



Snuggle® Transforms Laundry Care with Groundbreaking Product Innovation that Makes a Big “Sniffarence”

Snuggle® PLUS SuperFresh™ banishes odor from laundry while Snuggle® Cherry Blossom Collection ushers in spring

WILTON, Conn. – April 28, 2016 –Snuggle®, the brand known for softening hearts and laundry for over 30 years, is taking category leadership and innovation to the next level with two new product introductions. **Snuggle® PLUS SuperFresh™** has tackled the perennial laundry challenge of eliminating tough odors like pet & body odor, while still delivering the Snuggly Softness® consumers have come to love. Snuggle’s exhilarating **Cherry Blossom Collection** beautifully evokes the feeling of spring and adds a timely seasonal experience to the brand’s wide assortment of scents.

“Snuggle has long been a leader in championing breakthrough innovations that make a big ‘Sniffarence’ in the everyday lives of consumers,” said Bibie Wu, Vice President of Marketing for Snuggle®. “With Snuggle® PLUS SuperFresh™ and the Cherry Blossom Collection, we help families say ‘good-bye’ to laundry odor and ‘hello’ to the scent of spring.”

Noses breathe a sigh of relief after experiencing Snuggle’s New Odor-Eliminating Technology

Unpleasant laundry odor has long been a pain point for consumers, with more than 68% of laundry loads typically containing some odor. Consumers have voiced that the most common and frustrating offenders are sweat (42%) and body odor (39%). New Snuggle® PLUS SuperFresh™ is the first-ever fabric conditioner & dryer sheet regimen designed to help eliminate tough odor. Every capful of Snuggle® PLUS SuperFresh™ fabric conditioner contains patented odor-eliminating technology that absorbs and neutralizes malodors, and then infuses laundry with long-lasting freshness and Snuggly Softness®. Use it with Snuggle® PLUS SuperFresh™ sheets that delivers Snuggle’s maximum freshness out of the dryer. Snuggle® PLUS SuperFresh™ fabric conditioner & dryer sheets are now available nationwide.

Just in time for spring, experience the uplifting scent of Snuggle’s New Cherry Blossom Collection

Snuggle’s newest addition to its line of premium scents, Snuggle® Cherry Blossom Collection, was inspired by the growing popularity of this fragrant harbinger of spring. Although traditionally thought of as a seasonal scent, cherry blossom is now a hot trend in many categories. Bridal publications report that cherry blossoms are an increasingly in-demand

wedding floral arrangement; cherry blossom cider is a new must-drink beverage; and top fashion designers and beauty influencers are featuring them in their latest collections and products. Snuggle® Cherry Blossom Collection captures the freshness of spring and delivers an exhilarating scent that blooms throughout the day, just like the cherry blossom trees of the spring season.

Available in liquid fabric conditioner, dryer sheets and scent booster varieties, Snuggle® Cherry Blossom Collection is now available nationwide.

Snuggle® PLUS SuperFresh™ and Snuggle® Cherry Blossom Collection are the latest additions to Snuggle's rich history of product innovation that helps moms and dads take better care of their families. From being the first brand to introduce emerging scent trends to the fabric conditioning aisle with Snuggle Exhilarations, to delivering a big boost of freshness in a convenient little pac with Snuggle Scent Boosters, Snuggle always strives to make a difference in consumer's lives.

Visit www.snuggle.com, like Snuggle on [Facebook](#) and follow on [Twitter](#) and [Instagram](#) for more information.

**Statistics on consumer laundry odors were conducted by Directions Research & YouGov on behalf of Sun Products Corporation*

About Snuggle

As a leader in the fabric conditioning category for more than 30 years, Snuggle® has provided the ultimate in Snuggly Softness® and long-lasting freshness to loads of laundry. Recognized by its iconic Snuggle Bear, which was created by Jim Henson's Creature Shop, birthplace of The Muppets and Sesame Street puppets, Snuggle offers a variety of high-quality fabric conditioning products, including liquid softeners, dryer sheets, and scent boosters. Snuggle is manufactured by The Sun Products Corporation and is available at major retailers including most food, drug, mass, club and dollar stores. For more information, visit www.snuggle.com or www.facebook.com/snuggle.

About The Sun Products Corporation

The Sun Products Corporation, headquartered in Wilton, Connecticut, is a leading North American provider of laundry detergent, fabric softeners and other household products. With annual net sales of approximately \$2 billion, the Company's portfolio of products are sold under well-known brands that include all®, Snuggle®, Wisk®, Sun®, Surf®, and Sunlight®. In addition, Sun Products is the manufacturing partner for many retailer brand laundry and dish products in North America. For more information visit: www.sunproductscorp.com.

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