82°E

82°E EXPANDS: LAUNCHES BODY CARE CATEGORY

The product range is created with our unique SYMBALANCE™ technology and embraces holistic self-care

National, 18th January, 2024: After a year of making strong strides in skincare, 82°E announces its expansion into a new category: Body Care, thereby bringing its science-backed formulations and holistic self-care philosophy to another essential part of everyday life. Taking forward 82°E's established Cleanse-Hydrate-Protect routine, this new category is being launched with four unique products: **Gel Body Cleanser with Apple and Panthenol, Body Milk SPF 20 PA ++ with Coconut and Ceramides, Crème Body Cleanser with Moringa and Panthenol, and Body Lotion SPF 20 PA++ with Saffron and Ceramides,** each formulated with 82°E's distinctive **SYMBALANCE™** technology.

82°E's **SYMBALANCE™** technology combines skin-friendly materials that help in the management of good bacteria and bad bacteria to ensure overall healthy skin. Further, this technology enhances the high-quality, high performance and effectiveness of the newly launched Body Care products.

"*We are thrilled to launch our new Body Care category and we invite our community to prioritise the often-overlooked realm of body care, with our new range. While such care is mistakenly deemed mundane, we have curated a range that not only redefines the significance of self-prioritization but also champions the pursuit of leisure as a key element in achieving personal resolutions. This collection is more than a product line; it's an embodiment of our brand's philosophy—an extension of self-care."* said **Deepika Padukone, Co-Founder, 82°E.**

82°E's Body Care range encourages consumers to embrace the art of leisure—moments that are a nourishing and freeing retreat from the whir of our modern lives. The four new products are carefully crafted for two distinct routines catering to different skin types under 82°E's signature CHP (Cleanse-Hydrate-Protect) routine. This significant move represents an extension of the brand's core philosophy: an unwavering commitment to self-care.

"With the launch of Body Care, we are thrilled to enter a new phase of expansion and growth. We have meticulously crafted this range with our ground-breaking and distinctive **SYMBALANCE™** *Technology, where we have developed a unique blend of skin-friendly materials that helps in the management of good bacteria and bad bacteria to ensure healthy skin. The launch of our Body Care range marks our first significant step forward since 82°E's inception." said* **Jigar K Shah, Co-Founder, 82°E**.

The Body Care range is exclusively available at 82e.com and will be available at an **introductory price of INR 990 for the Cleansers and INR 1800 for the Body Milk and Lotion.** 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. 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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82°E PRODUCT SHEET

THE ALL SKIN TYPE ROUTINE

This routine is suited for all skin types, featuring 82°E's Gel Body Cleanser with Apple and Panthenol and Body Milk SPF 20 PA ++, with Coconut and Ceramides. This routine keeps your skin cleansed, hydrated and protected in just two steps, simplifying your routine, while giving your skin the efficacy and benefits it needs.

GEL BODY CLEANSER WITH APPLE AND PANTHENOL

A gentle, hydrating gel body wash with apple and Panthenol. Its fragrant foaming formula cleanses the skin of impurities and gives you a fresh feel.
INR 1500 for 240ml

BODY MILK SPF 20 PA ++ WITH COCONUT AND CERAMIDES

A lightweight body milk with broad-spectrum SPF 20 with coconut and ceramides. Its 'serum-infused' formula helps to nourish and hydrate the skin, enhance skin tone, and protect from UV rays.
INR 2500 for 240ml

THE NORMAL TO DRY SKIN ROUTINE:

This routine is suited to nourish Normal to Dry Skin, featuring a luxurious Crème Body Cleanser with Moringa and Panthenol and our broad-spectrum Body Lotion SPF 20 with Saffron and Ceramides. Formulated to help manage dry skin, this routine comes together to give your skin nourishing care in a simplified routine that cleanses, hydrates and protects your skin in just two steps.

CRÈME BODY CLEANSER WITH MORINGA AND PANTHENOL

A gentle, low-foaming cream body wash with moringa and panthenol cleanses and hydrates the skin while also imparting a healthy glow.
INR 1500 for 240 ml

BODY LOTION SPF 20 PA ++ WITH SAFFRON AND CERAMIDES

A rich body lotion with saffron and ceramides that help retain moisture in the skin. This hydrating broad-spectrum body lotion SPF 20 also provides protection against sun damage.
INR 2500 for 240 ml

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