribution and in-store presence***	***Enhance product innovation and expand into new segments***

International Component: Continue to grow in existing markets; look to enter new, high-potential markets

How We Will Manage the Business

- Burt's Bees has a strong management team, strategy, culture and execution track record, which we intend to retain
- We will operate the business from its current North Carolina headquarters
- We will integrate selectively to maximize revenue and cost synergies and create the best opportunities for all employees
- Beth Springer, Clorox EVP – Strategy & Growth, will oversee the business

Conclusion

We believe Burt's Bees provides a new platform to build a high-growth, high-margin, *Natural Personal Care* business

- **GREAT BRAND:** Opportunity to acquire leading brand that consumers love
- **HIGH GROWTH:** The brand participates in high-growth *Natural Personal Care* (NPC) anchored in wellness and sustainability megatrends
- **MARGIN ACCRETIVE:** The brand's margin structure is at the upper range of Personal Care and strongly accretive to Clorox
- **NEW BUSINESS PLATFORM:** NPC and Burt's Bees benefit from significant wellness and natural/green tailwinds. Combined with Green Works and Brita businesses and future "tuck-in" acquisitions, we can establish a robust new growth platform for Clorox
- **LEVERAGE CLOROX CAPABILITY:** Clorox's strong brand-building and customer-facing capabilities will enable strong growth on a sustained basis

CLOROX

BURT'S BEES®

Earth Friendly Natural Personal Care for The Greater Good™