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 *
   HEINRICH DANIEL J
   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)
   7/15/2011

4. If Amendment, Date Original Filed (MM/DD/YYYY)

5. Individual or Joint/Group Filing (Check Applicable Line)
   _X_ Form filed by One Reporting Person
   ___ Form filed by More than One Reporting Person

6. Relationship of Reporting Person(s) to Issuer (Check all applicable)
   ____ Director
   ____ 10% Owner
   _X_ Officer (give title below)
   ____ Other (specify below)

   EVP-Chief Financial Officer

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>7/15/2011</td>
<td>S</td>
<td>1362.0000</td>
<td>$74.8100</td>
</tr>
<tr>
<td>Common Stock</td>
<td></td>
<td>D</td>
<td>3411.0000</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title of Derivate Security</th>
<th>Trans. Date</th>
<th>Code</th>
<th>(A)</th>
<th>(D)</th>
<th>Date Exercisable</th>
<th>Expiration Date</th>
<th>Title</th>
<th>Amount or Number of Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>V</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

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.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEINRICH DANIEL J</td>
<td>Director 10% Owner Officer Other</td>
</tr>
<tr>
<td>1221 BROADWAY OAKLAND, CA 94612-1888</td>
<td>EVP-Chief Financial Officer</td>
</tr>
</tbody>
</table>

Signatures

By Angela Hilt, Attorney-in-Fact for 7/19/2011

** Signature of Reporting Person

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.