82°E UNVEILS THE FUTURE OF MEN'S SELF-CARE WITH 82°E MAN

- *Launches Men's Skincare with High-Performance, Multi-Purpose Solutions as the first category*
- *Further simplifying the brand's distinctive CHP routine by introducing a 2-Step Skincare Revolution for the Modern Man*

National, 9th February 2024: After successfully establishing a skincare portfolio for women, 82°E announces its foray into the **men's skincare category with 82°E Man.** The launch marks a strategic move to simplify skincare for men addressing the significant gap in quality and availability of skincare products designed specifically for men.

The category is being launched with two innovative products: a **2-in-1 Moisturiser with SPF 40 PA +++ with Gotu Kola and Ceramides, and a 3-in-1 Face, Beard and Body Cleanser with Arjuna and Betaine in two fragrance variants: Fresh Citrus and Woody Oud.** The 82°E Man range is formulated and designed specifically for men's skin, offering a **two-step routine** that is built on the foundation of the brand's **Cleanse, Hydrate, and Protect (CHP)** philosophy as the pillars of good skin health. The brand introduces this new venture with an inspiring campaign titled "Care that's Carefree," aimed at challenging misconceptions surrounding men's self-care.

"Existing products primarily focus on styling and grooming, overlooking the crucial aspect of men's skincare. Our research indicates distinct differences between men's and women's skin, necessitating specialized products tailored to meet the unique needs of men's skincare. This is further reinforced by feedback from our male consumer base, with 91% expressing a strong desire for skincare products exclusively designed for men. We are very excited about the launch of the 82°E Man range and can't wait for our consumers to try the products." said ***Jigar K Shah, Co-Founder, 82°E.***

Backed by clinical tests, the high-performing 82°E Man products assure exceptional results while meeting the diverse skincare needs of men. The results for the consumer study done on 51 men for the **Moisturiser with SPF 40 PA +++ with Gotu Kola and Ceramides,** are excellent where **100% of the users agreed that it helps in hydrating skin instantly in just 1 application. 98% of the users also agreed that it provides intense and long-lasting hydration to the skin in 4 weeks**. For the **Face, Beard and Body Cleanser with Arjuna and Betaine, 98% of users agree that it does not dry their face & beard in one application** in a consumer study done on 54 men, while **100% of users agreed that it helps make their face look bright and provides intense hydration to their face and beard in 2 weeks**.

At 82°E, our mission is to make the practice of self-care simple, joyful, and effective for all. We are thrilled that our next step in that effort is our range of simplified skincare for Men. With 82°E Man, we hope to enable our consumers embrace 'Care that's Carefree' beginning with our simplified 2-step skincare range" said ***Deepika Padukone, Co-Founder, 82°E***

The 82°E Man range is clinically and dermatologically tested and is available at 82e.com. The **Moisturiser with SPF 40 PA +++ with Gotu Kola and Ceramides** will be available at an introductory price of INR 1800 for 50 ml and the **Face, Beard and Body Cleanser with Arjuna and Betaine in two fragrance variants: Fresh Citrus and Woody Oud** will be available at an introductory price of INR 990 for 200 ml. All 82°E products are carefully crafted by conscientiously sourcing ingredients, PETA approved, vegan and cruelty-free, and free of sulphates, phthalates, and parabens.

About 82°E

82°E is on a mission to make the practice of self-care simple, joyful, and effective through high-quality and high-performance products. Born in India, for the world, 82°E launched with a set of skincare products that support the fundamentals of skin health, with ambitions to expand into other categories that support a modern, holistic approach to self-care. Most recently, 82°E has expanded its offering by launching a luxurious Body Care range. Pronounced Eighty-Two East, the brand is inspired by the standard meridian that passes through India and reflects Deepika Padukone's personal and professional journey as a modern Indian woman who is strongly rooted in her homeland, global in her outlook and appeal and committed to her physical and emotional well-being. Rigorously sourced, carefully crafted and clinically tested: 82°E's skincare line is made with science and spirit. Each of the brand's products combines time-tested Indian ingredients with powerful scientific compound.

82°E MAN PRODUCT INFORMATION.

Face, Beard and Body Cleanser with Arjuna and Betaine, priced at INR 1500 for 200 ml (Introductory price: INR 990): A multi-tasking conditioning cleanser enriched with arjuna and betaine for the face, beard, and body. This high-performance formula leaves the face and body feeling fresh and cleansed and the beard conditioned.

Moisturiser with SPF 40 PA +++ with Gotu Kola and Ceramides, priced at INR 2500 for 50 ml: (Introductory price: INR 1800)
A lightweight Moisturiser with SPF 40 PA+++, enriched with Gotu Kola and ceramides. This high-performance formula hydrates the skin, helps make it look brighter and leaves it soft and supple.

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