
Glad® and T-Boz Bring '90s Nostalgia to the Household Cleaning Experience

The founding TLC member teams up with the fragrance-forward brand to celebrate scents that take you back

OAKLAND, Calif., July 22, 2024 /PRNewswire/ -- Glad, the nation's leading household waste solutions brand, is partnering with Tionne Watkins, better known as T-Boz from the iconic '90s girl group TLC, to spotlight the unique connection between scent and nostalgia, elevating its new campaign for Glad ForceFlex Scented Trash Bags. The new campaign features '90s-era fashion and dance moves via the Glad Girl Group, a troupe of strong, high-energy women who bring playful, choreographed dance moves to spark joy within everyday cleaning chores.

At its core, the campaign celebrates "scent-stalgia," the feeling we get when familiar scents transport us back in time. Scents such as Pine-Sol, the newest fragrance in the Glad ForceFlex Scented Trash Bag lineup, which evokes memories of Grandma's house with the crisp, classic pine notes.

"Scent absolutely rules my world," said Tionne "T-Boz" Watkins. "Scent, much like music, has the power to take us back; one scent, one song—and specific memories are instantly unlocked. There's power and truth in 'scent-stalgia,' and I'm thrilled to collaborate with Glad to playfully take people back to the '90s."

It's this shared force between scent and music, combined with a desire to further connect to '90s-era iconography, that led Glad to partner with T-Boz. TLC is largely recognized as creating the blueprint for girl-group style and female empowerment during that era, inspiration Glad applied to the Glad Girl Group.

"TLC is '90s royalty," said Carrie Rathod, Glad's head of marketing. "T-Boz has choreographed many of TLC's most memorable dances, and so we knew she could bring style and creativity to what we at Glad playfully call 'bag-ography.' We often hear from our consumers that the scents of our bags are connected to special memories for them. What better way to go back in time than through the joy of dance brought to life by her iconic talent?"

In honor of the partnership, T-Boz has joined TikTok, the place where dance routines are replicated and celebrated, to further share the fun. From July 22 to August 7, consumers can follow @gladproducts on TikTok or Instagram and comment on the collaboration post between Glad and T-Boz using #GladSweepstakes and tagging a friend for a chance to win an all-expenses-paid trip for two to see TLC and Shaggy outside of Chicago on August 31, 2024, and to receive custom merchandise curated by T-Boz.

Learn more at Glad.com/ScentsThatTakeYouBack/, follow @gladproducts on [Instagram](#), [TikTok](#), [Facebook](#), [YouTube](#), and [Pinterest](#), and search for #ScentsThatTakeYouBack.

About Glad

The Glad Products Company, the nation's leading household waste solutions company, specializes in kitchen and outdoor trash bags and food protection products. By providing innovative and trusted solutions, Glad exists to outsmart waste to make people and the planet happier. Glad is a member of The Clorox Company (NYSE: CLX) family of brands. For more information, go to [Glad.com](https://www.glad.com). CLX-B.

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