



Don't Let Urine Stains and Odors Tarnish Your Reputation

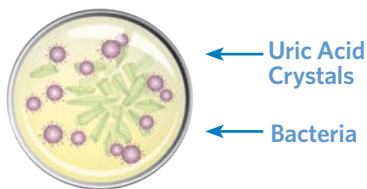
By Steve Schultz, R&D Scientist

Odor is the Leading Cause of Poor Restroom Experiences

72% of U.S. adults consider bad smell the No. 1 cause of "awful restroom experience."^{*}

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

What Causes Urine Odors?

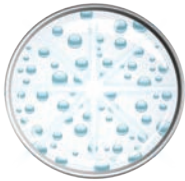


← Uric Acid Crystals

← Bacteria

Urine odor comes from naturally occurring bacteria and uric acid crystals (crystalized 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 odor as the bacteria consume the urine. Humid conditions or wetting the surface can also reactivate the odor.

Clorox® Urine Remover Tackles Both Stains and Odors



- Quickly addresses short- and long-term odors. Clorox® Urine Remover uses hydrogen peroxide to remove uric acid crystals and breakdown the cell structure of naturally occurring bacteria.
- Effectively removes stains
- Cleans urine stains better than enzymatic cleaners* with surfactants, solvent and a low pH.
- Minimal training required.
- Can be used before or after other cleaning products. Very low surface safety concerns on most surfaces.
- Does not contain bleach.



Dilutable Bathroom Cleaners May Not Eliminate Long-Term Odors

Uric acid crystals can remain, creating long-term odors. Dilutable bathroom cleaners typically contain less than .5% of their active ingredient after dilution and may not completely remove stubborn uric acid crystals, which will release a strong ammonia-like odor 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.*

May be misused

If an antibacterial or high/low pH product is used before or after, the enzymes may be neutralized.

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

Clorox® Urine Remover's versatile formula removes urine from porous surfaces like grout that tend to trap urine odors. It also handles stains and odors on absorbent soft surfaces, like carpet and mattresses, and is an excellent pretreatment for laundry and bedding.

Improved Labor Efficiency

Clorox® Urine Remover 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 odors. The 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.
- One product for both odors and stains on multiple surfaces.
- The Clorox name means you're getting a product you trust to work.

Cleaning professionals who tried the product had great things to say about Clorox® Urine Remover.

"Most products work on one or the other (odors or stains), but not both!" said one building service contractor. "I've tried everything to try to get rid of the urine smell in my restrooms, and this is the only product that works!" echoed a bar and restaurant owner.

Also Good for:

- Other Human Soils
- Pet Stains
- Pretreatment for Laundry



About the Author:

Steve Schultz is an R&D scientist with 10 years of product development experience with cleaning and disinfecting products. His education includes a BS in Chemical Engineering and an MS in Organizational Administration.

For More Info:

To learn more about **Clorox® Urine Remover**, and get up to **\$50 in rebates** on this and other Clorox® products, visit: cloroxprofessional.com/cleaningpromo

^{*}on porous grout
1. 2012 Bradley Corporation's Healthy Hand Washing Survey, 1,046 American adults.

Restrooms are filled with problems that never rest, such as germs, mold, soap scum, urine stains and odors — to name a few. While dilutable cleaners are fine for some jobs, tough problems like these demand solutions that are tough and smart. Clorox offers you a complete line of ready-to-use products specially formulated to solve your most difficult restroom problems, so you can clean and disinfect more efficiently. The job gets done right the first time, which saves you time and money. And everything we make is the product of continuous innovation, scientific rigor, and a century of knowledge and experience.



Did you know?

Patrons judge the cleanliness of a facility by its restroom

91%

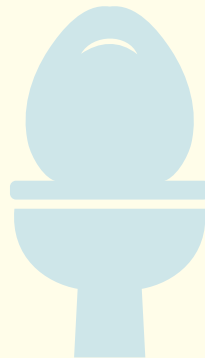
of respondents say an unclean restroom gives them a negative perception of a business.¹

93%

of Americans believe the condition of a workplace restroom is an indicator of how a company values its workforce.²

60%

of Americans say they've had a particularly unpleasant experience in a public restroom due to the condition of the facilities.³



Unclean restrooms are bad for business

95%

of people avoid businesses where they have had a negative restroom experience.⁴

50%

of complaints about a facility concern the restroom.⁵

80%

of consumers would avoid a restaurant with a dirty restroom.⁶



PROFESSIONAL
PRODUCTS COMPANY

General Routine

for Restrooms

STEP 1 | Stock the Supply Cart

Key Items to Include:

- ✓ **Cleaning Solutions:**
 - All Purpose Multi-Surface Cleaner
 - Disinfectant
 - Toilet Bowl Cleaner
 - Floor Cleaner
 - Glass Cleaner



- ✓ Mop/Bucket
- ✓ Broom/Dust Pan
- ✓ Towels (i.e., Microfiber Cloths)
- ✓ Toilet Brushes
- ✓ Toilet Paper, Paper Towels, Refill Soap
- ✓ Personal Protective Equipment (PPE)
- ✓ Signs

STEP 2 | Close and Prepare Restroom Area

- ✓ Close Restroom to Public
- ✓ Put Out "CAUTION" Signs
- ✓ Put on PPE



STEP 3 | Empty Trash, Restock Items



Empty
& Clean
Trash Receptacles



Refill Toilet Paper
& Paper Towel
Dispensers



Refill Soap
Dispensers &
Odor Neutralizer

Why? Trash is a major contributor to restroom odor and visually unappealing to patrons.

STEP 4 | Dust Surfaces, Sweep Floor

- ✓ **Dust — High to Low Areas:**
 - Cobwebs on Ceiling
 - Doorways
 - Stall Partitions
 - Lights
 - Fans/Vents
 - Other Fixtures



- ✓ Sweep — Entire floor, pick-up all loose trash and dirt.
- ✓ Putty Knife — Scrape off debris (i.e., gum) from surfaces.

Why? Dust and loose trash is a visual indication of an unclean restroom. This debris may also inhibit the effectiveness of disinfecting solutions used in the following steps.

STEP 5 | Wet Cleaning

✓ Spray all environmental surfaces such as:

- Mirrors
- Counterops/Sinks/Faucets
- Towel/Soap Dispensers
- Door Handles
- Stall Partition Walls/Doors
- Light Switches



✓ Wipe up excess liquid to mitigate residue.

Why? Skin-associated bacteria (i.e., MRSA, Staph infections) commonly contaminate these surfaces.

Fecal plumes can spread enteric pathogens onto restroom surfaces as well. Focus on high-touch surface areas.

STEP 6 | Toilets/Urinals (Entire Fixtures)

✓ Spray entire toilet to clean and disinfect exterior surfaces.



Why? Toilets often harbor enteric bacteria and viruses, capable of causing intestinal conditions like gastroenteritis (infectious diarrhea).

STEP 7 | Toilet Bowls & Urinals/Mop

1. Remove urinal screens.



2. Flush toilet. Force water over trap with swab.



3. Apply cleaner to interior.



4. Start in back corner and work towards restroom entrance.



5. Focus on areas near toilets and urinals.



Why? Urine on floors is a leading cause of restroom odors and is mostly found near toilets. Walkways can harbor dirt and soil-associated bacteria — often from people's shoes.

STEP 8 | Inspect Restroom

✓ Ensure all surfaces are cleaned and free of residue.

✓ Pour solution down drains.

✓ Remove PPE and wash hands.

STEP 9 | Open Restroom to Public



PROFESSIONAL
PRODUCTS COMPANY

The Clorox® Complete Restroom Solution

SOLUTION	TOUGH JOB	SURFACE	ORDER INFO.	
	Tilex® Soap Scum Remover & Disinfectant	Germs and bacteria, soils, soap scum	Sinks, countertops, divider panels	Case UPC: 35604 9/32 fl. oz.
	Clorox® Urine Remover	Urine stains and persistent odors	Tile and grout, urinals and toilets	Case UPC: 31036 9/32 fl. oz. Case UPC: 31351 4/128 fl. oz. Case UPC: 31415 6/32 fl. oz.
	Clorox® Disinfecting Bathroom Cleaner	Germs, bacteria, stains and everyday messes	High-touch surfaces	Case UPC: 16930 9/30 fl. oz.
	Clorox® 4 in One Disinfectant & Sanitizer	Germs and bacteria, odors	High-touch surfaces, such as doorknobs. Air Sanitization.	Case UPC: 31043 12/14 fl. oz.
	Clorox® Toilet Bowl Cleaner	Germs and bacteria, soils, odors	Toilets	Case UPC: 00031 12/24 fl. oz.
	Tilex® Instant Mold & Mildew Remover	Mold and mildew	Tile and grout, walls, floors	Case UPC: 35600 9/32 fl. oz. Case UPC: 35605 4/128 fl. oz.
	Pine-Sol® Multi-Surface Cleaner	Grime, scuff marks, odors	Floors	Case UPC: 35418 3/144 fl. oz. Case UPC: 41773 6/60 fl. oz.
	Formula 409® Glass & Surface Cleaner	Streaks, water marks, soils	Mirrors and glass	Case UPC: 03107 9/32 fl. oz. Case UPC: 35293 4/128 fl. oz.



For effective green cleaning, use the Green Works® portfolio of naturally derived restroom solutions

Green Works® Bathroom Cleaner, Case UPC: 00452

Green Works® Toilet Bowl Cleaner, Case UPC: 00451

Green Works® Glass & Surface Cleaner, Case UPC: 00459