



NEWS RELEASE

# Parents: "Urine Luck," the New Clorox® Ick-Tionary Unveils Life's "Germs of Endearment"

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THE CLOROX COMPANY LAUNCHES  
EP-ICK NEW LANGUAGE FOR ALL  
THINGS MESSY

OAKLAND, Calif., April 2, 2013 - Think you're the only one who has been faced with a one-sie suddenly becoming a "two-sie" from your child's morning "up the back," a "heave-hello" from a sick kid, or a bathroom "dumpster diving" mission for your phone? You are not alone. That is why The Clorox Company is partnering with award-winning writer, comedian and mom, Carol Leifer, who has written for shows such as Modern Family and Seinfeld, to launch the Clorox® Ick-tionary, a wiki-style dictionary of everyday ick that parents everywhere and others are all-too familiar with.

One icky catastrophe can easily turn into a hilarious party story or "top-ick" of parent-to-parent chatter. The Clorox® Ick-tionary captures the everyday icky and over-the-top situations that everyone can relate to, from circumstances surrounding the unpleasantness of life's #1's and #2's (and sometimes #3's) to things like applesauce on the ceiling (how?). This online, interactive forum at [www.icktictionary.com](http://www.icktictionary.com) officially brings together the new language of mess, including how to conquer and laugh about them, all brought to you by ick survivors and parents who have been there and cleaned that. Here's just a small taste of some of the new vocabulary words from the Clorox® Ick-tionary:

- Spillates (spil-lah-teez) - Stretching exercises that tone muscles and improve flexibility when you're wiping up spills under tables and on countertops
- Petrifries (pet-ruh-frahyz) - Week-old French fries found stuck in the toddler's high chair

- Sasplotch (sass-ploch) - Mysterious giant footprint through the house

"Ever since I was a child, I knew I wanted to be a comedian, and I am always looking for ways to make people laugh," said Carol Leifer. "The Clorox Ick-tionary is the perfect place to turn what could be a disaster into a laughable moment. Being a mom myself, I had a blast sharing the words my family has experienced like 'Szechuan Doodles' and 'Trickle Treat.'"

## Get Icky

To get in on the ick, visit [www.icktictionary.com](http://www.icktictionary.com) where you can:

- Learn the new language of mess and check out the featured word(s) of the week.
- Receive a coupon for 75 cents off any Clorox® product while supplies last.
- Submit your own words! Help add to the Clorox® Ick-tionary by submitting your own funny words or phrases that help you get through the ick.
- Learn how to clean up the ick. Get solutions from Clorox® to help conquer the next icky situation.
- Interact with the words and play fun games for the chance to win a \$25 prize.

"Clorox knows all about the ew and ick situations parents face when raising a family, and it's important to us not only to provide solutions for cleaning up messes, but also help people laugh at them," said Jay Stilwell, Marketing Manager, The Clorox Company. "Most parents already have their own words for their family's messy moments, so we wanted to collect those made-up terms and create an official-unofficial language with the Clorox Ick-tionary that parents everywhere can easily relate to and laugh about."

## Did You Just Say... Poopcasso?

From diaper changing to playgroup mishaps and everything in between, the common vocabulary of icky situations that everyone can understand is now available in one place with the Clorox® Ick-tionary. Along with Carol Leifer; our experts of ick, including Real Housewives of Beverly Hills star and mom of four, Kyle Richards; and other parents, created words and phrases from icky situations they've experienced themselves.

The Clorox® Ick-tionary will also be brought to life over the next few weeks through an interactive mobile experience - a 12' glass truck accompanied with a variety of interactive word-play activations and digital experiences - that will be making stops in Washington, D.C., Nashville and San Francisco.

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To find out more about the Clorox® Ick-tionary and learn the new language of ick, visit [www.icktictionary.com](http://www.icktictionary.com) or

follow Clorox® on Facebook ([www.facebook.com/Clorox](http://www.facebook.com/Clorox)) and Twitter, @Clorox ([www.twitter.com/Clorox](http://www.twitter.com/Clorox)), using #icktionary.

## About The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,400 employees and fiscal year 2012 revenues of \$5.5 billion. Clorox® markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, HealthLink®, Aplicare® and Dispatch® products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford® charcoal, Hidden Valley® and KC Masterpiece® dressings and sauces, Brita® water-filtration products, and Burt's Bees® and gud® natural personal care products. Nearly 90 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. Clorox's commitment to corporate responsibility includes making a positive difference in its communities. In fiscal year 2012, The Clorox Company Foundation awarded \$3.5 million in cash grants, and Clorox® made product donations valued at \$15 million. For more information, visit [www.TheCloroxCompany.com](http://www.TheCloroxCompany.com).