Form 4
UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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

1. Name and Address of Reporting Person *
KNAUSS DONALD R
1221 BROADWAY
OAKLAND, CA 94612-1888

2. Issuer Name and Ticker or Trading Symbol
CLOROX CO /DE/ [ CLX ]

3. Date of Earliest Transaction (MM/DD/YYYY)
10/2/2010

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
__ X __ Director
__ X __ Officer (give title below)
_____ 10% Owner
_____ Other (specify below)
Chairman & CEO

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Trans. Date</th>
<th>Code</th>
<th>Amount</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>10/2/2010</td>
<td>F(1)</td>
<td>10937.0000</td>
<td>D $67.0000</td>
</tr>
<tr>
<td>Common Stock</td>
<td>10/2/2010</td>
<td>J(3)</td>
<td>35785.0000</td>
<td>D $0.0000</td>
</tr>
<tr>
<td>Common Stock</td>
<td>10/2/2010</td>
<td>J(3)</td>
<td>35785.0000</td>
<td>A $0.0000</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title of Derivative Security</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Deemed Execution Date, if any</th>
<th>Trans. Code (Instr. 8)</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Date Exercisable and Expiration Date</th>
<th>Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Price of Derivative Security (Instr. 5)</th>
<th>Number of derivative securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
</table>

Explanation of Responses:
( 1) Withholding of shares by the Company to satisfy tax obligations applicable to vesting of restricted stock.
( 2) Includes 762 restricted stock units acquired through dividend reinvestment during the fiscal year pursuant to the reporting person's restricted stock unit award agreement dated October 2, 2006.
( 3) Transfer holdings to family trust.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNAUSS DONALD R 1221 BROADWAY</td>
<td>X Chairman &amp; CEO</td>
</tr>
</tbody>
</table>
Signatures

By Angela Hilt, Attorney-in-Fact for

** Signature of Reporting Person

10/5/2010

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).


Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.