



Press Release

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Sunlight® Laundry Detergent Relaunches with a New Brand Campaign Designed for Scent-Loving Canadians

Sunlight® laundry detergent announces a brand relaunch

Sunlight®, a trusted laundry brand enjoyed by Canadians for generations, is entering a new chapter with the launch of a refreshed portfolio and an all-new brand campaign designed for consumers who love great-smelling laundry.

The relaunch marks the culmination of a multi-year transformation focused on a simple but powerful consumer insight: for many Canadians, scent is more than just a fragrance. It is an emotional experience that can elevate everyday moments and express care for the people they love.

To meet the needs of these scent-seeking consumers, Sunlight® has reimagined its laundry detergent lineup with four vibrant fragrances: Original Fresh®, Spring Blossom, Calm Meadow and Tropical Burst, that deliver the reliable clean Canadians expect, along with long-lasting freshness for up to 60 days out of storage.

"This relaunch represents one of the most significant evolutions in the history of the Sunlight® brand," said Margarita Bajzelj, Director of Marketing, Henkel Consumer Brands Canada. "We've taken everything Canadians trust about Sunlight® and paired it with an enhanced fragrance experience that brings more joy, freshness and delight to laundry day. The result is a portfolio designed specifically for people who believe scent has the power to brighten their day."

Blending familiar elements from the brand's heritage with a fresh, contemporary energy, the campaign uses playful storytelling, memorable music and vibrant visuals to create an engaging experience for today's consumers.

The integrated campaign will appear across television, digital, connected TV, social media and retail channels, ensuring Canadians can discover the new Sunlight® laundry detergent wherever they shop, browse and consume content.

To bring the fragrances to life beyond the screen, Sunlight® will also engage consumers through immersive scent experiences and in-person activations, providing opportunities to experience the new fragrances firsthand and discover their favourite scent.

The relaunch is supported by an extensive retail program designed to drive trial and discovery both online and in-store. Through enhanced digital shopping experiences, in-store merchandising and fragrance-focused demonstrations, Canadians will be invited to explore the new collection throughout the fall season.

With this relaunch, Sunlight® is reinforcing its commitment to delivering dependable cleaning performance while creating a joyful and sensorial laundry experience for Canadian families.

For more information about the new Sunlight® portfolio, visit www.sunlightlaundry.ca

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 about 6.1 billion US dollars 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 [@Henkel NA](#).

About Sunlight®

Trusted by Canadians for over a century, Sunlight® laundry detergent has been helping households achieve bright, fresh, clean clothes while bringing moments of joy to the everyday laundry routine through uplifting fragrances. Designed to make cleaning a more enjoyable experience, Sunlight® combines trusted cleaning performance with scents that delight the senses, helping families feel good about every load. Learn more at sunlightcanada.ca.

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

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