STANDARD FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 *
   HEINRICH DANIEL J
   (Last) (First) (Middle)
   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)
   5/13/2011

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

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

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

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

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

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>2. Trans. Date</th>
<th>3. Trans. Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>5/13/2011</td>
<td>M</td>
<td>29000.0000 A</td>
<td>$57.0000 74758.0380</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/13/2011</td>
<td>J (1) V</td>
<td>563.0000 D</td>
<td>$0.0000 45758.0380</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/13/2011</td>
<td>S</td>
<td>28437.0000 D</td>
<td>$70.9059 46321.0380</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/13/2011</td>
<td>J (1) V</td>
<td>563.0000 A</td>
<td>$0.0000 3705.0000</td>
<td>I</td>
<td>By Trust</td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/13/2011</td>
<td>S</td>
<td>2528.0000 D</td>
<td>$70.8843 3142.0000</td>
<td>I</td>
<td>By Trust</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option (Right to Buy)</td>
<td>$57.0000</td>
<td>5/13/2011</td>
<td>M</td>
<td>29000.0000</td>
<td>9/21/2006 9/21/2015</td>
<td>Common Stock 29000.0000 $0.0000 0.0000 D</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Transfer holdings to family trust.

(2) This transaction was executed in multiple trades at prices ranging from $70.8878 to $70.9649. 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 $70.8600 to $70.93. 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.
holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

<table>
<thead>
<tr>
<th>Reporting Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting Owner Name / Address</td>
</tr>
<tr>
<td>HEINRICH DANIEL J</td>
</tr>
<tr>
<td>1221 BROADWAY</td>
</tr>
<tr>
<td>OAKLAND, CA 94612-1888</td>
</tr>
</tbody>
</table>

**Signatures**

By Angela Hilt, Attorney-in-Fact for 5/17/2011

**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.