

CLOROX CO /DE/

FORM 10-K (Annual Report)

Filed 9/28/1999 For Period Ending 6/30/1999

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

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 10-K

(Mark One)

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES

EXCHANGE ACT OF 1934

For the fiscal year ended June 30, 1999

OR TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF

THE SECURITIES EXCHANGE ACT OF 1934

For the transmission period from to

Commission file number 1-07151

THE CLOROX COMPANY

(Exact name of registrant as specified in its charter)

DELAWARE	31-0595760
State or other jurisdiction of incorporation or organization)	(I.R.S. Employer Identification No.)
1221 Broadway, Oakland, CA	94612-1888
(Address of principal executive offices)	(Zip Code)
Registrant's telephone number, including area code:	(510) 271-7000

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Name of each exchange on which registered
----- Common Stock, \$1 par value Exchange	----- New York Stock Pacific Exchange

Securities registered pursuant to Section 12(g) of the Act:
NONE.

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the

Securities Exchange Act of 1934 during the preceding 12 months

(or for such shorter period that the registrant was required to

file such reports), and (2) has been subject to such filing

requirements for the past 90 days.

Yes No

Indicate by check mark if disclosure of delinquent filers

pursuant to Item 405 of Regulation S-K is not contained herein,

and will not be contained, to the best of registrant's knowledge,

in definitive proxy or information statements incorporated

by reference in Part III of this Form 10-K or any amendment

to this Form 10-K.

Aggregate market value of voting stock held by non-affiliates

of the registrant at July 31, 1999: \$9,579,246,992. Number of

shares of common stock outstanding at July 31, 1999: 237,180,102

(after giving effect to the 2-for-1 stock split effected in the

form of a dividend payable on August 23, 1999).

DOCUMENTS INCORPORATED BY REFERENCE

Portions of the registrant's 1999 Annual Report are incorporated

by reference into Part I of this report. Portions of the

registrant's definitive Proxy Statement for the Annual Meeting of

Stockholders to be held on November 17, 1999, which will be filed

with the United States Securities and Exchange Commission within

120 days after the end of the registrant's fiscal year ended June 30,

1999, are incorporated by reference into Parts I, II, III and IV of

this report.

PART I

ITEM 1. BUSINESS

(a) GENERAL DEVELOPMENT OF BUSINESS.

The Company (the term "Company" as used herein includes the registrant identified on the facing sheet, The Clorox Company, and its subsidiaries, unless the context indicates otherwise) was originally founded in Oakland, California in 1913 as the Electro-Alkaline Company. It was reincorporated as Clorox Chemical Corporation in 1922, as Clorox Chemical Co. in 1928, and as The Clorox Company (an Ohio corporation) in 1957, when the business was acquired by The Procter & Gamble Company.

The Company was fully divested by The Procter & Gamble Company in 1969 and, as an independent company, was reincorporated in 1973 in California as The Clorox Company. In 1986, the Company was reincorporated in Delaware.

During fiscal year 1999, the Company continued its strategy of considering strategic acquisitions or mergers and, in that regard, merged with First Brands Corporation ("First Brands") on January 29, 1999. Following the merger, the Company focused on the integration of the First Brands businesses, including Glad plastic wrap, food storage bags and containers, and trash bags; STP automotive additives; and Jonny Cat and Scoop Away cat litter products. Prior to the merger with the Company, First Brands acquired the Handi Wipes reusable cleaning cloth and Wash 'n Dri premoistened towelettes businesses during fiscal year 1999. The Company also continued to expand its domestic business, through internal development of new products and line extensions of existing products.

The Company introduced 25 new products in the United States during fiscal year 1999, including Clorox Advantage liquid bleach, Clorox FreshCare fabric refresher, Fresh Mist Tilex Fresh

Shower daily shower cleaner, Brita faucet-mounted water filters, and others.

Internationally, the Company continued implementing its strategy to expand its laundry, household cleaning and insecticide businesses in markets where these categories are not yet fully developed, but where it believes high potential exists. The

Company made three international acquisitions in fiscal year 1999, consisting of the Homekeeper insecticide business in the Republic of Korea, the Gumption household cleaning business in Australia, and the Mistolin line of cleaners in Venezuela. The Company also increased its equity ownership in its Colombian joint venture company, Tecnoclor S.A., by 12%. The First Brands merger increased the Company's international businesses, especially in Canada, Australia and New Zealand. In addition, the Company introduced 60 new products or line extensions in previously established international operations, including the launch of Clorox liquid bleach in Brazil.

For other recent business developments, refer to the information set forth under the caption "Management's Discussion and Analysis," on pages B-1 through B-7 of Appendix B of the Company's definitive Proxy Statement for the 1999 Annual Meeting of Stockholders of the Company, which will be filed with the United States Securities and Exchange Commission within 120 days after the end of the registrant's fiscal year ended June 30, 1999 ("Proxy Statement"), incorporated herein by reference.

(b) FINANCIAL INFORMATION ABOUT INDUSTRY SEGMENTS.

The Company has four business segments: U.S. Home Care and **Cleaning, U.S. Specialty Products, U.S. Food, Food Preparation** and Storage, and International. Financial information for the last three fiscal years, including net sales, earnings before

taxes, and identifiable assets, attributable to each of the

Company's industry segments is set forth in Note 19 - Segment

Information of the Notes to the Consolidated Financial Statements,

which appears on pages B-28 and B-29 of Appendix B of the Proxy

Statement, incorporated herein by reference.

All share numbers and stock prices in this Form 10-K give effect

to the 2-for-1 stock split declared July 20, 1999, effected in

the form of a stock dividend paid August 23, 1999 on all shares

of common stock outstanding as of the close of business on July 30,

1999. All financial information included herein has been restated

to give effect to the First Brands merger accounted for as a

pooling of interests.

(c) NARRATIVE DESCRIPTION OF BUSINESS.

The Company's business operations, represented by the aggregate

of its U.S. Home Care and Cleaning, U.S. Specialty Products, U.S.

Food, Food Preparation and Storage, and International segments,

include the production and marketing of non-durable consumer

products sold primarily through grocery and other retail stores.

For the most part, the factors necessary for an understanding of

these four segments are essentially the same.

PRINCIPAL PRODUCTS. The U.S. Home Care and Cleaning segment

includes the Company's household cleaning, bleach and other

home care products, as well as the Company's professional

products business. The U.S. Specialty Products segment

includes the Company's charcoal, automotive care, cat litter,

insecticide and firelog categories. The U.S. Food, Food

Preparation and Storage segment includes the Company's dressings,

sauces, Brita, Glad, and GladWare businesses. Finally, the

International segment, which includes the Company's overseas

operations, exports and Puerto Rico, primarily focuses on the

laundry, household cleaning and insecticide categories.

Principal products, by segment, currently marketed in the

United States and internationally are listed on pages 34 and 35

of the Company's 1999 Annual Report ("Annual Report"), incorporated

herein by reference. Each of the Company's segments accounted

for more than 10 percent of the Company's consolidated revenues

during the last three fiscal years, as shown in Note 19 Segment

Information of the Notes to the Consolidated Financial Statements,

which appears on pages B-28 and B-29 of Appendix B of the Proxy

Statement, incorporated herein by reference.

PRINCIPAL MARKETS - METHODS OF DISTRIBUTION. Most non-durable

household consumer products are nationally advertised and sold

within the United States to grocery stores through a network of

brokers, and to mass merchandisers, warehouse clubs, military

and other retail stores primarily through a direct sales force.

The Company also sells within the United States institutional

versions of specialty food and non-food products. Outside the

United States, the Company sells consumer products through

subsidiaries, licensees, distributors and joint-venture arrangements

with local partners.

SOURCES AND AVAILABILITY OF RAW MATERIALS. The Company has obtained

ample supplies of all required raw materials and packaging supplies

which, with a few exceptions, were available from a wide variety

of sources during fiscal year 1999. Polyethylene resin raw materials,

which are particularly important for the U.S. Food, Food Preparation

and Storage Products segment, were available from a wide variety

of sources during fiscal year 1999 and the Company has entered

into financial instruments with various maturities partially to

stabilize the cost of its polyethylene resin requirements.

Contingency plans have been developed for any single-sourced supplier materials.

PATENTS AND TRADEMARKS. Although some products are covered by patents, the Company does not believe that patents, patent licenses or similar arrangements are material to its business.

Most of the Company's brand name consumer products are protected by registered trademarks. Its brand names and trademarks are extremely important to its business and the Company pursues a course of vigorous action against apparent infringements.

SEASONALITY. The U.S. Specialty Products segment is the only portion of the operations of the Company that has any significant degree of seasonality. Most sales of the Company's charcoal briquets, insecticides, and automotive appearance product lines occur in the first six months of each calendar year. Working capital to carry inventories built up in the off-season and to extend terms to customers is generally provided by internally generated funds plus commercial paper lines of credit.

CUSTOMERS AND ORDER BACKLOG. During fiscal years 1999, 1998 and 1997, revenues from the Company's sales of its products to Wal-Mart Stores, Inc. and its affiliated companies were 18%, 15%, and 14%, respectively, of the Company's consolidated net sales. Except for this relationship, the Company is not dependent upon any other single customer or a small group of customers. Order backlog is not a significant factor in the Company's business.

RENEGOTIATION. None of the Company's operations is subject to renegotiation or termination at the election of the Federal government.

COMPETITION. The markets for consumer products are highly competitive and most of the Company's products compete with other nationally advertised brands within each category, and with "private label" brands and "generic" non-branded products of

grocery chains and wholesale cooperatives. Competition is encountered from similar and alternative products, many of which are produced and marketed by major national concerns having financial resources greater than those of the Company. Depending on the competitive product, the Company's products compete on price, quality or other benefits to consumers.

A newly introduced consumer product (whether improved or newly developed) usually encounters intense competition requiring substantial expenditures for advertising and sales promotion.

If a product gains consumer acceptance, it normally requires continuing advertising and promotional support to maintain its relative market position.

RESEARCH AND DEVELOPMENT. The Company incurred expenses of approximately \$62 million, \$61 million and \$56 million in fiscal years 1999, 1998 and 1997, respectively, on research activities relating to the development of new products or the maintenance and improvement of existing products. None of such research activity was customer-sponsored.

ENVIRONMENTAL MATTERS. Historically, the Company has not made material capital expenditures for environmental control facilities or to comply with environmental laws and regulations. However, in general, the Company does anticipate spending increasing amounts annually for facility upgrades and for environmental programs.

The amount of capital expenditures for environmental compliance was not material in fiscal year 1999 and is not expected to be material in the next fiscal year.

The Company is involved in certain other environmental matters, including Superfund clean-up efforts at various locations. The potential cost to the Company related to ongoing environmental matters is uncertain due to such factors as: the unknown magnitude

of possible pollution and clean-up costs; the complexity and evolving nature of laws and regulations and their interpretations; and the timing, varying costs and effectiveness of alternative clean-up technologies. Based on its experience and without offsetting for expected insurance recoveries or discounting for present value, the Company does not expect that such costs individually and in the aggregate will represent a material cost to the Company or affect its competitive position.

NUMBER OF PERSONS EMPLOYED. At the end of fiscal year 1999, approximately 11,000 people were employed by the Company.

FORWARD-LOOKING STATEMENTS AND RISK FACTORS. Except for historical

information, matters discussed in this Form 10-K, including the Management's Discussion and Analysis and statements about future growth, are forward-looking statements based on management's estimates, assumptions and projections. In addition, from time to time, the Company may make forward-looking statements relating to such matters as anticipated financial performance, business prospects, new products, research and development activities, plans for international expansion, acquisitions, and similar matters. The Private Securities Litigation Reform Act of 1995 provides a safe harbor for forward-looking statements. In order to comply with the terms of the safe harbor, the Company notes that a variety of factors could cause the Company's actual results and experience to differ materially from the anticipated results or other expectations expressed in the Company's forward-looking statements. These forward-looking statements are uncertain.

The risks and uncertainties that may affect operations, performance, product development, and results of the Company's

business, some of which may be beyond the control of the Company, include those discussed elsewhere in this Form 10-K, marketplace conditions and events, and the following:

FLUCTUATIONS IN QUARTERLY OPERATING RESULTS COULD ADVERSELY

AFFECT STOCK PRICE. The Company cannot be sure that its quarter-to-quarter operating results will improve, or that if any improvement is shown, the degree of improvement will meet expectations of investors. In addition, sales volume growth, whether due to acquisitions or to internal growth, can place burdens on the Company's management resources and financial controls that, in turn, can have a negative impact on operating results. To some extent, the Company sets its expense levels in anticipation of future revenues. If actual revenue falls short of these expectations, operating results are likely to be adversely affected. Because of all of these factors, the Company believes that quarter-to-quarter comparisons of its results of operations should not be relied upon as indications of future performance.

The price of the Company's common stock could fluctuate substantially and decrease as a result of several factors, including:

- * future announcements concerning the Company or its competitors;
- * quarterly variations in operating results;
- * the introduction of new products and line extensions by the Company or its competitors;
- * changes in product pricing policies by the Company or its competitors;
- * acquisition costs and restructuring and other charges associated with acquisitions;

- * changes in earnings estimates by analysts;
- * changes in accounting policies; or
- * the impact of general economic conditions in the United States and in other countries in which the Company currently does business.

In addition, stock markets have experienced price and volume volatility and such volatility in the future could have an adverse impact on the Company's market price.

INTERNATIONAL OPERATIONS EXPOSE THE COMPANY TO UNCERTAIN

CONDITIONS IN OVERSEAS MARKETS. The Company believes that

its international sales, which were 18% of net sales in fiscal year 1999, are likely to increase as a percentage of its total sales, because of both internal expansion and the addition of First Brands international operations. As a result, the Company will increasingly face the risks created by having foreign operations, including:

- * economic or political instability in its overseas markets; and
- * fluctuations in foreign currency exchange rates that may make the Company's products more expensive in its foreign markets or negatively impact its sales or earnings.

All of these risks could have a significant impact on the Company's ability to sell its products on a timely and competitive basis in foreign markets and may have a material adverse effect on the Company's results of operations or financial position.

The Company seeks to limit its foreign currency exchange risks through the use of foreign currency forward contracts when practical, but cannot be sure that this strategy will be successful. In addition, the Company's international operations are subject to the risk of new and different legal and regulatory requirements in local jurisdictions, potential

difficulties in staffing and managing local operations, credit risk of local customers and distributors, and potentially adverse tax consequences.

INTEGRATION OF ACQUISITIONS AND MERGERS MAY NOT BE SUCCESSFUL.

One of the Company's strategies is to increase its sales volumes, earnings and the markets it serves through the acquisition of, or merger with, other businesses in the United States and internationally. There can be no assurance that the Company will be able to identify, acquire, or profitably manage additional companies or operations or successfully integrate recent or future acquisitions or mergers, including the First Brands businesses, into its operations. In addition, there can be no assurance that companies or operations acquired will be profitable at the time of their acquisition or will achieve sales levels and profitability that justify the investment made, including the investment in First Brands.

FINANCIAL PERFORMANCE DEPENDS ON CONTINUOUS AND SUCCESSFUL NEW

PRODUCT INTRODUCTIONS. In most categories in which the Company competes, there are frequent introductions of new products and line extensions. An important factor in the Company's future performance will be its ability to identify emerging consumer and technological trends and to maintain and improve the competitiveness of its products. The Company cannot be sure that it will successfully achieve those goals. Continued product development and marketing efforts have all the risks inherent in the development of new products and line extensions, including development delays, the failure of new products and line extensions to achieve anticipated levels of market acceptance, and the cost of failed product introductions.

GOVERNMENT REGULATIONS COULD IMPOSE MATERIAL COSTS. The

manufacture, packaging, storage, distribution and labeling of the Company's products and the Company's business operations generally all must comply with extensive federal, state, and foreign laws and regulations. For example, in the United States, many of the Company's products are regulated by the Environmental Protection Agency, the Food and Drug Administration, and the Consumer Product Safety Commission. Most states have agencies that regulate in parallel to these federal agencies. The failure to comply with applicable laws and regulations in these or other areas, including taxes, could subject the Company to civil remedies, including fines, injunctions, recalls or asset seizures, as well as potential criminal sanctions, any of which could have a material adverse effect on the Company. Loss of or failure to obtain necessary permits and registrations could delay or prevent the Company from introducing new products, building new facilities or acquiring new businesses and could adversely affect operating results.

ENVIRONMENTAL MATTERS CREATE POTENTIAL LIABILITY RISKS. The

Company must comply with various environmental laws and regulations in the jurisdictions in which it operates, including those relating to air emissions, water discharges, the handling and disposal of solid and hazardous wastes, and the remediation of contamination associated with the use and disposal of hazardous substances. The Company has incurred, and will continue to incur, capital and operating expenditures and other costs in complying with those laws and regulations in the United States and internationally. The Company is currently involved in or has potential liability with respect to the remediation of past contamination in the operation of some of its presently and formerly owned and leased facilities.

In addition, some of the Company's present and former facilities have been or had been in operation for many years, and over that time, some of these facilities may have used substances or generated and disposed of wastes that are or may be considered hazardous. It is possible that those sites, as well as disposal sites owned by third parties to which the Company has sent waste, may in the future be identified and become the subject of remediation. It is possible that the Company could become subject to additional environmental liabilities in the future that could result in a material adverse effect on the Company's results of operations or financial condition.

FAILURE TO PROTECT OUR INTELLECTUAL PROPERTY COULD IMPACT OUR

COMPETITIVENESS. The Company relies on trademark, trade secret, patent and copyright laws to protect its intellectual property.

The Company cannot be sure that these intellectual property rights can be successfully asserted in the future or will not be invalidated, circumvented or challenged. In addition, laws of some of the foreign countries in which the Company's products are or may be sold do not protect the Company's intellectual property rights to the same extent as the laws of the United States. The failure of the Company to protect its proprietary information and any successful intellectual property challenges or infringement proceedings against the Company could make it less competitive and could have a material adverse effect on the Company's business, operating results and financial condition.

(d) FINANCIAL INFORMATION ABOUT FOREIGN AND DOMESTIC OPERATIONS AND EXPORT SALES.

Net sales, pretax earnings and identifiable assets related to foreign operations (including Puerto Rico and exports) for each of the last three fiscal years is included in the

International segment information in Note 19 - Segment

Information of the Notes to the Consolidated Financial

Statements, which appears on pages B-28 and B-29 of Appendix B of the Proxy Statement, incorporated herein by reference.

ITEM 2. PROPERTIES

PRODUCTION FACILITIES. The Company operates production and major warehouse facilities for its operations in 29 locations throughout the United States, and its subsidiaries operate production facilities in 24 locations internationally. Most of the space is owned. Some space, mainly for warehousing, is leased. The Company also leases six domestic regional distribution centers for the Company's products which are operated by service providers. None of the Company's facilities were closed during fiscal year 1999, and one former production facility, in Kansas City, Missouri, was sold. The Company acquired property adjacent to its production facility in Fairfield, California, for warehousing space during fiscal year 1999. The Company considers its manufacturing and warehousing facilities to be adequate to support its business.

OFFICES AND R&D FACILITIES. The Company owns its general office building located in Oakland, California. The Company also owns its Technical Center and Data Center located in Pleasanton, California. The Company leases its research and development center and its engineering research facility for Glad and GladWare products, which are located in Willowbrook, Illinois, and Kennesaw, Georgia, respectively. The Company also leases its research and development center for STP products located in Brookfield, Connecticut. The Company plans to close the leased First Brands general office building and to sublease such space in the near future. Leased sales and other office facilities

are located at a number of manufacturing and other locations.

ENCUMBRANCES. None of the Company's owned facilities are encumbered

to secure debt owed by the Company, except that the manufacturing

facility in Belle, Missouri, secures industrial revenue bond

indebtedness incurred in relation to the construction or upgrade

thereof.

ITEM 3. LEGAL PROCEEDINGS

None.

ITEM 4. SUBMISSION OF MATTERS TO A VOTE OF SECURITY HOLDERS

None.

EXECUTIVE OFFICERS OF THE REGISTRANT

The names, ages and current positions of the executive officers of

the Company are set forth below:

Name (Age) and Year Elected to Current Position
Title and Current Position(s)

G. C. Sullivan (59) 1992
Chairman of the Board and Chief Executive Officer

G. E. Johnston (52) 1999
President and Chief Operating Officer

R. T. Conti (44) 1999
Group Vice President

P. N. Louras, Jr. (49) 1992
Group Vice President

L. S. Peiros (44) 1999
Group Vice President

K. M. Rose (51) 1997
Group Vice President - Chief Financial Officer

P. D. Bewley (53) 1998
Senior Vice President - General Counsel and Secretary

A. W. Biebl (50) 1999
Senior Vice President - Product Supply

F. A. Tataseo (45) 1999
Senior Vice President - Sales

J. M. Brady (45) 1993
Vice President - Human Resources

C. M. Couric (53) 1995
Vice President - General Manager, Brita Products

W. L. Delker (45) 1999
Vice President - Research & Development

S. D. House (38) 1999
Vice President - General Manager, Latin America

R. C. Klaus (54) 1995
Vice President - Corporate Administration

D. G. Matz (37) 1999
Vice President - General Manager, Home Care

H. J. Salvo, Jr. (51) 1991
Vice President - Controller

G. R. Savage (42) 1999
Vice President - General Manager, Glad Products

S. S. Silberblatt (47) 1999
Vice President - Corporate Communications and

Public Affairs

D. G. Simpson (45) 1997
Vice President - Strategy and Planning

K. R. Tandowsky (42) 1998
Vice President - Information Services

S. R. Vogel (38) 1999
Vice President - General Manager, Laundry Additives

S. A. Weiss (43) 1999
Vice President - General Manager, Food &

Professional Products

There is no family relationship between any of the above named
persons, or between any of such persons and any of the directors

of the Company or any persons nominated for election as a director of the Company. See Item 10 of Part III of this

Form 10-K.

G. C. Sullivan, P. N. Louras, Jr., J. M. Brady and H. J. Salvo

have been employed by the Company for at least the past five years in the same respective positions as listed above. The other executive officers have held the respective positions described below for at least the past five years:

G. E. Johnston joined the Company in July 1981 as Regional Sales Manager - Special Markets. Prior to his election as President and Chief Operating Officer effective January 20, 1999, he was Group Vice President from July 1, 1996 through January 19, **1999, Vice President - Kingsford Products from November 17, 1993** through June 1996, and Vice President - Corporate Development from June 1992 through November 16, 1993.

R. T. Conti joined the Company in 1982 as Associate Region Sales Manager, Household Products. Prior to his election as Group Vice President effective September 1, 1999, he was Vice President - General Manager from July 1999 through August 1999, Vice President - Kingsford Products from July 1996 through June 1999, and Vice President - International from June 1992 through June 1996.

L. S. Peiros joined the Company in 1982. He was elected Group Vice President effective January 20, 1999. Prior to that, he served as Vice President - Household Products from June 1, 1998 through **January 19, 1999, Vice President - Food Products from July 1995** through June 1998, and Vice President - Corporate Marketing Services from September 1993 until July 1995.

K. M. Rose joined the Company in 1978 as a Financial Analyst. Prior to her election as Group Vice President - Finance and Chief Financial Officer effective December 1, 1997, she was Vice President - Treasurer

from July 1992 through November 1997.

P. D. Bewley joined the Company in February 1998 as Senior Vice President - General Counsel and Secretary. From 1994 through January 1998, he was employed by Nova Care, Inc., as Senior Vice President - General Counsel and Secretary, and prior to that was employed by

Johnson & Johnson as Associate General Counsel.

A.W. Biebl joined the Company in January 1981 as Director of Manufacturing for the Food Service Products Division. Prior to his election as Senior Vice President - Product Supply effective **September 1, 1999, he was Vice President - Product Supply from** May 1992 through August 1999.

F. A. Tataseo joined the Company in October 1994 as Vice President - Sales and was elected as Senior Vice President Sales effective September 1, 1999. Previously, he was employed by The Pillsbury Company (Division of Grand Metropolitan Inc.) as Vice President, Sales (March - September 1994), and as Vice **President, Direct Sales Force (June 1993 - February 1994); and** also held various positions at The Procter & Gamble Company prior to that.

C. M. Couric joined the Company in 1973 as a brand assistant in the Household Products marketing organization. Prior to his election in July 1995 as Vice President - General Manager, Brita Products, he had served as Director, Brita Operations since 1988.

W. L. Delker joined the Company as Vice President - Research & Development in August 1999. Prior to that, he was General Manager of Six Sigma Quality for GE Silicones, a division of GE Plastic, from February 1998 through July 1999, and General Manager of Technology for GE Silicones from January 1994 through January 1998.

S. D. House joined the Company in 1983 as a staff accountant. Prior to his election as Vice President - General Manager, Latin America

effective July 1, 1999, he was Vice President - Treasurer from December 1, 1997 through June 1999, and prior to that he had served as a Director of Finance for the international business and also had held various positions in auditing, financial analysis and forecasting.

R. C. Klaus joined the Company in 1977 as Regional Sales Manager (Baltimore) for Household Products. Prior to his election as Vice President - Corporate Administration in November 1995, he was Vice President - Clorox Professional Products from March 1994 through October 1995, and Vice President - Food Service Products from May 1990 through March 1994.

D. G. Matz joined the Company in 1986 as a brand assistant in the Company's Household Products marketing organization. Prior to his election as Vice President - General Manager, Home Care effective September 1, 1999, he was Category General Manager - Home Care from February 1999 through August 1999, Director of Marketing - Home Care from December 1997 through August 1999, Director of Marketing - Food Products and Auto Care from August 1995 through November 1997, and Group Marketing Manager - Laundry Care Additives from January 1994 through July 1995.

G. R. Savage joined the Company in 1983 as an Associate Marketing Manager. He was elected Vice President - General Manager, Glad Products effective January 20, 1999. Prior to that, he served as Vice President - Food Products from December 1, 1997 through January 19, 1999, and Director of Marketing for the Household Products business from 1993.

S. S. Silberblatt joined the Company in 1980 in the marketing department for Kingsford products. Prior to his election as Vice President - Corporate Communications and Public Affairs in February 1999, he was

Director of Business Development.

D. G. Simpson joined the Company in 1979 in the brand management

function. He was elected Vice President - Strategy and Planning effective December 1, 1997. Prior to that, he had served as head of corporate strategic planning.

K. R. Tandowsky joined the Company in 1981 as a Staff Accountant.

He was elected Vice President - Information Services effective February 7, 1998. Prior to that, he had served as Director of Finance for the Kingsford products business from 1994 and Director of Corporate Finance, Treasury from 1992.

S. R. Vogel joined the Company in 1988 as a brand assistant in the marketing organization. Prior to his election as Vice President- General Manager, Laundry Additives effective September 1, 1999, he was Category General Manager - Laundry Cleaning Additives from February 1999 through August 1999, Marketing Director - Laundry Cleaning Additives from 1997 through January 1999, Group Marketing Manager - Laundry Cleaning Additives from 1995 through 1996, and Group Marketing Manager Home Cleaning from 1994 to 1995.

S. A. Weiss joined the Company in 1994 as an area general manager for the Pacific Rim business. He was elected Vice President - General Manager, Food & Professional Products effective February 1, 1999. Prior to that, he was Vice President - Asia Middle East from June 1998 through January 1999 and he held the position of Area General Manager Asia-Middle East from 1994 until his election as an officer. Before joining the Company, he had been employed by Bristol Myers Squibb in international and domestic marketing assignments.

PART II

ITEM 5. MARKET FOR REGISTRANT'S COMMON EQUITY AND RELATED STOCKHOLDER MATTERS

(a) MARKET INFORMATION.

The principal markets for Clorox Common Stock are the New York Stock Exchange and the Pacific Exchange. The high and low sales

prices quoted for New York Stock Exchange-Composite Transactions

Report for each quarterly period during the past two fiscal years

appears under "Quarterly Data," on page B-32 of Appendix B of the

Proxy Statement, incorporated herein by reference, and on July 30, 1999,

the closing price for the Company's stock was \$56.00 per share.

(b) HOLDERS.

The approximate number of record holders of Clorox Common Stock as of

July 31, 1999 was 14,212 based on information provided by the

Company's transfer agent.

(c) DIVIDENDS.

The amount of quarterly dividends paid with respect to Clorox Common

Stock during the past two fiscal years appears under "Quarterly Data,"

on page B-32 of Appendix B of the Proxy Statement, incorporated

herein by reference.

ITEM 6. SELECTED FINANCIAL DATA

This information appears under "Five-Year Financial Summary," on

page B-33 of Appendix B of the Proxy Statement, incorporated herein

by reference.

ITEM 7. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATION

This information appears under "Management's Discussion and Analysis,"

on pages B-1 through B-7 of Appendix B of the Proxy Statement,

incorporated herein by reference.

ITEM 7A. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK

This information appears under "Market-Sensitive Derivatives and

Financial Instruments" in the "Management's Discussion and Analysis,"

on pages B-4 and B-5 of Appendix B of the Proxy Statement,

incorporated herein by reference.

ITEM 8. FINANCIAL STATEMENTS AND SUPPLEMENTARY DATA

These statements and data appear on pages B-8 through B-32 of

Appendix B of the Proxy Statement, incorporated herein by reference.

**ITEM 9. CHANGES IN AND DISAGREEMENTS WITH ACCOUNTANTS ON ACCOUNTING
AND FINANCIAL DISCLOSURE**

None.

PART III

ITEM 10. DIRECTORS AND EXECUTIVE OFFICERS OF THE REGISTRANT

Information regarding each nominee for election as a director, including those who are executive officers of the Company, appears under "Nominees for Election as Directors" of the Proxy Statement, incorporated herein by reference.

Pursuant to Instruction 3 to Item 401(b) of Regulation S-K, information regarding the executive officers of the registrant is reported in Part I of this Report.

The information required by Item 405 of Regulation S-K appears under "Section 16(a) Beneficial Ownership Reporting Compliance" of the Proxy Statement, incorporated herein by reference.

ITEM 11. EXECUTIVE COMPENSATION

The information required by Item 402 of Regulation S-K appears under "Organization of the Board of Directors," "Summary Compensation Table," "Options and Stock Appreciation Rights," "Comparative Stock Performance," "Compensation Interlocks and Insider Participation," and "Pension Benefits" of the Proxy Statement, all incorporated herein by reference.

**ITEM 12. SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND
MANAGEMENT**

(a) SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS.

Information concerning the only entity or person known to the Company to be the beneficial owner of more than 5% of its Common Stock appears under "Beneficial Ownership of Voting Securities"

of the Proxy Statement, incorporated herein by reference.

(b) SECURITY OWNERSHIP OF MANAGEMENT.

Information concerning the beneficial ownership of the Company's Common Stock by each nominee for election as a director and by all directors and executive officers as a group appears under "Beneficial Ownership of Voting Securities" of the Proxy Statement, incorporated herein by reference.

ITEM 13. CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS

Information concerning transactions with directors, nominees for election as directors, management and the beneficial owner of more than 5% of the Company's Common Stock appears under "Certain Relationships and Transactions" of the Proxy Statement, incorporated herein by reference.

PART IV

ITEM 14. EXHIBITS, FINANCIAL STATEMENT SCHEDULES AND REPORTS ON FORM 8-K

(a)(1) Financial Statements:

Financial Statements and Independent Auditors' Report

included in Appendix B of the Proxy Statement,
incorporated herein by reference:

Statements of Consolidated Earnings for the years

ended June 30, 1999, 1998 and 1997

Consolidated Balance Sheets for the years ended

June 30, 1999 and 1998

Statements of Consolidated Stockholders' Equity for

the years ended June 30, 1999, 1998 and 1997

Statements of Consolidated Cash Flows for the years

ended June 30, 1999, 1998 and 1997

Notes to Consolidated Financial Statements

Independent Auditors' Report

Quarterly Data

Five-Year Financial Summary

(2) Financial Statement Schedules have been omitted because of the absence of conditions under which they are required, or because the information is shown elsewhere in this Form 10-K.

(3) Executive Compensation Plans and Arrangements:

Long-Term Compensation Program dated October 21, 1987, amended 11/17/93 (Exhibit 10(ii) to the Annual Report on Form 10-K for the year ended June 30, 1994)

Officer Employment Agreement (form) (Exhibit 10(xi) to

the Annual Report on Form 10-K for the year ended

June 30, 1996)

Officer Change of Control Employment Agreement (form)

(Exhibit 10(xii) to the Annual Report on Form 10-K for the year ended June 30, 1996)

Supplemental Executive Retirement Plan dated July 17,

1991 (Exhibit 10(x) to the Annual Report on Form 10-K

for the year ended June 30, 1993)

Non-Qualified Deferred Compensation Plan (Exhibit 10(xiii)

to the Annual Report on Form 10-K for the year

ended June 30, 1996)

The Clorox Company 1995 Performance Unit Plan

(Exhibit 10(xiv) to the Annual Report on Form 10-K

for the year ended June 30, 1996)

The Clorox Company 1996 Stock Incentive Plan (Exhibit 10(xv)

to the Annual Report on Form 10-K for the year

ended June 30, 1996)

The Clorox Company 1996 Executive Incentive Compensation

Plan (Exhibit 10(xvi) to the Annual Report on Form 10-K for

the year ended June 30, 1996)

The Clorox Company Employee Retirement Investment Plan,
formerly The Clorox Company Value Sharing Plan (Exhibit 4.3

to Amendment No. 2 dated July 12, 1996 to Registration

Statement on Form S-8 No. 33-41131 dated June 10, 1991)

1993 Directors' Stock Option Plan dated November 17, 1993

(filed as Exhibit 10(xi) to the Annual Report on Form 10-K

for the year ended June 30, 1994, incorporated herein by

reference)

The Clorox Company Independent Directors' Stock-Based

Compensation Plan (Exhibit 10 (xix) to the Annual Report on

Form 10-K for the year ended June 30, 1997)

(b) Current Reports on Form 8-K during the fourth quarter of

fiscal year 1999:

None.

(c) Exhibits:

Index to Exhibits follows.

(d) (Not applicable)

Index to Exhibits

(3) (i) Restated Certificate of Incorporation (filed as

Exhibit 4.1 to Registration Statement on Form S-8

No. 333-44675 dated January 22, 1998,

incorporated

herein by reference)

(ii) Bylaws (restated) of the Company (filed as

Exhibit 3(ii) to this Annual Report on Form 10-K for

the year ended June 30, 1998)

(4) (i) Form of Indenture between the Company and Wachovia Bank &

Trust Company, N.A. as Trustee, regarding \$200,000,000

in 8.8% Notes due 2001 (filed as Exhibit 4 to the

Company's Registration Statement on Form S-3 No. 33-4083

dated May 24, 1991, incorporated herein by reference)

(ii) Prospectus Supplement (to Prospectus dated July 9, 1991)

giving terms of the Indenture referenced in Exhibit 4 (i)

above (filed on July 18, 1991, supplementing the

Registration Statement on Form S-3 No. 33-4083 dated

May 24, 1991, and incorporated herein by reference)

(iii) Form of Indenture between First Brands and Bank of

New York, as Trustee, regarding \$150,000,000 in

7.25% Senior Notes due 2007 (filed as Exhibit 4.1 to

First Brands' Registration Statement on Form S-4 dated

April 24, 1997, 1998, incorporated herein by reference)

(10) Material contracts:

(i) Long-Term Compensation Program dated October 21,
1987

(Amended 11/17/93) (filed as Exhibit 10(ii) to
the

Annual Report on Form 10-K for the year ended
June 30,

1994, incorporated herein by reference)

(ii) Agreement between Henkel KGaA and the Company dated

June 18, 1981 (filed as Exhibit (10)(v) to Form 8 dated

August 11, 1983, incorporated herein by reference)

(iii) Agreement between Henkel GmbH (now Henkel KGaA) and

the Company dated July 31, 1974 (filed as

Exhibit (10)(vi) to Form 8 dated August 11, 1983,

incorporated herein by reference)

(iv) Agreement between Henkel KGaA and the Company dated

November 16, 1981 (filed as Exhibit (10)(vii) to Form 8

dated August 11, 1983, incorporated herein by reference)

(v) Agreement between Henkel KGaA and the Company dated

July 16, 1986 (filed as Exhibit B to Current Report on

Form 8-K for March 19, 1987, incorporated herein by

reference)

(vi) Agreement between Henkel KGaA and the Company dated March 18, 1987 (filed as Exhibit A to Current Report on Form 8-K for March 19, 1987, incorporated herein by reference)

(vii) Agreement between Henkel KGaA and the Company dated January 16, 1992 (filed as Exhibit 10(xi) to the Annual Report on Form 10-K for the year ended June 30, 1992, incorporated herein by reference)

(viii) Supplemental Executive Retirement Plan dated July 17, 1991 (filed as Exhibit 10(x) to the Annual Report on Form 10-K for the year ended June 30, 1993, incorporated herein by reference)

(ix) 1993 Directors' Stock Option Plan dated November 17, 1993 (filed as Exhibit 10(xi) to the Annual Report on Form 10-K for the year ended June 30, 1994, incorporated herein by reference)

(x) Officer Employment Agreement (form) (filed as Exhibit 10(xi) to the Annual Report on Form 10-K for the year ended June 30, 1996, incorporated herein by reference)

(xi) Officer Change of Control Employment Agreement (form) (filed as Exhibit 10(xii) to the Annual Report on Form 10-K for the year ended June 30, 1996, incorporated herein by reference)

(xii) Non-Qualified Deferred Compensation Plan (filed as Exhibit 10(xiii) to the Annual Report on Form 10-K for the year ended June 30, 1996, incorporated herein by this reference)

(xiii) The Clorox Company 1995 Performance Unit Plan (filed as Exhibit 10(xiv) to the Annual Report on Form 10-K for the year ended June 30, 1996, incorporated herein by reference)

(xiv) The Clorox Company 1996 Stock Incentive Plan (filed as Exhibit 10(xv) to the Annual Report on Form 10-K for the year ended June 30, 1996, incorporated herein by this reference)

(xv) The Clorox Company 1996 Executive Incentive Compensation Plan (filed as Exhibit 10(xvi) to the

Annual Report on Form 10-K for the year ended

June 30, 1996, incorporated herein by reference)

(xvi) The Clorox Company Employee Retirement Investment Plan, formerly The Clorox Company Value Sharing Plan Investment Plan (Exhibit 4.3 to Amendment No. 2 dated July 12, 1996 to Registration Statement on Form

S-8

No. 33-41131 dated June 10, 1991, incorporated herein by reference)

(xvii) The Clorox Company Independent Directors' Stock-Based Compensation Plan (filed as Exhibit 10 (xix) to the Annual Report on Form 10-K for the year ended June 30, 1997, incorporated herein by reference)

(xviii) Agreement and Plan of Reorganization and Merger by

and among The Clorox Company, Pennant, Inc. and

First Brands Corporation (Appendix A to Registration

Statement on Form S-4 No. 333-69455 dated

December 22, 1998, incorporated herein by reference)

(13) Excerpts of 1999 Annual Report to Stockholders

(21) Subsidiaries of the Company

(23) Independent Auditors' Consents

(i) Deloitte & Touche LLP Independent Auditors'
Consent

(ii) KPMG LLP Independent Auditors' Consent

(24) Power of Attorney (see pages 17-18)

(27) Financial Data Schedule

SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) 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: September 15, 1999 *By: /s/ G. C. Sullivan*
G. C. Sullivan,

Chairman of the Board and

Chief Executive Officer

KNOW ALL MEN BY THESE PRESENTS, that each person whose signature appears below constitutes and appoints Peter D. Bewley, Karen M. Rose, and Henry J. Salvo, Jr., jointly and severally, attorneys-in-fact and agents, with full power of substitution, for her or him in any and all capacities to sign any and all amendments to this Form 10-K, and to file the same and all exhibits thereto, and other documents in connection therewith, with the Securities and Exchange Commission, hereby ratifying and confirming all that each of said attorneys-in-fact and agents, and his or their substitute or substitutes, may lawfully do or cause to be done by virtue hereof.

Pursuant to the requirements of the Securities Exchange

Act of 1934, this report has been signed below by the following persons on behalf of the registrant and in the capacities and on the dates indicated.

Signature	Date	Title
----- -----		
/s/G. C. Sullivan Director	September 15, 1999	Chairman of the Board & Director
G. C. Sullivan		(Chief Executive Officer)
/s/D. Boggan, Jr.	September 15, 1999	Director
D. Boggan, Jr.		
/s/J. W. Collins	September 15, 1999	Director
J. W. Collins		
/s/U. Fairchild	September 15, 1999	Director
U. Fairchild		
/s/T. M. Friedman	September 15, 1999	Director
T. M. Friedman		
/s/J. Manchot	September 15, 1999	Director
J. Manchot		
/s/R. W. Matschullat	September 15, 1999	Director
R. W. Matschullat		
	September 15, 1999	Director
Dean O. Morton		
/s/K. Morwind	September 15, 1999	Director
K. Morwind		
/s/E. L. Scarff	September 15, 1999	Director
E. L. Scarff		

/s/L. R. Scott
September 15, 1999

Director

L. R. Scott

September 15, 1999

Director

C. A. Wolfe

/s/K. M. Rose
September 15, 1999

Group Vice President -

K. M. Rose

Chief Financial Officer

(Principal Financial Officer)

/s/H. J. Salvo, Jr.
September 15, 1999

Vice President-Controller

H. J. Salvo, Jr.

(Principal Accounting Officer)

EXHIBIT 13

EXCERPTS FROM ANNUAL REPORT

INCORPORATED BY REFERENCE

INTO FORM 10-K

PAGES 34-35

LIST OF PRODUCTS

U.S. Home Care and Cleaning Products

Clorox	Liquid bleach
Clorox	Toilet bowl cleanser, automatic toilet bowl cleaner
Clorox Clean-Up	Dilutable household cleaner, spray cleaner and gel
Clorox FreshCare	Fabric refresher
Clorox 2	Dry and liquid color-safe bleaches; bleach-free laundry booster
Formula 409 surface	All-purpose spray cleaner, glass and cleaner, carpet cleaner
Handi-Wipes	Reusable cleaning cloths
Heavy-Wipes	Heavy-duty reusable cleaning cloths
Lestoil	Heavy-duty cleaner
Liquid-Plumr	Drain opener, buildup remover, septic system treatment
Pine-Sol	Dilutable cleaner, spray cleaner
Soft Scrub	Mild abrasive liquid cleanser, gel
S.O.S	Steel wool soap pads, scrubber sponges
Stain Out	Soil and stain remover
Tilex	Instant mildew remover, soap scum remover
Tilex Fresh Shower	Daily shower cleaner
Tuffly	Mesh scrubber
Wash 'n Dri	Premoistened towlettes

U.S. Professional Products

Clorox	Germicidal bleach
Clorox	Toilet bowl cleanser
Clorox	Quat sanitizer and disinfectant
Clorox Clean-Up	Dilutable cleaner
Pine-Sol	Cleaner
Formula 409	Cleaners

S.O.S	Pot and pan detergent, steel wool soap pads
Tilex	Instant mildew remover, soap scum remover
Liquid-Plumr	Drain opener
Hidden Valley	Dressing
Himolene	Institutional bags and liners
K C Masterpiece	Barbecue sauce
Kitchen Bouquet	Browning and seasoning sauce and gravy aid
Combat	Insecticides
Maxforce	Professional insecticides

U.S. Specialty Products

Armor All	Protectants, cleaners, tire products, waxes and washes
BBQ Bag briquets	Single-use, lightable bag of charcoal
Black Flag and	Ant insecticides, and roach, flying insect other aerosols, Roach Motel room fogger
Combat	Ant and roach bait stations, aerosols and foggers, ant granules and stakes, roach gel

Crackling HearthLogg Premium firelog

EverClean	Clumping cat litter
EverFresh	Clumping cat litter
Fresh Step	Cat litter
Fresh Step Scoop	Scoopable cat litter
HearthLogg	Premium firelog
Jonny Cat	Cat litter, liners
Kingsford matches	Charcoal briquets, charcoal lighter,
LighterLogg	Fire starter for charcoal
Match Light	Instant-lighting charcoal briquets
No. 7	Cleaning compounds, washes
Rain Dance	Waxes and washes
Rally	Wax
Scoop Away	Scoopable cat litter
StarterLogg	Wood fire starter, long-stem fireplace and barbecue matches
STP	Automotive additives
STP Son of a Gun	Appearance products
STP VisionBlade	Glass treatment
Tanner's Preserve	Leather cleaner, conditioning cream for leather

Tuff Stuff	All-purpose cleaner, spot & stain remover
------------	---

U.S. Food, Food Preparation and Storage Products

Brita	Water filtration systems and faucet-mount filters
Glad	Food storage, disposal products
GladWare	Tight-sealing containers
Hidden Valley	Bottled dressing, dry dressing mix, dry dip mix
Hidden Valley Salad	
Crispins	Seasoned mini-cROUTONS
K C Masterpiece	Barbecue sauce
Kitchen Bouquet	Browning and seasoning sauce and gravy aid

Principal International Brands

(A number of U.S. brands listed above are also sold internationally)

Asia	
Bluebell	Cleaners, laundry additives
Clorox Gentle	Color-safe bleach
Guard	Shoe care
Home	Insecticides
Homekeeper	Insecticides
Jia Liang	Cleaners
Prestone	Coolant concentrate
S.O.S	Cleaners
Trushine	Shoe care
Yuhanrox	Bleach

Australia/New Zealand

Ant Rid	Insecticides
Astra	Disposable rubber gloves
Chux	Cleaning cloths, sponges
Gumption	Cleaners
Mono	Aluminum foil
Oso	Aluminum foil, trash bags, food bags and plastic wrap
XLO	Sponges
Canada	
Horizon	Trash bags

Impact	Insecticides
Jets	Steel wool soap pads
Kitty Kat	Cat litter
Roomate	Trash cans
Surtec	Trash bags
Latin America	
Arco Iris	Laundry additives
Arela	Waxes
Ayudin	Bleach, laundry additives, cleaners
Clorex	Bleach
Clorinda	Bleach, brooms
Clorisol	Bleach
Limpido	Bleach
Mistolin	Cleaners
Mortimer	Cleaning utensils
Pinoluz	Cleaners
Poett	Cleaners, air fresheners
SBP	Insecticides
Selton	Insecticides
Super Globo	Bleach
Trenet	Laundry additives

EXHIBIT 21

(to Form 10-K)

THE CLOROX COMPANY

SUBSIDIARIES OF THE REGISTRANT

(100% owned unless otherwise indicated)

Subsidiaries	Jurisdiction of Incorporation
-----	-----
1109346 Ontario Ltd.	Canada

1216899 Ontario Inc. Canada

1221 Olux, LLC Delaware

Aldiv Transportation, Inc. California

American Sanitary Company S.A. Costa Rica

American Sanitary Company Cayman Islands

(Overseas) Inc. (51%)

Amesco Ltd. (49%) Cayman Islands

Andover Properties, Inc. Delaware

Antifreeze Properties, Inc. Delaware

Antifreeze Technology Delaware

Systems, Inc.

Argus Holdings Inc. Delaware

Armor All Products Corporation Delaware

Armor All Products GmbH Germany

The Armor All/STP Products Company Delaware

Brita America, Inc. Nevada

Brita (Canada) Inc. Canada

Brita Ltd. (50%) Canada

The Brita Products Company Delaware

Brita (South America) Inc. (50%) Canada

Chesapeake Assurance Limited Hawaii

Clorosul Ltda. Brazil

Clorox Argentina S.A. Argentina

Clorox (Australia) Pty. Ltd. Australia

Clorox (Barbados) Inc. Barbados

Clorox do Brasil Ltda. Brazil

The Clorox Company of Canada, Canada

Ltd.

Clorox (Cayman Islands) Ltd. Cayman Islands

Clorox Chile S.A. Chile

The Clorox China Company Delaware

Clorox (Europe) Financing S.a.r.l. Luxembourg

Clorox Export Company, Inc. Barbados

The Clorox Far East Company Hong Kong

Limited

Clorox Germany GmbH Germany

The Clorox (Guangzhou) Company People's Republic of China

Ltd. (95%)

Clorox Hong Kong Ltd. Hong Kong

The Clorox International Company Delaware

Clorox Japan Limited Japan

Clorox Korea Ltd. Korea

Clorox (Malaysia) Industries Malaysia

Sdn. Bhd.

Clorox (Malaysia) Sdn. Bhd. Malaysia

Clorox de Mexico, Mexico

S. de R. L. de C. V.

Clorox Mexicana, Mexico

S. de R. L. de C. V.

Clorox Netherlands B. V. The Netherlands

The Clorox Company of New New Zealand

Zealand Limited

Clorox del Pacifico S.A. Peru

Clorox de Panama S.A. Panama

The Clorox Pet Products Company Texas

Clorox Products Manufacturing Delaware

Company

Clorox Professional Products Delaware

Company

The Clorox Company of Puerto Rico Delaware

The Clorox Sales Company Delaware

Clorox Services Company Delaware

Clorox Servicios Corporativos, Mexico

S. de R.L. de C.V.

The Clorox South Asia Company Delaware

Clorox Uruguay S.A. Uruguay

CLX Realty Co. Delaware

Corporacion Clorox de Venezuela

Venezuela, S.A.

Ecuacolorox S.A. Ecuador

Electroquimicas Unidas S.A.C.I. Chile

Evolution S.A.. (51%) Uruguay

Fabricante de Productos Mexico

Plasticos, S.A. de C.V.

First Brands Africa (Holdings) South Africa

(Pty) Limited

First Brands Africa (Pty) Limited South Africa

First Brands Australia Australia

Pty Limited

First Brands (Bermuda) Ltd. Bermuda

First Brands Corporation Delaware

First Brands Europe Limited United Kingdom

First Brands Funding Inc. Delaware

First Brands (Guangzhou) Ltd. (51%) People's Republic of China

First Brands International, Inc. Delaware

First Brands Mexicana, Mexico

S.A. de C.V.

First Brands New Zealand Limited New Zealand

First Brands Philippines, Inc. Philippines

First Brands Puerto Rico, Inc. Puerto Rico

First Brands Zimbabwe
(Private) Ltd. Zimbabwe

Forest Technology Corporation Delaware

The Glad Products Company Delaware

Henkel Iberica, S.A. (20%) Spain

Himolene Incorporated Delaware

The Household Cleaning Products Egypt

Company of Egypt, Ltd. (49%)

The HV Food Products Company Delaware

HV Manufacturing Company Delaware

Invermark S.A. Argentina

Jingles LLC Delaware

Jonapurvco ULC Nova Scotia

Kaflex S.A. Argentina

Kingsford Manufacturing Company Delaware

The Kingsford Products Company Delaware

The Mexco Company Delaware

Mohammed Ali Abudawood and Saudi Arabia

Company for Industry (30%)

Multifoil Trading (Pty) Limited South Africa

National Cleaning Products Saudi Arabia

Company Limited (30%)

NationalPak New Zealand Limited New Zealand

NationalPak Pty Limited Australia

Pacico Alliance (Singapore) Singapore

Pte. Ltd.

Pacico International Limited Hong Kong

Pacico International The Philippines

Philippines Inc. (60%)

Pacico Marketing (HK) Limited Hong Kong

Pacific Brands (Malaysia) Malaysia

Sdn. Bhd.

Paulsboro Packaging, Inc. New Jersey

PCM International, Inc. Delaware

Percenta Enterprise Sdn. Bhd. Malaysia

Petroplus Produtos Automotivos Brazil

S.A. (51%)

Petroplus Sul Comercio Exterior Brazil

S.A. (51%)

Polysak, Inc. Connecticut

Productos Del Hogar, Dominican Republic

C. por A. (49%)

PT Clorox Indonesia Indonesia

Renaissance: A Resource Recovery Canada

Corporation

Risse Limited Republic of Ireland

Rocha Color S.A. Uruguay

The Rotanco Corporation Delaware

Sarah Resources Limited Canada

Sealapac (Pvt) Limited South Africa

STP do Brasil Ltda. Brazil

STP First Brands Espana, S.L. Spain

STP First Brands (Australia) Australia

Pty Limited

STP Products Manufacturing Company Delaware

STP Scientifically Tested Canada

Products of Canada Ltd.

Tecnoclor S.A. (72%) Colombia

Traisen S.A. Uruguay

United Cleaning Products Mfg. Co. Yemen Arab Republic

Ltd. (33%)

Yuhan-Chlorox Co., Ltd. (50%) Korea

DELOITTE & TOUCHE LLP

(LOGO)

1111 Broadway, Suite 2100

Oakland, CA 94607-4036

Telephone (510) 287-2700

Facsimile (510) 835-4888

EXHIBIT 23

INDEPENDENT AUDITORS' CONSENT

We consent to the incorporation by reference in The Clorox Company

Registration Statements No. 33-4083 and 333-75455 on Form S-3,

No. 333-69455 (Post-Effective Amendment No. 1) on Form S-4, and

Nos. 33-41131, 33-41277, 2-88106 (Post-Effective Amendment No. 2),

33-24582, 33-56565, 33-56563, 333-29375, 333-16969, 333-44675, and

333-86783 on Form S-8 of our report dated August 23, 1999

incorporated by reference in this Annual Report on Form 10-K of

The Clorox Company for the year ended June 30, 1999.

/s/ Deloitte & Touche LLP

September 27, 1999

Exhibit 23.2

Independent Auditors' Consent

To The Board of Directors The Clorox Company:

We consent to the incorporation by reference of our audit reports dated August 6, 1998, relating to the consolidated balance sheet of First Brands Corporation and subsidiaries as of June 30, 1998, and the related consolidated statements of income, stockholders' equity and cash flows for each of the years in the two year period ended June 30, 1998, and the related schedule, which audit reports appear in the June 30, 1998 annual report on Form 10-K of First

Brands Corporation, in the Annual Report on Form 10-K

of The Clorox Company for the fiscal year ended June 30, 1999.

/S/ KPMG LLP

New York, New York

September 27, 1999

ARTICLE 5

THIS SCHEDULE CONTAINS SUMMARY FINANCIAL INFORMATION FROM THE FINANCIAL STATEMENTS OF THE CLOROX COMPANY FOR THE FISCAL YEAR ENDED JUNE 30, 1999, AS PRESENTED IN THE CLOROX COMPANY'S FORM 10-K FOR SUCH PERIOD, AND IS INCORPORATED BY REFERENCE TO SUCH FINANCIAL STATEMENTS.

MULTIPLIER: 1000000

PERIOD TYPE	YEAR
FISCAL YEAR END	JUN 30 1999
PERIOD END	JUN 30 1999
CASH	85
SECURITIES	47
RECEIVABLES	612
ALLOWANCES	2
INVENTORY	319
CURRENT ASSETS	1116
PP&E	1841
DEPRECIATION	787
TOTAL ASSETS	4132
CURRENT LIABILITIES	1368
BONDS	702
PREFERRED MANDATORY	0
PREFERRED	0
COMMON	250
OTHER SE	1320
TOTAL LIABILITY AND EQUITY	4132
SALES	4003
TOTAL REVENUES	4003
CGS	1932
TOTAL COSTS	3272
OTHER EXPENSES	204
LOSS PROVISION	0
INTEREST EXPENSE	97
INCOME PRETAX	430
INCOME TAX	184
INCOME CONTINUING	246
DISCONTINUED	0
EXTRAORDINARY	0
CHANGES	0
NET INCOME	246
EPS BASIC	1.05
EPS DILUTED	1.03

ARTICLE 5

THIS SCHEDULE CONTAINS RESTATED SUMMARY FINANCIAL INFORMATION FROM THE FINANCIAL STATEMENTS OF THE CLOROX COMPANY FOR THE FISCAL YEAR ENDED JUNE 30, 1998, AS PRESENTED IN THE CLOROX COMPANY'S FORM 10-K FILED FOR SUCH PERIOD, AND AS RESTATED HEREIN, AND IS INCORPORATED IN ITS ENTIRETY BY REFERENCE TO SUCH FINANCIAL STATEMENTS.

RESTATED:

MULTIPLIER: 1000000

PERIOD TYPE	YEAR
FISCAL YEAR END	JUN 30 1998
PERIOD END	JUN 30 1998
CASH	96
SECURITIES	6
RECEIVABLES	532
ALLOWANCES	10
INVENTORY	367
CURRENT ASSETS	1082
PP&E	1703
DEPRECIATION	687
TOTAL ASSETS	4065
CURRENT LIABILITIES	1381
BONDS	704
PREFERRED MANDATORY	0
PREFERRED	0
COMMON	249
OTHER SE	1224
TOTAL LIABILITY AND EQUITY	4065
SALES	3898
TOTAL REVENUES	3898
CGS	1889
TOTAL COSTS	3225
OTHER EXPENSES	13
LOSS PROVISION	0
INTEREST EXPENSE	104
INCOME PRETAX	556
INCOME TAX	206
INCOME CONTINUING	0
DISCONTINUED	0
EXTRAORDINARY	0
CHANGES	(7)
NET INCOME	343
EPS BASIC	1.46
EPS DILUTED	1.43

ARTICLE 5

THIS SCHEDULE CONTAINS RESTATED SUMMARY FINANCIAL INFORMATION FROM THE FINANCIAL STATEMENTS OF THE CLOROX COMPANY FOR THE FISCAL YEAR ENDED JUNE 30, 1997, AS PRESENTED IN THE CLOROX COMPANY'S FORM 10-K FILED FOR SUCH PERIOD, AND AS RESTATED HEREIN, AND IS INCORPORATED BY REFERENCE IN ITS ENTIRETY TO SUCH FINANCIAL STATEMENTS.

RESTATED:

MULTIPLIER: 1000000

PERIOD TYPE	YEAR
FISCAL YEAR END	JUN 30 1997
PERIOD END	JUN 30 1997
CASH	70
SECURITIES	38
RECEIVABLES	475
ALLOWANCES	8
INVENTORY	322
CURRENT ASSETS	968
PP&E	1564
DEPRECIATION	616
TOTAL ASSETS	3799
CURRENT LIABILITIES	1054
BONDS	946
PREFERRED MANDATORY	0
PREFERRED	0
COMMON	249
OTHER SE	1181
TOTAL LIABILITY AND EQUITY	3799
SALES	3623
TOTAL REVENUES	3623
CGS	1767
TOTAL COSTS	3021
OTHER EXPENSES	23
LOSS PROVISION	0
INTEREST EXPENSE	80
INCOME PRETAX	499
INCOME TAX	199
INCOME CONTINUING	300
DISCONTINUED	0
EXTRAORDINARY	0
CHANGES	0
NET INCOME	300
EPS BASIC	1.27
EPS DILUTED	1.25

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