



Press Release

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Snuggle® brand reveals a new look including an updated logo, redesign of the beloved bear, and product packaging, bringing a fresh brand feel that evokes the comfort of home.

Snuggle® Brand Unveils Modern Rebrand, Reinforcing Commitment to Fresh Scent, Softness, and the Comfort of Home.

Stamford, CT

[Snuggle®](#) brand, a trusted household name since 1983, is unveiling a complete rebrand revitalizing its iconic look while staying true to its promise of comforting softness and fresh scents that have made the brand beloved for over 40 years. Rooted in the ethos of comfort, Snuggle® brand's rebrand not only honors its legacy but refreshes its look to resonate with today's modern consumer. The updated Snuggle® brand product line, which includes fabric softener, dryer sheets, and scent booster crystals, retains the same signature scents loved by consumers for years.

Guided by consumer insights, Snuggle® brand recognized that in a world that is increasingly fast-paced and overwhelming, the familiar comforts of home offer the grounding and warmth we all need. As part of its rebrand, the Snuggle® brand has modernized its visual identity, focusing on updated graphics, packaging, and a refreshed bear and logo design that's even cuddlier than before. Wrapped in a plush blanket, the bear remains at the heart of the brand. While the look has evolved, the Snuggle® bear continues to be a timeless icon that is softer, cuddlier, and more comforting than ever. The new packaging features new scent cues to help shoppers better understand the fragrances, while the newly introduced "The Snuggle Promise™" design highlights the key product benefits that Snuggle® brand provides. The updated scent portfolio includes the fresh, floral notes of "Blue Sparkle®," "Island Hibiscus™," "Lavender Breeze™," "SuperFresh® Morning Breeze™," and "SuperFresh® Spring Burst®."



“We’re incredibly excited about the new look and brand promise we’re unveiling with Snuggle®,” said Allison Feldman, VP Marketing - Fabric Softener & Personal Care Brands at Henkel. *“After extensive research and testing, our team has developed a rebrand that stays true to our core values of comfort and softness, while delivering a modern, refreshed experience. Our goal was to ensure that every product, from the scent to the packaging, continues to offer the same snuggly embrace of home that our consumers have cherished for decades.”*

Snuggle® brand is incredibly proud to launch this rebrand, as it perfectly aligns with the brand’s overarching commitment to delivering the comfort of home like never before. This exciting transformation reinforces Snuggle® brand’s ongoing dedication to providing irresistible softness and freshness for generations to come. For more information and brand updates, follow [@snuggle_bear](https://twitter.com/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 Snuggly 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 that make clothes snuggly 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 Schwarzkopf® hair care, Dial® soaps, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.6 billion US dollars (6 billion euros) in 2023, North America accounts for 28 percent of the company’s global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com and on Twitter [@Henkel_NA](https://twitter.com/Henkel_NA).

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

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