

82°E LAUNCHES A LUXURIOUS FACE OIL: BAKUCHIOL SLIP

This luxurious, lightweight oil is the brand's next skincare offering



National, 15th December 2022: Today, Global Indian icon Deepika Padukone's self-care brand 82°E has announced the launch of their third skincare product - The Bakuchiol Slip. The face oil promises to provide the skin all the nourishment it needs.

Bakuchiol Slip helps retain moisture and strengthen the skin barrier. Its lightweight, fast-absorbing, transparent texture makes it suitable for all skin types. Like the other two skincare products, the Bakuchiol Slip is clinically tested and is free from phthalates, parabens, and silicones.

Formulated by in-house R&D experts in its own laboratory, 82°E offers performance-driven products by combining time-tested Indian ingredients and powerful scientific compound(s). The 82°E Bakuchiol Slip oil is made from a unique blend of two key ingredients - Bakuchi seed oil and Squalane, to help revive and repair dull and dry skin. The formulation improves elasticity, and stimulates deep repair, resulting in noticeably firmer and supple-looking skin.

- Bakuchiol, extracted from seeds of the plant *Psoralea Corylifolia*, is a powerful antioxidant that helps in reducing fine lines, wrinkles, and hyperpigmentation. Known as a natural alternative to retinol, it is said to have its origins in Chinese and Indian restorative medicine. Long-term use of Bakuchiol helps reduce the appearance of fine lines, restoring skin elasticity and firmness.
- Squalane mimics the skin's ability to moisturise and repair itself thus making it a popular ingredient in skin and hair care. Being a great moisturising agent, it helps to prevent irritation and soothes the skin. Regular use of Squalane boosts collagen production and elasticity leaving the skin feeling supple.

The Bakuchiol Slip has been artfully packaged in a glass bottle and comes with a dropper. In line with the brand's core philosophy, all 82°E products have been rigorously sourced, carefully crafted, and clinically tested to make skincare a simple, effective, and enjoyable self-care ritual. Bakuchiol Slip is vegan and cruelty-free.

Priced at INR 2900 for a 30ML bottle, Bakuchiol Slip is available exclusively on the brand's website 82e.com

In November, 82°E introduced "Ashwagandha Bounce" moisturiser and "Patchouli Glow" sunscreen drops, as the inaugural products. Ashwagandha Bounce moisturiser is a rich yet lightweight moisturiser that is enriched with ashwagandha to restore skin elasticity and sodium hyaluronate for long-lasting hydration. Patchouli Glow sunscreen SPF 40 broad spectrum PA+++ provides protection from the harmful radiation of the sun in addition to protecting skin's barrier by combining Patchouli leaf extract with ceramides. These two products have been thoughtfully designed to simplify skincare and address the fundamentals of good skin health: hydration and protection. Both products have undergone stringent safety tests and clinical trials. These products are vegan, cruelty free.

82°E will soon launch more products under the skincare category and has ambitions to expand into other categories that support a modern, holistic approach to self-care.

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 will launch 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.

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(s) to create revolutionary formulas for healthy, radiant skin.

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