



Press Release

October 14, 2025

Snuggle® brand and Homesick invite consumers to embrace the comfort of home like never before, introducing two limited-edition candles, 'Cuddle-Up Fresh™' and 'Freshly Washed™', crafted to transform any room into a haven of comfort.

Inspired by Snuggle® Brand's Best-Selling Scents, New Homesick Candles Bring Laundry to Homes in a Fresh New Way

Stamford, CT

Trusted household brand [Snuggle®](#), beloved for bringing long-lasting freshness and the comfort of home to consumers for over 40 years, has partnered with [Homesick®](#), the handcrafted candle brand known for evoking cherished memories through scent. Together, the brands are introducing limited-edition *Cuddle-Up Fresh™* and *Freshly Washed™* candles, an iconic collaboration that celebrates the power of fragrance to instantly transport us back to the warmth, comfort, and familiarity of home. This partnership underscores both brands' shared mission: transforming everyday moments into lasting sensory experiences.

Fresh off its 2025 rebrand, Snuggle® brand continues to deepen its promise of comfort by transforming best-selling scents, *Blue Sparkle®* and *SuperFresh®*, into a new lifestyle format designed to live beyond the laundry room. With a portfolio spanning nearly 200 unique memory-inspired products, Homesick® brings its artisanal craftsmanship to the collaboration, ensuring each candle embodies both premium quality and emotional connection. Together, Snuggle® brand and Homesick® merge heritage with artistry, creating a collection that feels both nostalgic and new in an irresistible celebration of home, comfort, and the iconic scents we never want to forget.

The Snuggle® x Homesick® collection elevates everyday living into an immersive, meaningful touchpoint for consumers, reimagining Snuggle® brand's iconic scents into candle format. Featuring exclusive co-branded packaging with the cuddly Snuggle® bear, each hand-poured candle delivers an unmistakable sensory embrace of home. Available in limited quantities, the *Cuddle-Up Fresh™* and *Freshly Washed™* candles not only celebrate the fragrances consumers already know and love, but also transform them into a new ritual of comfort, warmth, and nostalgia.



"We're excited to collaborate with Homesick on this launch," said Allison Feldman, VP Marketing - Fabric Softener & Personal Care Brands at Henkel. "There's nothing quite like the comforting smell of fresh laundry, and with these limited-edition Homesick candles, fans can now enjoy that signature Snuggle® scent in a whole new way."

"Snuggle is one of those comfort brands we've all grown up with—the bear, the softness, the smell of fresh laundry. Reimagining that warmth with Homesick lets us capture the emotion people remember and share in a new, fun way". -Emily Siegel, Chief Product and Marketing Officer, Homesick

The limited-edition candles are available on [Homesick.com](https://www.homesick.com), [Amazon.com](https://www.amazon.com), [Walmart.com](https://www.walmart.com), [Target.com](https://www.target.com) starting October 14, 2025. For more information and

brand updates, follow [@snuggle_bear](#) and [@homesick](#) on social media.

About Snuggle®

Snuggle® fabric softener has been making the world a softer place for over 40 years, providing the ultimate in softness and long-lasting freshness to loads of laundry. The Snuggle® line offers a variety of high-quality fabric conditioning products, including liquid softeners, dryer sheets, and in-wash scent boosters that make clothes cuddly soft while providing long-lasting freshness. See www.Snuggle.com for full details.

About Homesick

An artisanal candle line that makes classic white candles with customized scents for each of the 50 states, several cities, experiences, and countries. Homesick candles are hand poured from all-natural soy wax, and capture the feeling that exists in every city, small town, country, and unforgettable experiences. They have 100% organic cotton wicks and are made with essential oils to deliver a long-lasting, great-smelling burn, and are also cruelty-free, non-toxic and contain no lead, plastics, paraben, phthalates or synthetic dye.

About Henkel in North America

Henkel's portfolio of well-known brands in North America includes all®, Purex® and Persil® laundry detergents, Snuggle® fabric softeners, Dial® soaps, Schwarzkopf® hair care, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.5 billion US dollars (6 billion euros) in 2024, North America accounts for 28 percent of the company's global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com and on X [@Henkel_NA](#).

Photo material is available at www.henkel-northamerica.com/press

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