



## Clorox Urine Remover

Tackle the Toughest Urine Stains and Odors

- Multi-purpose, one-application cleaner that improves labor and cost efficiency.
- Performs exceptionally at both stain removal and odor elimination.
- Does not contain bleach. Hydrogen peroxide formula.
- Specially formulated for hard-to-clean porous and soft surfaces including porous grout, carpet, and mattresses – all without bleach.
- Also great for:
  - Bodily fluids including feces, blood and vomit
  - Pet stains
  - Laundry pre-treatment
- Minimal training required due to versatile formula with low surface safety concerns.
- Can be used before or after other cleaning products, with no other training needed.

| Product              | RDI#  | Case Pack              |
|----------------------|-------|------------------------|
| Clorox Urine Remover | 27772 | 9 32 oz. spray bottles |

### ***What Causes Urine Odors?***

*Urine odor comes from naturally occurring bacteria and uric acid crystals (crystallized urine residue). Uric acid crystals often remain trapped in porous damp surfaces and release a strong ammonia-like odor as bacteria feeds on the urine. Humid conditions or wetting the surface can also reactivate the odor.*

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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. 1**  
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](http://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)

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