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)
   9/14/2010

4. If Amendment, Date Original Filed
   [ ]

5. Relationship of Reporting Person(s) to Issuer
   ____ 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. Code</th>
<th>Date of Acquisition</th>
<th>Number of Securities Acquired</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option (Right to Buy)</td>
<td>V</td>
<td>9/14/2010</td>
<td>59310.0000</td>
<td>9/14/2011</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. Code</th>
<th>Date of Acquisition</th>
<th>Number of Derivative Securities Acquired</th>
<th>Amount or Number of Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option (Right to Buy)</td>
<td>V</td>
<td>9/14/2010</td>
<td>59310.0000</td>
<td>9/14/2011</td>
</tr>
</tbody>
</table>

Explanation of Responses:
(1) Option vests in 4 equal installments - 1/4 on each of the first, second, third and fourth anniversaries of the grant date.

Reporting Owners

Reporting Owner Name / Address
HEINRICH DANIEL J
1221 BROADWAY
OAKLAND, CA 94612-1888

Relationships
Director 10% Owner Officer Other
EVP-Chief Financial Officer

Signatures

By Angela Hill, Attorney-in-Fact for 9/16/2010
** 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.