



## Press Release

# RENUZIT® SNUGGLE®, TWO ICONIC SCENT BRANDS, UNITE TO BRING FRESHNESS TO HOMES

*Now Available Nationally Throughout the U.S.*

**STAMFORD, Conn. – April 30, 2019:** Iconic home and scent brands, Renuzit® and Snuggle®, have united to bring enhanced freshness to homes across the U.S. [Renuzit® Snuggle®](#) has officially launched with a new line of products, and is now available at retail stores nationwide. Everyone's favorite Snuggle® bear now goes beyond the laundry room to add a comfy, snuggly freshness to Renuzit®. Now your entire home can smell as good as your fresh cleaned laundry!

Renuzit® has long been a leader in the air care category, and is now stronger than ever. The refreshed brand provides wondrous, convenient fragrances that fit your mood or style. Renuzit® Snuggle® allows hosts peace of mind that they're evoking a warm and inviting atmosphere to welcome their guests. The home is a reflection of who we are, and a welcoming scent is a convenient way to ensure it is a place where people want to be.



"We are extremely excited to bring together two of our iconic Henkel brands to refresh the air care category," says, Patrick Davis, SVP Marketing, Laundry and Home Care National Brands, Henkel Consumer Goods. "Renuzit® Snuggle® is the latest example of how Henkel is reinvesting in brands and innovation in North America to offer excellent solutions to consumers for all their home product needs."

Renuzit® Snuggle®'s exciting new collection includes a variety of refreshingly colorful scents, including:

- Linen Escape®
- Relaxing Lavender®
- Enchanting Tropical™
- SuperFresh®

Experience Renuzit® Snuggle® in a variety of ways, from cones, oils, fabric sprays and automatic air freshers – every inch of the home can smell inviting. Welcome them in.

For more information, visit [www.renuzit.com](http://www.renuzit.com).

#### **About Henkel in North America**

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex® and all® laundry detergents, Snuggle® fabric softeners, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2018, North America accounts for 25 percent of the company's global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com).

#### **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 2018, Henkel reported sales of around 20 billion euros and adjusted operating profit of around 3.5 billion euros. Henkel employs around 53,000 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](http://www.henkel.com).

**Photo material is available at [www.henkel-northamerica.com/press](http://www.henkel-northamerica.com/press)**

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