

Clorox® Long-Term Care Solutions Distributor Sales Rep Selling Guide



Why sell Clorox® Long-Term Care Solutions?

- ▶ Meet the unique needs of long-term care — disinfecting & cleaning with one portfolio of products
- ▶ Bundle products by room to sell more per visit
- ▶ Expand reach into an untapped area — soft surface sanitization

Top Long-Term Care Challenges	Key Clorox® Solutions	Why Clorox?
<i>C. diff</i> — bacteria that can cause symptoms ranging from diarrhea to life-threatening inflammation of the colon ¹	<p>Clorox Healthcare® Bleach Germicidal Wipes 6/150 ct. Case UPC: 30577 6/70 ct. Case UPC: 35309 2/110 ct. Case UPC: 30358</p> 	<ul style="list-style-type: none"> • Kills <i>C. diff</i> spores in 3 minutes² — the fastest contact time on the market • Odor-masking formula to enhance patient and resident comfort
Norovirus — a highly contagious infection that can cause severe vomiting and diarrhea ¹	<p>Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectant Wipes 6/95 ct. Case UPC: 30824 6/155 ct. Case UPC: 30825 2/185 ct. Case UPC: 30826</p> 	<ul style="list-style-type: none"> • Kills most bacteria and viruses in 30 seconds to 1 minute — 3 minutes for Norovirus
Urine odor and stains	<p>Clorox® Urine Remover 9/32 oz. Case UPC: 31036 4/128 oz. Case UPC: 31037</p> 	<ul style="list-style-type: none"> • Breaks down urine to quickly eliminate — not mask — odors • Surfactants, solvent and low pH remove tough urine stains better than enzymes³
Infection transmission through soft surfaces	<ul style="list-style-type: none"> • Clorox® 4 in ONE Disinfectant & Sanitizer 12/14 oz. Case UPC: 31043 • Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectant spray* 9/32 oz. Case UPC: 30828 4/128 oz. Case UPC: 30829 	<ul style="list-style-type: none"> • EPA-registered to sanitize soft surfaces such as curtains and bedding⁴ in just 30 seconds⁵
Enhance patient/resident comfort	<p>Green Works® Concentrated Cleaners</p>  <p>Bathroom Cleaner: 2/128 oz. Case UPC: 30421 Glass Cleaner: 2/128 oz. Case UPC: 30422 General Purpose Cleaner: 2/128 oz. Case UPC: 30419 Neutral Floor Cleaner: 2/128 oz. Case UPC: 30420</p>	<ul style="list-style-type: none"> • Recognized for safer chemistry by the EPA's Design for the Environment Program
Falls due to greasy floors	<p>Clorox® Professional Floor Cleaner & Degreaser Concentrate 4/128 oz. Case UPC: 30892</p> 	<ul style="list-style-type: none"> • Powerful grease removal with no long soak times or rinsing required • Specialized surfactant system targets different soil problems to improve performance
Stains on restroom surfaces	<p>Clorox® Bleach Cream Cleanser 8/32 oz. Case UPC: 30613</p> 	<ul style="list-style-type: none"> • Removes stubborn stains on sinks and counters • Gentle on surfaces

* 100% polyester and 100% cotton. 1. Source: www.mayoclinic.com. 2. Use as directed on precleaned, hard nonporous surfaces. 3. On porous grout. 4. Allow to air dry before use. 5. Use as directed. See label for organisms.

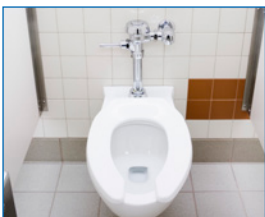
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Selling Pointers:

- ▶ End-users receive \$10, \$25 or \$50 rebates for 1, 2 or 3 cases of Clorox® solutions for long-term care*
- ▶ Clorox® disinfecting solutions can help facilities reduce the risk of exposure to infection-causing pathogens and create a comfortable, home-like environment for residents
- ▶ Faster pathogen kill times and more kill claims can help improve environment health:
 - Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectants† and Bleach Germicidal Wipes† have faster kill times than other leading competitors' disinfecting products
 - Clorox® disinfecting products are EPA-registered to kill the pathogens that cause the most common infections and outbreaks in long-term care
 - Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectants† and Bleach Germicidal Wipes† are specially designed to keep surfaces wet long enough to kill the microorganisms listed on their labels
- ▶ Clorox® brands are preferred by residents and their families¹, giving them peace of mind about the quality of the facility — all Clorox® cleaning brands rank as the No. 1 or No. 2 market-share leader in their respective categories¹
- ▶ Product brochures and samples available through your Clorox Broker/Clorox Zone Sales Manager

Sales Opportunity Areas: Throughout the Facility



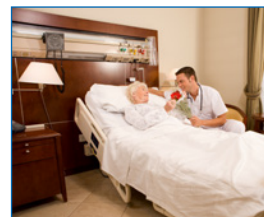
Restrooms



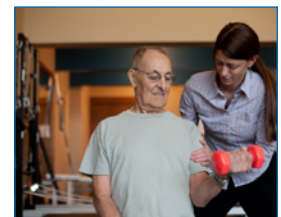
Lobbies & Common Areas



Kitchen



Patient & Resident Rooms



Rehab Room

* Offer applies to Clorox® Urine Remover, Clorox® Hydrogen Peroxide Disinfecting Cleaner, Clorox® Broad Spectrum Quaternary Disinfectant Cleaner, Clorox® Green Works General Purpose Cleaner Concentrate, Clorox® Professional Multi-Purpose Cleaner & Degreaser, Clorox® Bleach Cream Cleanser and Clorox® 4 in ONE Disinfectant & Sanitizer.

† Based on EPA master labels as of November 22, 2013.

1. IRI US Data, 52 weeks ending 8/18/13, MULO.