



Press Release

Snuggle® Freshens Up The Laundry Aisle With The First Ever Squeezable Freshness Booster

Just one squeeze of new Snuggle® Scentables® provides up to
100 days of “just-washed” freshness

WILTON, Conn. (May 10, 2017) – A fresh scent should never be underestimated, as it has the power to build confidence, improve moods and bring people together. NEW Snuggle® Scentables® gives you that feel-good freshness that lasts up to 100 days*. Snuggle Scentables is the first and only squeezable scent booster, and with one simple squeeze, your clothes will have a long-lasting just-washed freshness.

There are many studies that prove that fresh smelling scents can positively impact your daily living. Mood Media reports there is a 40 percent improvement in mood after being exposed to pleasant scents. Additionally, the Social Issues Research Centre, a non-profit research organization, published The Smell Report, claiming that just the mere thought of a pleasant scent could make you a bit more cheerful. With up to 100 days of freshness, Snuggle Scentables is sure to help boost your mood!

Just one squeeze unleashes a powerful, concentrated Extended Release formula which keeps your favorite clothes smelling fresh for up to 100 days, keeping your family smelling clean and fresh. Snuggle Scentables infuses your towels, clothes and linens with the fresh laundry scent that you love and even works on work-out clothes and yoga wear to give them a “just-washed” freshness. Snuggle Scentables is available in two breathtaking scents, Cool Linen™ and Lavender Breeze™, and can be found nationwide at your local retailer.

“Snuggle is recognized for bringing breakthrough innovation to consumers to make the laundry process as simple and as fresh as it can be,” said Brian Quinn, Director of Marketing, Laundry Conditioners and Specialties, Henkel. “With just one squeeze, Snuggle Scentables gives families a long-lasting and just-washed freshness that lasts up to 100 days.” Snuggle® Scentables® is the perfect complement to all your favorite Snuggle products, which help make your laundry smell, look, and feel great.

Snuggle® has been making the world a softer place for over 30 years and has a wide range of fabric care products to help moms and dads create more snuggle-up moments with their families. Whether you are looking for softness, freshness, or odor elimination, Snuggle has a



product to help create more snuggle-up moments. For more on Snuggle and Snuggle Scentables, check out the TV spot at <http://bit.ly/Scentables>, connect with Snuggle on [Facebook](#), [Twitter](#) and [Instagram](#) or visit www.Snuggle.com. You can also join the Bear Den at www.snuggle.com/BearDen for special Snuggle® content, offers, and prizes.

*out of storage

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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 Henkel Corporation and is available at most major retailers. For more information, visit www.snuggle.com or www.facebook.com/snuggle.

Henkel in North America

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, Schwarzkopf® hair care, Right Guard® antiperspirants, got2b® hair styling, and Loctite® adhesives. The Sun Products Corporation, a leading North American provider of laundry detergent, fabric softeners and other household products, was acquired by Henkel in September 2016. Visit www.henkel-northamerica.com for more information.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2016, Henkel reported sales of around 19.7 billion US dollars and adjusted operating profit of around 3.4 billion US dollars. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted around 6.3 billion US dollars. Henkel employs around 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel’s preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

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