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 *
KANE JACQUELINE P
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)
7/20/2011

5. Relationship of Reporting Person(s) to Issuer
__ Director
X Officer (give title below) __ Other (specify below)
SVP- HR & Corporate Affairs

4. If Amendment, Date Original Filed

6. Individual or Joint/Group Filing (Check Applicable Line)
X Form filed by One Reporting Person
_ Form filed by More than One Reporting Person

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

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Amount</th>
<th>Securities Acquired or Disposed of</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>7/20/2011</td>
<td>S</td>
<td>950.000</td>
<td>D</td>
<td>21588.000</td>
</tr>
<tr>
<td>Common Stock</td>
<td>7/20/2011</td>
<td>J</td>
<td>1156.000</td>
<td>D</td>
<td>20432.000</td>
</tr>
<tr>
<td>Common Stock</td>
<td>7/20/2011</td>
<td>J</td>
<td>1156.000</td>
<td>A</td>
<td>1156.000</td>
</tr>
<tr>
<td>Common Stock</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>475.9931</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>Trans. Code</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D)</th>
<th>Date Exercisable and Expiration Date</th>
<th>Title of Underlying Security</th>
<th>Price of Derivative Security</th>
<th>Number of Derivative Securities Beneficially Owned Following Reported Transaction(s)</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>
<tbody>
<tr>
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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) Includes 15,368 shares acquired during the fiscal year ended 6/30/11, pursuant to the Company's Employee Retirement Plan/401(k).

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>KANE JACQUELINE P</td>
<td>Director</td>
</tr>
<tr>
<td>1221 BROADWAY</td>
<td>10% Owner</td>
</tr>
<tr>
<td>OAKLAND, CA 94612-1888</td>
<td>Officer</td>
</tr>
<tr>
<td></td>
<td>SVP- HR &amp; Corporate Affairs</td>
</tr>
</tbody>
</table>
Signatures
By Angela Hilt, Attorney-in-Fact for 7/22/2011
** 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).


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.