



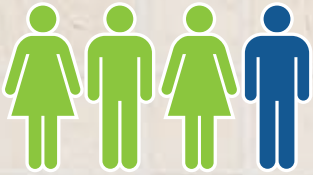
PROFESSIONAL
PRODUCTS COMPANY

Urine Trouble

Clorox Professional Products Company finds the **Number 1** public restroom problem **has to go!**



URINE STAINS AND ODORS



3 in 4

Americans are **DISGUSTED** by urine stains and odors.



Cleaning professionals report that removing urine odors is their

No. 1¹

cleaning priority.

PEE EXTREMES



50%

Drive home to **AVOID** using dirty public restrooms.

63 minutes



Average time people have "held it" to avoid an unpleasant restroom.



64%

hold breath to avoid bad restroom odors.

BOTTOM LINE

70%

of parents think a school's restroom reflects the quality of the school and staff.



More than

1/3



have left a place of business because the restroom smelled like urine.

55%



would give a more negative review of a business based on restroom cleanliness. (online/offline)

With a century of expertise, Clorox Professional Products Company knows **tough jobs demand smart solutions.** For more information, visit www.CloroxProfessional.com.

Source: Clorox Professional Products Company and Opinion Research Corporation. (March 2013). Restroom Pet Peeves Omnibus Survey. (Survey of 1,005 U.S. adults)
1. Clorox Professional Products Company and ClearVoice Research (February 2012). Online Survey of Professional Cleaning Service Industry Decision Makers. (Survey of 933 cleaning industry decision makers across various industries)

