
THE CLEANING SEASON

A Bright Way To Clean The Bathroom

(NAPSA)—For the nearly three-quarters of all Americans who admit they would rather do almost anything than clean the bathroom, there's new hope. A new line of bathroom cleaning products now has Teflon Surface Protector.

"Teflon non-stick coatings gave us the non-stick frying pan, now Clorox products with Teflon Surface Protector are giving us a non-stick bathroom," said Rowena Singer, Clorox marketing manager. "With Teflon Surface Protector, the dirt, grime, stains and soap scum that make cleaning the bathroom such a frustrating, thankless job will have a harder time sticking around."

The material used in Teflon non-stick coatings was discovered by Roy J. Plunkett in 1938 and trademarked by DuPont under the Teflon brand in 1945. It's commonly used as a soil and stain repellent for home furnishings, carpets and clothing and makes its debut in bathroom cleaners this year with the Clorox Teflon Surface Protector line.

These new products—Clorox Bathroom Cleaner with Teflon Surface Protector and Clorox Toilet Bowl Cleaner with Teflon Surface Protector—have the cleaning "smarts" to eliminate toilet stains and tough dirt, grime and soap scum all around the bathroom. Plus, an invisible Teflon barrier protects bathroom surfaces from buildup without leaving a residue, so tough bathroom grime won't stick. The result? Your bathroom



When asked what they would rather do than clean the bathroom, 31 percent of survey respondents said they'd rather visit their in-laws, 18 percent said they'd rather wait in line at the DMV, 16 percent would do their taxes and seven percent would get a root canal.

stays cleaner longer and new dirt is easier to remove.

It all adds up to a guest-ready bathroom—good news for those who feel as if they're always cleaning their bathrooms. They just might be. A recent survey revealed that although nearly half of those surveyed (43 percent) said cleaning the toilet is their most dreaded task, the toilet is the most consistently cleaned item in the house.

For more information, visit www.clorox.com.