

URTHY'S HEARTSTRUCK LAUNCHES FOR VALENTINE'S DAY THROUGH FRAGRANCE, DISCOVERY + EXPERIENCE

Atlanta Scent Brand Debuts its First Vanilla-Forward Fragrance Alongside Curated Valentine's Gifting, Discovery Kits + Immersive In-Store 'Love is in the Lab' Classes

ATLANTA: Urthy, the Atlanta-based clean lifestyle brand known for crafting plant-based products, announces the launch of **Heartstruck** (\$42–\$125), its first-ever vanilla-forward fragrance—a notable departure and a new expression of warmth within the brand's scent portfolio. Available in time for Valentine's Day, Heartstruck blends warm, creamy notes with bright, modern accords to evoke feelings of comfort, connection, and irresistible allure.

Heartstruck opens with the rich sweetness of vanilla bean and silky shea butter, melting seamlessly into smooth, woody santal that lingers on the skin with subtle warmth. A fresh touch of green fig adds lightness and balance, keeping the scent crisp and contemporary while enhancing its creamy depth—resulting in a fragrance that feels both cozy and unforgettable.

Designed to Be Felt

"Heartstruck is designed to capture that moment of emotional warmth and attraction—the feeling of being truly, delightfully *struck* by someone," said Jen Rotondo, Founder of Urthy. "I've never been drawn to traditional vanilla scents, so creating one I truly fell in love with felt meaningful. Just as our *Feel Something* movement uses intentional scent rituals to reconnect people with presence and emotional wellbeing, Heartstruck invites wearers to pause and feel—this time through the language of fragrance."

Offered across Urthy's signature formats—including daily fragrance, hair & body mist, candles, and more—Heartstruck allows scent lovers to experience its warm profile in ways that fit seamlessly into everyday rituals, from personal wear to shared moments at home.

Valentine's Day Gifting, Reimagined

In celebration of Valentine's Day gifting, Urthy has also introduced a [Couples Heartstruck Kit](#), designed to elevate connection through coordinated scent and intentional ritual. The limited-time set includes a Heartstruck body oil candle, hot stones, and the Heartstruck daily fragrance—creating a sensory experience meant to be shared and making it a thoughtful option for gifting.

In addition, Urthy is offering a special Discovery Kit just in time for Valentine's Day, perfect for those looking to explore scent together or discover a new signature fragrance. The curated set includes five .05 oz. vials of Urthy's most-loved scents—Abundant Soul, Heartstruck, Loving Spirit, Evermoon, and Lavendly—making it an ideal introduction to the brand's fragrance collection and a thoughtful, experiential alternative to traditional Valentine's Day gifts.

Love is in the Lab

Beyond traditional gifting, Urthy invites guests to celebrate the season through its limited-time Valentine's and Galentine's class offerings, where scent, ritual, and connection take center stage. Dubbed "[Love Is in the Lab](#)," the experience transforms Urthy's in-store labs into festive, hands-on gatherings complete with optional add-ons like prosecco or sparkling non-alcoholic sips, chocolates, and roses at the table. Held Feb. 12–15, guests can choose from four immersive labs, including the **Body Oil Candle Lab**, **Face Mask Lab**, **Perfume Roller Lab**, and **Blendology Fragrance Making** experience. With classes offered on a limited basis and private parties available upon request, these sessions offer a memorable Valentine's or Galentine's alternative to traditional plans.

Rooted in Ritual

Crafted without heavy alcohol bases or harsh synthetics, Heartstruck joins Urthy's growing collection of clean fragrances designed to wear close to the skin and evolve naturally throughout the day—making scent a grounding ritual rather than an overpowering statement. As one of the scents featured within Urthy's ongoing [Feel Something](#) initiative, Heartstruck supports moments of presence, emotional connection, and intentional pause—whether shared or practiced solo. Guests are encouraged to mark their calendars for **National Feel Something Day™ on January 31**, a collective moment to slow down and reconnect through the senses.

Heartstruck is now available at www.urthylife.com and in the flagship store at 1205 Johnson Ferry Rd., Suite 105, Marietta, GA 30068. Follow [@urthylife](https://www.instagram.com/@urthylife) on Instagram for updates, events and more information.

Photos, interviews with Founder Jen Rotondo, and additional information are available upon request.

ABOUT URTHY: Founded in Atlanta, GA by **Jen Rotondo**, Urthy is a clean lifestyle brand dedicated to caring for the whole you – skin, senses, home, and spirit. What began with handcrafted home fragrances has grown into a full lifestyle collection spanning candles,

home sprays, body care, and age-smart skincare – all part of the larger Urthy ecosystem. From its Atlanta flagship store and lab, Urthy crafts plant-based products that support real-life rituals – bringing joy, pause, and intention into every day. Many of Urthy's body and skincare products have earned CertClean® approval, a mark of safety and performance for clean, high-quality formulas. Available online nationwide and in Canada, Urthy continues to expand while staying rooted in its mission: creating products that elevate daily living with care and purpose.

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