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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, DC 20549

**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): August 25, 2009**

**THE CLOROX COMPANY**

(Exact Name of Registrant as Specified in its Charter)

**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**1-07151**  
(Commission File Number)

**31-0595760**  
(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**

As previously disclosed, The Clorox Company (the Company) has modified its segment reporting. Beginning with fiscal year 2009, the Company is reporting the following four segments: Cleaning, Lifestyle, Household, and International. Segment disclosures provided in the Company's Annual Report on Form 10-K for fiscal year 2009, filed on August 25, 2009, reflect this modified reporting structure; prior periods were updated to conform to the fiscal year 2009 presentation.

Attached hereto as Exhibits 99.1, 99.2, and 99.3 are net sales and earnings from continuing operations before income taxes segment results,

which reflect the modified reporting structure, for quarterly and fiscal year periods 2009, 2008, and 2007, respectively.

**Item 9.01 Financial Statements and Exhibits**

(d) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Quarterly and Fiscal Year 2009 Net Sales and Earnings from Continuing Operations before Income Taxes Segment Results (unaudited)
99.2	Quarterly and Fiscal Year 2008 Net Sales and Earnings from Continuing Operations before Income Taxes Segment Results (unaudited)
99.3	Quarterly and Fiscal Year 2007 Net Sales and Earnings from Continuing Operations before Income Taxes Segment Results (unaudited)

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SIGNATURE

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.

Date: August 25, 2009

THE CLOROX COMPANY

By: /s/ Laura Stein

Name: Laura Stein

Title: Senior Vice President – General Counsel

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Exhibit Index

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99.2	Quarterly and Fiscal Year 2008 Net Sales and Earnings from Continuing Operations before Income Taxes Segment Results (unaudited)
99.3	Quarterly and Fiscal Year 2007 Net Sales and Earnings from Continuing Operations before Income Taxes Segment Results (unaudited)

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<b>Fiscal Year 2009</b>
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<b>Net Sales (unaudited) <sup>(1)</sup></b>										
(\$ millions)	Q1		Q2		Q3		Q4		FY	
	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting
<b>North America</b>	1,167		1,007		1,142		1,274		4,590	
<b>Cleaning</b>		487		413		471		465		1,836
<b>Household</b>		426		355		407		538		1,726
<b>Lifestyle</b>		194		193		215		211		813
<b>International</b>	217	277	209	255	208	257	226	286	860	1,075
<b>Total Company</b>	<u>\$ 1,384</u>	<u>\$ 1,384</u>	<u>\$ 1,216</u>	<u>\$ 1,216</u>	<u>\$ 1,350</u>	<u>\$ 1,350</u>	<u>\$ 1,500</u>	<u>\$ 1,500</u>	<u>\$ 5,450</u>	<u>\$ 5,450</u>

<b>Earnings from Continuing Operations before Income Taxes (unaudited) <sup>(1)(2)</sup></b>										
(\$ millions)	Q1		Q2		Q3		Q4		FY	
	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting
<b>North America</b>	329		273		367		427		1,396	
<b>Cleaning</b>		115		78		111		106		410
<b>Household</b>		62		27		78		122		289
<b>Lifestyle</b>		56		66		75		73		270
<b>International</b>	29	34	29	35	41	47	35	24	134	140
<b>Corporate</b>	(172)	(81)	(171)	(75)	(175)	(78)	(201)	(64)	(719)	(298)
<b>Total Company</b>	<u>\$ 186</u>	<u>\$ 186</u>	<u>\$ 131</u>	<u>\$ 131</u>	<u>\$ 233</u>	<u>\$ 233</u>	<u>\$ 261</u>	<u>\$ 261</u>	<u>\$ 811</u>	<u>\$ 811</u>

**Footnotes**

In the new reporting structure:

(1) Canada's results are now reflected in the International segment, formerly having been included in the North America segment.

(2) A greater portion of expenses previously included in Corporate have been allocated to the four new reportable segments.

<b>Fiscal Year 2008</b>
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<b>Net Sales (unaudited) <sup>(1)</sup></b>										
(\$ millions)	Q1		Q2		Q3		Q4		FY	
	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting
<b>Segment</b>										
<b>North America</b>	1,049		977		1,143		1,271		4,440	
<b>Cleaning</b>		469		416		467		465		1,817
<b>Household</b>		384		362		413		539		1,698
<b>Lifestyle</b>		134		141		204		197		676
<b>International</b>	190	252	209	267	210	269	224	294	833	1,082
<b>Total Company</b>	<u>\$ 1,239</u>	<u>\$ 1,239</u>	<u>\$ 1,186</u>	<u>\$ 1,186</u>	<u>\$ 1,353</u>	<u>\$ 1,353</u>	<u>\$ 1,495</u>	<u>\$ 1,495</u>	<u>\$ 5,273</u>	<u>\$ 5,273</u>

<b>Earnings from Continuing Operations before Income Taxes (unaudited) <sup>(1)(2)</sup></b>										
(\$ millions)	Q1		Q2		Q3		Q4		FY	
	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting
<b>Segment</b>										
<b>North America</b>	286		257		296		372		1,211	
<b>Cleaning</b>		111		76		87		86		360
<b>Household</b>		25		35		50		115		225
<b>Lifestyle</b>		50		44		58		53		205
<b>International</b>	37	41	38	46	32	33	39	57	146	177
<b>Corporate</b>	(149)	(53)	(167)	(73)	(177)	(77)	(171)	(71)	(664)	(274)
<b>Total Company</b>	<u>\$ 174</u>	<u>\$ 174</u>	<u>\$ 128</u>	<u>\$ 128</u>	<u>\$ 151</u>	<u>\$ 151</u>	<u>\$ 240</u>	<u>\$ 240</u>	<u>\$ 693</u>	<u>\$ 693</u>

**Footnotes**

In the new reporting structure:

(1) Canada's results are now reflected in the International segment, formerly having been included in the North American segment.

(2) A greater portion of expenses previously included in Corporate have been allocated to the four new reportable segments.

<b>Fiscal Year 2007</b>
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<b>Net Sales (unaudited) <sup>(1)</sup></b>										
(\$ millions)	Q1		Q2		Q3		Q4		FY	
	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting
<b>North America</b>	1,000		923		1,056		1,151		4,130	
<b>Cleaning</b>		462		404		468		447		1,781
<b>Household</b>		372		357		405		502		1,636
<b>Lifestyle</b>		120		118		132		141		511
<b>International</b>	161	207	178	222	185	236	193	254	717	919
<b>Total Company</b>	<u>\$ 1,161</u>	<u>\$ 1,161</u>	<u>\$ 1,101</u>	<u>\$ 1,101</u>	<u>\$ 1,241</u>	<u>\$ 1,241</u>	<u>\$ 1,344</u>	<u>\$ 1,344</u>	<u>\$ 4,847</u>	<u>\$ 4,847</u>

<b>Earnings from Continuing Operations before Income Taxes (unaudited) <sup>(1)(2)</sup></b>										
(\$ millions)	Q1		Q2		Q3		Q4		FY	
	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting	Prior Reporting	New Reporting
<b>North America</b>	287		254		306		358		1,205	
<b>Cleaning</b>		112		77		109		94		392
<b>Household</b>		36		29		55		105		225
<b>Lifestyle</b>		41		46		48		51		186
<b>International</b>	34	39	34	39	38	48	35	44	141	170
<b>Corporate</b>	(146)	(53)	(152)	(55)	(151)	(67)	(154)	(55)	(603)	(230)
<b>Total Company</b>	<u>\$ 175</u>	<u>\$ 175</u>	<u>\$ 136</u>	<u>\$ 136</u>	<u>\$ 193</u>	<u>\$ 193</u>	<u>\$ 239</u>	<u>\$ 239</u>	<u>\$ 743</u>	<u>\$ 743</u>

**Footnotes**

In the new reporting structure:

(1) Canada's results are now reflected in the International segment, formerly having been included in the North American segment.

(2) A greater portion of expenses previously included in Corporate have been allocated to the four new reportable segments.