



News Release

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Henkel Supports Families in Need this Holiday Season Making Lives a Little Brighter with Everyday Essentials and Snuggle Bears!

Makers of Trusted Brands Persil®, all®, Snuggle® and Dial® Donate Laundry, Dish and Beauty Care Products, and Snuggle Bears to NBC's TODAY Holiday Gift Drive

WILTON, CT (Dec. 15, 2016) – The holiday season is synonymous with giving and helping to make everyday lives a little brighter. That's why for the fifth consecutive year, Sun Products, now part of Henkel Corporation is supporting the [TODAY Show's 23rd annual Holiday Gift Drive](#) by donating \$500,000 of laundry, dish care and beauty products as well as 10,000 Snuggle Bear plush toys. Henkel's cumulative five-year commitment exceeds \$1.8 million in product donations and 85,000 Snuggle Bears.

“For many children and families, the TODAY Show's Holiday Gift Drive provides much needed gifts and everyday essentials. We understand the holidays can be a challenging time for families trying to address daily financial pressures and we want to help. We hope our donation of laundry, dish care and beauty products will make everyday life a little easier by providing household essentials,” commented Bibie Wu, Vice President Marketing, Henkel Corporation. “Our Snuggle Bears will also bring warmth and joy to children - after all, Snuggle Bear's mission is to ‘make the world a softer place,’ adding smiles and snuggles too!”

In addition to TODAY Show's Holiday Gift Drive, Henkel supports many charitable programs including Habitat for Humanity, Make a Wish and hosts an annual Community Service Day where employees volunteer their time at various organizations sorting clothes, preparing emergency food boxes, and cleaning up mountain trails; also through Snuggle's #ShareABear campaign the brand donated 5,000 Snuggle Bears to children in need through Starlight Children's Foundation.



Henkel in North America

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Persil®, all®, Purex®, and Snuggle® laundry detergents and conditioners, Dial® soaps, Right Guard® antiperspirants, got2b® hair gels, and a broad range of adhesives brands such as Loctite® and LePage®.

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 worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs almost 50,000 people and reported sales of around \$20 billion (18.1 billion euros) and adjusted operating profit of around \$3.2 billion (2.9 billion euros) in fiscal 2015. Henkel's preferred shares are listed in the German stock index DAX.

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