

Clorox Professional Products®

Clorox® Urine Remover



Even the Toughest Urine Stains and Odours Don't Stand a Chance

Don't Let Urine Stains and Odours Tarnish Your Reputation

Tough-to-clean urine stains and odours can make an otherwise clean facility seem unappealing and dirty, despite the hard work of your cleaning staff. Without the right product, your staff may need to spend extra time cleaning urine or, worse, allow urine odours and stains to remain.

Exceptional Performance on Both Stains and Odours

Clorox® Urine Remover breaks down urine to quickly eliminate — not mask — odours. With the oxidizing power of hydrogen peroxide and the stain-lifting power of surfactants, stains are also removed quickly.

Specially Formulated for Hard-to-Clean Porous and Soft Surfaces

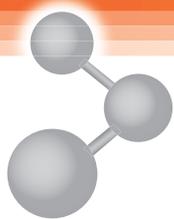
This versatile formula removes urine from porous surfaces like grout that tend to trap urine odours. It also handles stains and odours on absorbent soft surfaces, like carpet and mattresses, and is an excellent pre-treatment for laundry and bedding.

For Stain and Odour Removal



THE COMPLETE CLEAN

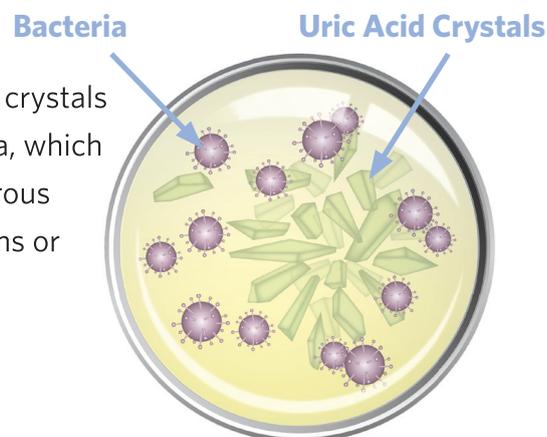
HEAVY DUTY CLEANING



Science of Clean

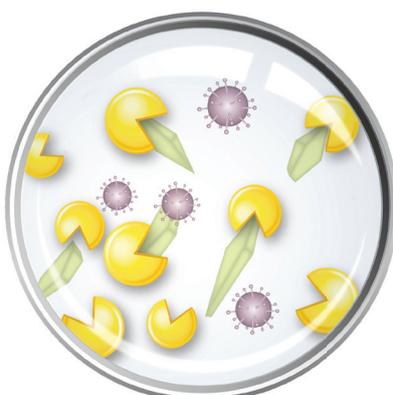
What causes urine odours?

Urine odour comes from naturally occurring bacteria and uric acid crystals (crystallized urine residue). Porous damp surfaces host the bacteria, which feed on urine. Uric acid crystals often remain trapped in these porous surfaces and release a strong ammonia-like odour. Humid conditions or wetting the surface can also reactivate the odour.



Dilutable Bathroom Cleaners don't eliminate long-term odours

- ✗ **Uric acid crystals remain, creating long-term odours**
Dilutable bathroom cleaners typically contain less than 0.5% of their active ingredient after dilution and may not completely remove stubborn uric acid crystals, which will release a strong ammonia-like odour when rewet.
- ✗ **Not for use on soft surfaces like carpet or mattresses**



Enzymatic Cleaners perform poorly on stains

- ✗ **Less effective on stains**
Enzyme cleaners use living microorganisms to "eat" uric acid crystals and smelly bacteria. These cleaners are typically formulated at a neutral pH to be compatible with the living bacteria and do not clean urine stains as effectively.*
- ✗ **Easily misused**
If an antibacterial or high/low pH product is used before or after, the enzymes may be neutralized.



Urine Remover tackles both stains and odours

- ✓ **Quickly addresses short- and long-term odours**
Clorox® Urine Remover uses hydrogen peroxide to remove uric acid crystals and break down the cell structure of naturally occurring bacteria.
- ✓ **Effectively removes stains**
Cleans urine stains better than enzymes,* because it's formulated with surfactants, solvent and a low pH.
- ✓ **Minimal training required**
Can be used before or after other cleaning products. Very low surface safety concerns. Does not contain bleach.

*On porous grout

Economics of Clean

Urine odours and stains can mean big problems for businesses

Odour is the leading cause of poor restroom experiences.

72% of U.S. adults consider bad smell as the No. 1 cause of "awful restroom experience."¹

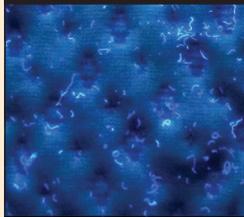
Urine odours harm repeat business and can generate negative word-of-mouth.

- 90% of U.S. adults would never rebook a hotel with an unpleasant odour, while 85% would never return to a restaurant with the same issue.²
- 50% of restaurant-goers said they would tell their friends and family about a restaurant's unclean or unsanitary restroom.³

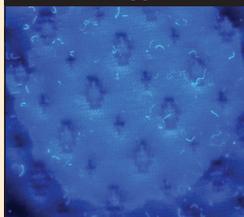


Mattress Under Black Light

Clean Mattress



Urine applied



Cleaned with Clorox®
Urine Remover



Clorox® Urine Remover Helps Maintain Your Facility's Reputation and Profitability

Improved Labor Efficiency

- Removes urine effectively from porous grout in one application. Now you can get the job done right the first time, instead of mopping frequently with less-effective products to stay on top of urine odours.
- Versatile formula with low surface safety concerns means minimal training required. Does not contain bleach.

Great Value, Great Results

- More effective cleaning compared to many enzyme-based cleaners.⁴
- One product for both odours and stains on multiple surfaces.
- The Clorox name means you're getting a product you trust to work.

"I've tried everything to try to get rid of the urine smell in my restrooms, and this is the only product that works!"

— Kjerstie, Bar and Restaurant Owner

1. 2012 Bradley Corporation's Healthy Hand Washing Survey, 1,046 American adults.

2. <http://www.businesswire.com/news/home/20110328005134/en/Cintas-Issues-Tips-Businesses-Combat-Unpleasant-Facility>

3. 2008 SCA Tissue of North America, 2,175 American adults. <http://www.issa.com/?m=news&event=view&id=1884>.

4. On porous grout.

The Product Line



Clorox Commercial Solutions®
Clorox® Urine Remover
32 oz. Spray

Case UPC: 31036 9/32 oz.



Clorox Commercial Solutions®
Clorox® Urine Remover
128 oz. Refill

Case UPC: 31351 4/128 oz.



Clorox Commercial Solutions®
Clorox® Urine Remover
32 oz. Pull-Top

Case UPC: 31415 6/32 oz.

Use Clorox® Urine Remover for stains and odours in:

High-Traffic Restrooms

Tile and grout, urinals and toilets

- Schools
- Bars and restaurants
- Stadiums and venues
- Hotel lobbies
- Gas stations and rest stops

Soft-Surface Accidents

Mattresses, carpet and upholstery

- Hotels
- Long-term care and nursing homes
- Preschools

Outdoor Odours

Sidewalks, pavement and concrete

- Storefronts
- Alleys and dumpster areas
- Dog urine and excrement odours

Also good for:

- Human soils (feces, blood, vomit)
- Pet stains
- Pre-treatment for laundry

Part of the Clorox Restroom Solutions Line

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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