Form 4

Filmed 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)
   7/13/2010

4. If Amendment, Date Original Filed (MM/DD/YYYY)

5. Relationship of Reporting Person(s) to Issuer
   ___ Director
   ___ 10% Owner
   X  Officer (give title below)
   ___ Other (specify below)
   EVP-Chief Financial Officer

6. Individual or Joint/Group Filing
   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

1. Title of Security (Instr. 3)
   Common Stock
   Common Stock
   Common Stock
   Common Stock
   Common Stock
   Common Stock
   Common Stock

2. Trans. Date
   7/13/2010
   7/13/2010
   7/13/2010
   7/14/2010
   7/14/2010
   7/15/2010
   7/13/2010

3. Trans. Code
   M
   M
   S
   M
   S
   M
   S

4. Securities Acquired (A) or Disposed of (D)
   A
   A
   D
   A
   D
   A
   D

5. Amount of Securities Beneficially Owned Following Reported Transaction(s)
   645219.038
   67219.038
   38123.038
   43659.038
   38359.038
   47338.038
   38741.038

6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)
   D
   D
   D
   D
   D
   D
   I

7. Nature of Indirect Beneficial Ownership (Instr. 4)

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)
   Stock Option (Right to Buy)
   Stock Option (Right to Buy)
   Stock Option (Right to Buy)

2. Conversion or Exercise Price of Derivative Security
   $41.98
   $45.25
   $45.25

3. Trans. Date
   7/13/2010
   7/13/2010
   7/14/2010

4. Trans. Code
   M
   M
   M

5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)
   13000
   17485
   5536

6. Date Exercisable and Expiration Date
   9/18/2012
   9/17/2013
   9/17/2013

7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)
   Common Stock
   Common Stock
   Common Stock

8. Price of Derivative Security (Instr. 5)
   13000
   17485
   5536

9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)
   0
   0
   0

10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)
    D
    D
    D

11. Nature of Indirect Beneficial Ownership (Instr. 4)
    D
    D
    D
Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>1. Title of Derivative Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>3. Trans. Date</th>
<th>3A. Deemed Execution Date, if any</th>
<th>4. Trans. Code (Instr. 8)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>6. Date Exercisable and Expiration Date</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option (Right to Buy)</td>
<td>$45.25</td>
<td>7/15/2010</td>
<td>M</td>
<td>8979</td>
<td>9/17/2007 9/17/2013</td>
<td>Common Stock 8979 $0 0 D</td>
<td>Stock</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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) This transaction was executed in multiple trades at prices ranging from $65.00 to $65.10. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(3) This transaction was executed in multiple trades at prices ranging from $65.00 to $65.05. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

**Reporting Owners**

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEINRICH DANIEL J</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>EVP-Chief Financial Officer</td>
<td>Other</td>
</tr>
</tbody>
</table>

**Signatures**

By Angela Hilt, Attorney-in-Fact for 7/15/2010

**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.