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Snuggle® Fabric Care and Peanuts® Introduce a Collaboration Inspired by the Comfort of Linus' Blue Blanket

Snuggle® Brand and Peanuts® Highlight Linus and his Iconic Blue Blanket Through the Power of a Comforting Scent

Stamford, CT, – [Snuggle®](#) brand, the trusted fabric care brand known for bringing long-lasting freshness, irresistible softness, and the comfort of home to families for more than 40 years, is partnering with Peanuts® to celebrate one of pop culture's most enduring symbols of comfort by highlighting two beloved icons who share a love for their signature blue blankets: Linus and the Snuggle Bear. Inspired by the comfort Linus gets from his beloved blue blanket, the 'Must be the scent of Snuggle®' campaign taps into a universal truth: the things we love most have a way of making us feel instantly comforted. Rooted in warmth, familiarity, and nostalgia, the collaboration brings together two multi-generational brands that have long been synonymous with comfort and the simple moments that create a feeling of home, wherever you are.

For generations, Linus' blanket has been a symbol of comfort, familiarity and nostalgia, while Snuggle® brand has become known for providing the fresh laundry scent that instantly reminds us of home and brings us back to the simple comforts of childhood. Together, Snuggle® and Peanuts® celebrate the emotional power of scent through storytelling, bringing this shared feeling of comfort to life through an immersive pop-up experience, digital content, and retail activations. Consumers are invited to connect with the story for themselves and discover how familiar scents can turn everyday moments into lasting feelings of comfort.

"Together, we're celebrating two beloved icons connected by the universal feeling of comfort: Linus and the Snuggle® Bear, each with their signature blue blanket. It's a playful collaboration inspired by the cozy, comforting feeling of a favorite blanket and the fresh scent that helps make home feel like home. If you know Linus, you know he never goes anywhere without the comfort of his blue blanket, making this partnership with Peanuts® a natural fit for Snuggle®, a brand synonymous with that same comforting feeling." said Allison Feldman, VP Marketing – Fabric Softener & Personal Care Brands at Henkel.

"For more than 70 years, Linus has been instantly recognizable by the beloved blue 'security blanket' clutched to his cheek. Now, we are delighted to collaborate with Snuggle® to celebrate Linus, who

represents some of the most important aspects of childhood—and adulthood: reassurance and contentment.” said Scott Shillet, VP Global Licensing, Hardlines at Peanuts

To bring the collaboration to life, the Snuggle® brand will debut an immersive pop-up experience in New York City on October 17th and 18th, celebrating the tremendous love Linus and the Snuggle® bear have for their signature blue blankets. Guests will have the opportunity to experience a space inspired by the Peanuts world and cuddle their very own signature blue blanket, freshly washed with Snuggle so they can see for themselves how the familiar scent of Snuggle Blue Sparkle® evokes feelings of comfort, warmth & home. Visitors may even receive another special Snuggle icon to keep close and bring them comfort.

Throughout the fall season, the collaboration will come to life across Snuggle® brand's social channels through nostalgic storytelling inspired by classic Peanuts animation, engaging digital content, and retail activations celebrating the comfort of Linus' beloved blanket and Snuggle® brand's signature scent.

At the heart of the campaign is Snuggle® brand's iconic Blue Sparkle® collection, including Blue Sparkle® Liquid Fabric Softener, Blue Sparkle® Dryer Sheets, and Blue Sparkle® In-Wash Scent Booster Crystals. Beloved for its signature fresh scent featuring notes of bright green citrus, white florals and soft musk, the collection inspires the campaign's playful spirit.

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

About Snuggle®

Snuggle® fabric softener has been making the world a softer place for over 40 years, providing the ultimate in Cuddly 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 at an accessible price point that make clothes cuddly soft while providing long-lasting freshness. See www.Snuggle.com for full details.

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 of about 6.1 billion US dollars (5.4 billion euros) in 2025, North America accounts for 26 percent of the company's global sales. Henkel employs more than 7,000 people across the U.S. and Canada. For more information, please visit www.henkel-northamerica.com and on X [@Henkel_NA](#).

About Peanuts

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 80% owned by the Sony Group, and 20% owned by the family of Charles M. Schulz. First introduced to the world in 1950 in the Peanuts comic strip, Charlie Brown, Snoopy and the rest of the gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV, fans of all ages celebrate the brand around the world through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. Peanuts recently celebrated its 75th Anniversary with

unprecedented worldwide exhibitions and activities, collaborations, digital marketing campaigns, and more.

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