

# CLOROX CO /DE/

## FORM 8-K (Unscheduled Material Events)

Filed 5/23/2005 For Period Ending 5/23/2005

Address	THE CLOROX COMPANY 1221 BROADWAY OAKLAND, California 94612-1888
Telephone	510-271-7000
CIK	0000021076
Industry	Personal & Household Prods.
Sector	Consumer/Non-Cyclical
Fiscal Year	06/30

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# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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## 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): May 23, 2005

### 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)

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(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))

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#### ITEM 7.01 REGULATION FD DISCLOSURE

In November 2004, The Clorox Company (the "Company") exchanged various businesses with Henkel KgaA ("Henkel"), and, in January 2005, the Company announced the assignment of new management responsibilities, which was effective in January 2005 and resulted in the realignment of segments. Since these actions resulted in changes to

the Company's industry segments, the Company is furnishing as Exhibit 99.1 to this report reclassified segment information that revises the disclosure originally included in reports on Form 10-Q filed for the interim periods of the Company's fiscal year ended June 30, 2004 and for the interim periods ended September 30, 2004 and December 31, 2004, and in its annual report on Form 10-K for the fiscal year ended June 30, 2004, which was filed on August 27, 2004. The Company filed a current report on Form 8-K on March 3, 2005 that sets forth reclassified financial statements for the fiscal year ended June 30, 2004 that reflect the discontinued operations resulting from the Henkel transaction, but those reclassified financial statements do not reflect the realignment of segments since the realignment only became effective in January 2005. (Exhibit 99.1 is incorporated by reference herein.)

## ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

Exhibit Number	Title
99-1	Reclassified Segment Information

### 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.

#### THE CLOROX COMPANY

Date: May 23, 2005

By : /s/ Laura Stein

Laura Stein

Senior Vice President –

General Counsel

### EXHIBIT INDEX

Exhibit Number	Title
99-1	Reclassified Segment Information

## **EXHIBIT 99.1**

### **Segment Information**

In millions

	FY04 Q1		Reclassified Segment Data	As Originally Reported (1)
	As Originally Reported (1)	Adjustments (2)		
<b>Household Group - North America</b>				
Net Sales	603	(101)	502	549
Earnings (losses) from continuing operations before income taxes	156	1	157	146
<b>Specialty Group</b>				
Net Sales	318	70	388	265
Earnings (losses) from continuing operations before income taxes	108	(24)	84	89

International				
Net Sales	127	(11)	116	133
Earnings (losses) from continuing operations before income taxes	31	(2)	29	33
Corporate				
Net Sales			-	
Earnings (losses) from continuing operations before income taxes	(94)	2	(92)	(98)
Total Company				
Net Sales	1,048	(42)	1,006	947
Earnings (losses) from continuing operations before income taxes	201	(23)	178	170

(1)As Originally Reported reflects data for the most comparable segment (or the identified segment) reported in the company's rep

(2)The Adjustments column reflects changes to the Originally Reported segment data to reflect the businesses exchanged with He The names of the segments were changed as follows to reflect these changes in the segments: Household Products - North An Please see the discussion in Note 2 under "Discontinued Operations" and in Note 17 under "Segment Results – Realignment of which was filed on February 9, 2005, for further details.

(3)The following data was reported in the company's current report on Form 8-K dated March 3, 2005 and reflects reclassified segr

FY04

Household Products - North America	
Net Sales	2,285
Earnings (losses) from continuing operations before income taxes	560
Specialty Products	
Net Sales	1,378
Earnings (losses) from continuing operations before income taxes	491
Household Products - Latin America/other	
Net Sales	499
Earnings (losses) from continuing operations before income taxes	115
Corporate	
Net Sales	-
Earnings (losses) from continuing operations before income taxes	(414)
Total Company	
Net Sales	4,162
Earnings (losses) from continuing operations before income taxes	752

**Segment Information**

In millions

	<b>FY05 Q1</b>		
	As Originally Reported <sup>(1)</sup>	Adjustments <sup>(2)</sup>	Reclassified S Data

Household Group - North America	Net Sales	642	(128)	514
	Earnings (losses) from continuing operations before income taxes	152	16	168
Specialty Group	Net Sales	314	98	412
	Earnings (losses) from continuing operations before income taxes	109	(36)	73
International	Net Sales	134	(12)	122
	Earnings (losses) from continuing operations before income taxes	29	(2)	27
Corporate	Net Sales			-
	Earnings (losses) from continuing operations before income taxes	(101)	-	(101)
Total Company	Net Sales	1,090	(42)	1,048
	Earnings (losses) from continuing operations before income taxes	189	(22)	167

(1) As Originally Reported reflects data for the most comparable segment (or the identified segment

(2) The Adjustments column reflects changes to the Originally Reported segment data to reflect the which was effective January 2005 and resulted in the realignment of segments. The names of the segments were changed as follows to reflect these changes in the segments: Specialty Products is now known as Specialty Group; and Household Products - Latin America is Please see the discussion in Note 2 under "Discontinued Operations" and in Note 17 under "Seg included in the report on Form 10-Q for the interim period ended December 31, 2004, which was

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**End of Filing**

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