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Your Home Can Now Smell Like Hilary Duff’s: The Star Launches Clean Home Fragrance Line

Home fragrance just got a huge, Hilary-inspired upgrade.

By Isabelle Buneo, Editorial Assistant · Nov 6, 2023



When most of us think of Hilary Duff, we think of iconic, early 2000s TV and film, from *Lizzy McGuire* to *A Cinderella Story* to *Cheaper by the Dozen*. But in more recent years, the 36-year-old actress has taken on a new role: mother. With three children, Duff has dedicated a most her time to raising her kids, but just today, the star revealed that becoming a mom inspired a whole new endeavor: a home-fragrance line, [Below 60°](#).



Below 60°: What To Know About Duff’s Fragrance Venture

“Home is my happy place,” Duff wrote in her Instagram announcement for her brand, “That’s why I’m so excited to launch [Below 60°](#), a line of natural home fragrance products that you can feel good about bringing into your space.” The 100% natural air fragrance line features devices designed to complement the home, office, and more.

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“Becoming a mom meant becoming more conscious and cautious about the products I use—so we’ve gone to the ends of the earth to develop unique, 100% natural fragrances from responsibly sourced ingredients,” Duff explained, “I can’t wait to share them with you. They’re fresh and fantastic and so much fun.”

Below 60° features a flagship plug-in product line with three natural scents: Mint Disco on Ice, If Citrus Were a Feeling, and Vanilla Buys a Timeshare in Paradise. The line also includes a subscription option for \$29.97 which includes a Free Plug-in Fragrance Diffuser and three fragrance refills, adding up to a 3-month supply of fragrance.

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