82°E

82°E LAUNCHES CUCUMBER QUENCH, A LIGHTWEIGHT GEL-BASED MOISTURISER

Harnessing the benefits of Cucumber and Xylitol, this innovative clear gel moisturiser is ideal for hydrating normal to oily skin

National, 22nd August, 2023 – 82°E, the modern self-care brand by global Indian icon Deepika Padukone, introduces **Cucumber Quench**, an innovative and lightweight moisturiser formulated especially for those with normal to oily skin. Crafted with a meticulous blend of Cucumber and Xylitol, Cucumber Quench boasts of an ingenious clear gel format that effortlessly gets absorbed into the skin, aiding in oil balance while providing a smooth, matte finish.

82°E combines the best of time tested Indian ingredients with powerful scientific compounds to create high quality and high performing products. Formulated with an innovative EXTENSOFLEX™ technology, Cucumber Quench is the second moisturiser from 82°E. It is a part of the oil-balancing Cleanse-Hydrate-Protect routine that includes -

Sugarcane Soak as the cleanser, Cucumber Quench as the moisturiser for hydration and Licorice Beam as the sunscreen for protection.

The innovative balance of Cucumber and Xylitol is dermatologically and clinically tested to give the skin an instant boost of hydration leaving the skin looking mattified and oil-free. According to a consumer study done on 53 women for 4 weeks, 100% of the users agree that their skin looked mattified and bright, in one week, and 98% of users concur that it imparts a matte appearance to their skin, devoid of excess oil in a single application. Cucumber Quench's soothing and refreshing attributes additionally contribute to the restoration of the skin's protective barrier. Further, Cucumber also helps condition the skin and enhance its smoothness. Xylitol is known for its moisturizing properties and helps hydrate the skin while also preventing further moisture loss.

"We are excited to introduce you to Cucumber Quench, a hydrating moisturiser suitable for all skin types, however especially created for normal to oily skin. We invested almost more than a year on research and testing for this product and are extremely happy with the efficacy that we have achieved. Cucumber Quench is clinically proven to hydrate and replenish the skin's moisture content and combined with the Sugarcane Soak and Licorice Beam, this product completes the perfect CHP routine for normal to oily skin," said **Dr. Rachna Rastogi, Head-R&D, Skincare, 82°E.**

Keerthana Ramakrishnan, Chief Marketing Officer, 82°E said, *"As we continue focusing on simplifying skincare through our Cleanse-Hydrate-Protect routine, it is imperative we formulate products suitable for different skin types. After the success of Ashwagandha Bounce we are excited to introduce our next moisturiser - Cucumber Quench, formulated especially for those with normal to oily skin."*

Launching today, Cucumber Quench is exclusively available at 82e.com, priced at INR 2700 for a 50 ml jar. All 82°E products are carefully crafted by conscientiously sourcing ingredients, PETA approved, vegan and cruelty-free, and free of sulphates, phthalates, and parabens.

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Annexure

How to effectively use Cucumber Quench: A vital step of a well-rounded Cleanse-Hydrate-Protect (CHP) routine, Cucumber Quench effortlessly integrates into your everyday skincare regimen. After using the Sugarcane Soak cleanser, apply a coin-sized amount onto your skin and gently pat it in. The gel formula quickly soaks in, delivering a comforting feeling and a matte appearance that efficiently helps control surplus sebum.

End your routine with a layer of Licorice Beam sunscreen to protect your skin. This regimen is designed for those with normal to oily skin, and works best to achieve a mattified look.

The perfect CHP routine for normal to oily skin:
Follow the Cleanse-Hydrate-Protect routine with this collection of high performance skincare products that is designed to help you focus on three fundamental pillars of skin health, especially for normal to oily skin. Begin with the sugarcane soak, follow it up with Cucumber Quench and finish it with the Licorice Beam.

82°E Sugarcane Soak - Sugarcane Soak is a gentle foaming gel cleanser enriched with antioxidant-rich Sugarcane and stimulating Mandelic Acid. Its mild formula can be used everyday and helps remove oil from your pores and cleanse your skin of impurities like dirt and dust — leaving you with matte, bright and smooth skin Link.

82°E Licorice Beam - Licorice Beam SPF 40 PA+++ is a clear sunscreen gel enriched with the potent combination of Licorice and Ceramides. Its non-greasy formulation protects your skin from harmful effects of UVA/UVB rays while leaving you with mattified skin and no white cast. Link.

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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