



Introducing New and Improved Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectants and Clorox Healthcare® Bleach Germicidal Wipes

The same proven efficacy, now with even better surface compatibility and less residue.

PLEASANTON, Calif., Jun. 13, 2017 – Today, at the Association for Professionals in Infection Control and Epidemiology (APIC) 2017 annual conference, Clorox Healthcare is proud to announce important enhancements to two of its leading healthcare disinfectants. Reformulated Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectants and Clorox Healthcare® Bleach Germicidal Wipes continue to offer the same powerful disinfection efficacy that hospitals trust, now with improved surface compatibility and visibly less residue.

“At Clorox Healthcare we are constantly innovating, continuously working to improve our industry-leading product portfolio to meet the evolving needs of the healthcare environment. We are committed to providing the efficacy, compatibility and aesthetics that healthcare facilities need to provide optimal patient care,” says Laurie Rabens, Senior Product Manager – Marketing, Clorox Healthcare. “For years Clorox Healthcare has led the field with disinfectants that healthcare facilities trust for their broad efficacy, fast kill times and ease of use. Now we’ve optimized those products for an even better user and patient experience.”

Innovative features of reformulated Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectants and Clorox Healthcare® Bleach Germicidal Wipes include:

- **Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectants:** Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectant Wipes and Sprays offer the fastest non-bleach disinfecting times available for over 40 microorganisms and are noncorrosive to hard and soft surfaces commonly found in healthcare facilities. They are formulated for superior patient and staff comfort with no harsh chemical fumes or odors.
- **Clorox Healthcare® Bleach Germicidal Wipes:** Clorox Healthcare® Bleach Germicidal Wipes, which kill 58 microorganisms, including *Clostridium difficile* (*C. difficile*) spores, in three minutes or less, have been optimized for extended usage in healthcare facilities with improved surface compatibility and less residue compared with competitor bleach disinfectant wipes.

These product enhancements build on a legacy of innovation in ready-to-use cleaner-disinfectants engineered to eliminate the need for tradeoffs between efficacy and surface compatibility. Clorox Healthcare® Hydrogen Peroxide Cleaner Disinfectants and Clorox Healthcare® Bleach Germicidal Wipes join products like Clorox Healthcare® Fuzion™ Cleaner Disinfectant, a new type of bleach that combines disinfecting efficacy against tough-to-kill pathogens like *C. difficile* spores with broad surface compatibility, in a class of ready-to-use disinfectants that are tough on pathogens, yet easy on surfaces with the aesthetics required for broad use facility-wide.

Forging New Partnerships to Enable Effective, Compliance-driven Solutions Facility-Wide

Clorox Healthcare offers the most robust portfolio of EPA-registered surface cleaner-disinfectants, in addition to UV technology, to provide healthcare facilities with a comprehensive approach to environmental hygiene for HAI prevention. Long trusted as a leader in disinfectant efficacy, Clorox Healthcare also understands the challenges facilities face in balancing the need to prevent infections and protect surfaces and costly equipment from damage. Today, we are pleased to offer [Clorox Healthcare Compatible™](#), a resource that helps healthcare facilities identify cleaning and disinfecting solutions that are compatible with the surfaces most commonly found in healthcare settings and helps manufacturers ensure that their products align with essential infection prevention protocols.



Through the Clorox Healthcare Compatible™ program, Clorox Healthcare works with medical equipment manufacturers to provide complementary screening of a broad platform of chemistries, surface compatibility expertise and access to a third-party lab for testing to help ensure healthcare facilities can feel confident the disinfecting products they use to reduce the risk of HAIs won't damage surfaces and equipment, and equipment manufacturers can provide the best instructions for the maintenance, cleaning and care of their products.

Kwalu, a leading provider of healthcare furniture and recent recipient of the "Best Overall Design Strategy in Healthcare Award" has for years partnered with Clorox Healthcare to ensure its line of furniture aligns with infection prevention protocols. "Surfaces designed for use in healthcare environments need to be able to stand up to the rigorous cleaning and disinfecting protocols that facilities rely on to help keep patients, staff and visitors safe," said Sylvia Nash, Vice President – Healthcare, Kwalu.

"Cleanability and durability are non-negotiable, so we welcomed the opportunity to participate in the Clorox Healthcare Compatible™ program and are proud to offer stylish, functional healthcare furniture that is compatible with all of the Clorox Healthcare® disinfectant chemistries."

Clorox Healthcare also works with Eastman, a global advanced materials company, to provide education and promote awareness of best practices for evaluating equipment performance when exposed to disinfectants. Eastman's four-step testing protocol for plastics enables equipment manufacturers and healthcare facilities to reliability assess the integrity of a device or surface after repeated cleaning and disinfection.

"Eastman and Clorox Healthcare both recognize the importance of addressing compatibility from multiple angles. We strive to develop quality products, but also realize that there is a need for standard test methods and education to achieve optimal results," said Ellen Turner, Global Market Development Manager, Eastman.

To see our new products and learn more about the Clorox Healthcare Compatible™ program, attendees at this year's APIC annual conference can visit the Clorox Healthcare booth (#1027) in the exhibit hall.

About Clorox Healthcare

Building on a century-long legacy in cleaning and disinfecting, Clorox Healthcare offers a wide range of products to help stop the spread of infection in healthcare facilities. From comprehensive surface disinfection, including advanced ultraviolet technology, to skin antiseptics, we are committed to providing efficacious solutions to the healthcare community. For more information, visit www.CloroxHealthcare.com or follow [@CloroxHealth](https://twitter.com/CloroxHealth) on Twitter.

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