

Clorox PR:

## **Your home is never as clean as it looks**

Clorox has always been at the forefront of cleaning and disinfection developing innovative products that make our consumers lives easier.

Another example of this is it's most recent breakthrough, Clorox UV, a device that attaches to any Clorox Cloro Gel bottle and emits ultraviolet light, revealing the dirt and grime that is invisible to the human eye.

A simple solution that transforms into a powerful tool, giving consumers total control of their cleaning.

Consumers will have the opportunity to win a Clorox UV light by entering their information in [www.cloroxuv.com](http://www.cloroxuv.com).

“The cleaning products category is very functional and at Clorox we are always looking for new ways to reach our consumers; Clorox UV is proof of that. People now don't have to wait until dirt is visible, we are giving them the mechanisms to be certain their houses are totally clean.”

Damaris Velázquez  
Marketing Manager Clorox Puerto Rico

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