

# FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP  
OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public  
Utility Holding Company Act of 1935 or Section 30(f) of the  
Investment Company Act of 1940

<b>1. Name and Address of Reporting Person *</b>  <b>HEINRICH DANIEL J</b> <small>(Last) (First) (Middle)</small>  <b>1221 BROADWAY</b> <small>(Street)</small>  <b>OAKLAND, CA 94612-1888</b> <small>(City) (State) (Zip)</small>	<b>2. Issuer Name and Ticker or Trading Symbol</b>  <b>CLOROX CO /DE/ [ CLX ]</b>  <b>7/11/2011</b> <b>3. Date of Earliest Transaction (MM/DD/YYYY)</b>  <b>4. If Amendment, Date Original Filed (MM/DD/YYYY)</b>	<b>5. Relationship of Reporting Person(s) to Issuer (Check all applicable)</b>  <input type="checkbox"/> Director <span style="float:right"><input type="checkbox"/> 10% Owner</span> <input checked="" type="checkbox"/> Officer (give title below) <span style="float:right"><input type="checkbox"/> Other (specify below)</span> <b>EVP-Chief Financial Officer</b>  <b>6. Individual or Joint/Group Filing (Check Applicable Line)</b>  <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction (s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	7/11/2011		M	(1)	30900.0000	A	\$61.5100	76658.0380	D	
Common Stock	7/11/2011		M	(1)	30825.0000	A	\$61.1600	107483.0380	D	
Common Stock	7/11/2011		M	(1)	23970.0000	A	\$63.9500	131453.0380	D	
Common Stock	7/11/2011		M	(1)	13825.0000	A	\$57.2500	145278.0380	D	
Common Stock	7/11/2011		J	(2)	1713.0000	D	\$0.0000	45758.0380	D	
Common Stock	7/11/2011		S	(1)	30375.0000	D	\$71.3309 (3)	114903.0380	D	
Common Stock	7/11/2011		S	(1)	67432.0000	D	\$70.3082 (4)	47471.0380	D	
Common Stock	7/11/2011		J	(2)	1713.0000	A	\$0.0000	5418.0000	I	By Trust
Common Stock	7/13/2011		S	(1)	645.0000	D	\$70.1400	4773.0000	I	By Trust

**Table II - Derivative Securities Beneficially Owned ( e.g. , puts, calls, warrants, options, convertible securities)**

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$57.2500	7/11/2011		M		13825.0000		9/15/2010	9/15/2019	Common Stock	13825.0000	\$0.0000	41475.0000	D	

**Table II - Derivative Securities Beneficially Owned ( e.g. , puts, calls, warrants, options, convertible securities)**

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$63.9500	7/11/2011		M			23970.0000	9/16/2009	9/16/2018	Common Stock	23970.0000	\$0.0000	23970.0000	D	
Stock Option (Right to Buy)	\$61.1600	7/11/2011		M			30825.0000	9/18/2008	9/18/2017	Common Stock	30825.0000	\$0.0000	10275.0000	D	
Stock Option (Right to Buy)	\$61.5100	7/11/2011		M			30900.0000	9/19/2007	9/19/2016	Common Stock	30900.0000	\$0.0000	0.0000	D	

**Explanation of Responses:**

- (1) Transaction executed pursuant to a pre-planned trading program adopted by reporting person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934.
- (2) Transfer holdings to family trust.
- (3) This transaction was executed in multiple trades at prices ranging from \$71.0750 to \$71.5600. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- (4) This transaction was executed in multiple trades at prices ranging from \$70.0000 to \$70.6600. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HEINRICH DANIEL J 1221 BROADWAY OAKLAND, CA 94612-1888			EVP-Chief Financial Officer	

**Signatures**

**By Cheryl Brice, Attorney-in-Fact for**

**7/13/2011**

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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