



# Odor Defense® Clean Air Scent

ELIMINATES ODORS WITH **ICE®** TECHNOLOGY

## Clorox® Odor Defense® eliminates the toughest professional odors



Eliminates the toughest odors with a subtle, clean scent, not a masking fragrance:

- ✓ **NEW** Garbage
- ✓ Urine, Feces and Vomit
- ✓ Body Odor
- ✓ Smoke (Tobacco and **NEW** Marijuana)
- ✓ Mildew

Customized for the challenges confronting cleaning professionals:

79% of cleaning professionals say that air odor elimination is their toughest job.<sup>1</sup>

77% of professionals identify urine, feces, vomit, mildew, body odor, smoke or garbage as the toughest odors to deal with.<sup>1</sup>

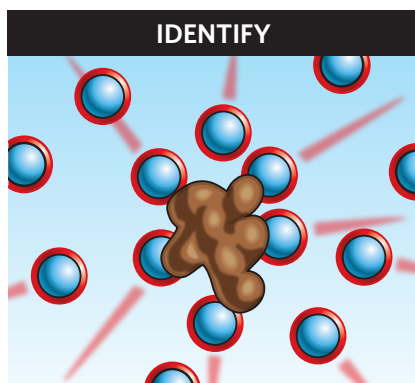
60% of the toughest odors are associated with restrooms and waste disposal.<sup>1</sup>

1 in 2 hotel guests associate an unclean factor to smells like smoke, feces and urine.<sup>2</sup>

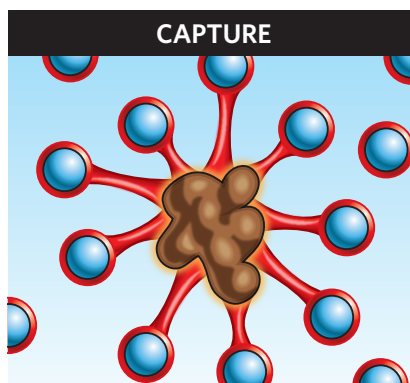
**73%** of survey respondents felt Odor Defense® worked better than the product they currently use.<sup>3</sup>

**96%** of survey respondents rated Odor Defense® "very effective" or "extremely effective" in resolving issues with trash cans/waste.<sup>3</sup>

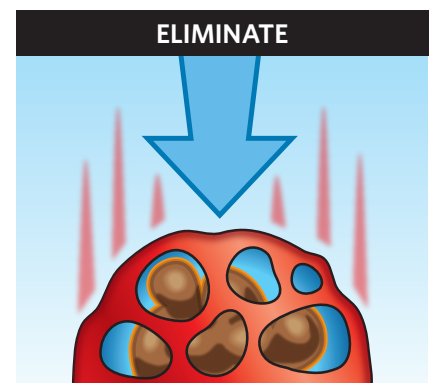
Scientifically formulated with ICE® Technology:



1. Formulated to **IDENTIFY** odor-causing molecules.



2. Designed to **CAPTURE** professional odors in professional spaces.



3. Proven to **ELIMINATE** the toughest odors.

1. Clorox Professional Products Company and Ketchum Research Findings (August 2016). Online Survey of Professional Cleaning Service Industry Decision Makers. (Survey of 402 cleaning industry decision makers across various industries.)

2. Clorox Global Insights & Simply Measured Hotel Cleanliness Conversation Research (February 2017).

3. Clorox Global Insights & Impact Consumer KOI Odor Defense Sample Research (June 2017).

# Clorox® Odor Defense® works in the toughest places

For use on the toughest odors in areas such as:



WASTE DISPOSAL ROOMS



RESTROOMS



ATHLETIC FACILITIES



HOTEL ROOMS



OFFICE BREAK ROOMS



CLASSROOMS

## Eliminates the toughest professional odors — does not mask or hide with fragrance

- ✓ ICE® Technology eliminates malodors from the air.
- ✓ No heavy fragrance is required to mask odors.
- ✓ In laboratory testing, Clorox® Odor Defense® ICE® Technology continued to control malodors for six hours.



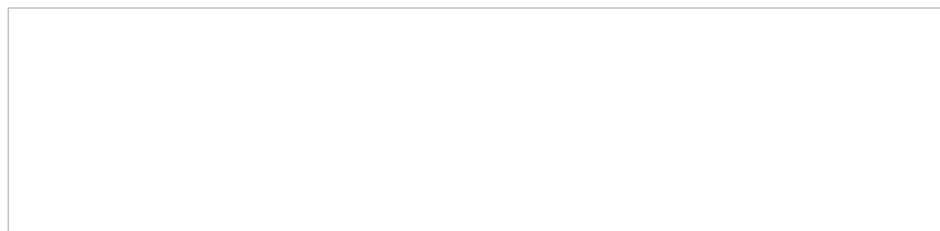
**Clorox® Odor Defense®  
Air & Fabric Trigger Spray**  
9/32 oz. Case UPC: 31708



**Clorox® Odor Defense®  
Air & Fabric Gallon Refill**  
4/128 oz. Case UPC: 31716

\* Timed Metered Cabinets are available for use with the Clorox® Odor Defense® Timed Metered Aerosol Spray. Mount unit 7-9 ft. above floor. Covers up to 6,000 cu. ft. Contact your Clorox representative for more information.

This brochure was developed for use in the United States and its content is based on approved US claims. Use in other countries is for reference only.



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