

82°E

## Indian Superstars Deepika Padukone and Shah Rukh Khan feature in an exclusive video for 82°E

*The Pathaan duo practice the Cleanse-Hydrate-Protect routine from Deepika Padukone's recently launched skincare brand, 82°E*



February 09, Mumbai, India: Global Indian Icon Deepika Padukone's skincare brand 82°E (eighty-two east) has released a first-of-its-kind video featuring her and actor Shah Rukh Khan.

After captivating fans across the world with their latest release Pathaan, currently the highest-grossing Hindi movie worldwide, Deepika and Shah Rukh now come together for an exciting video that has never been done before: together, they practice the Cleanse-Hydrate-Protect (CHP) skincare routine using products from 82°E. The video reveals the friendly behind-the-scenes chemistry the stars share with each other as Deepika takes Shah Rukh through the steps of her personal skincare routine.

They also introduce the brand's latest skincare drop, Gotu Kola Dew, a revitalising toner serum with Gotu Kola and Niacinamide. This playful yet educational video featuring the two Indian superstars intends to highlight the importance of a regular and effective CHP skincare routine.

In the video, Deepika shares the steps of the CHP routine with Shah Rukh using 82°E's products, while also revealing some of her favourite skincare tips and tricks with him.

They begin with Lotus Splash cleanser to Cleanse, followed by Gotu Kola Dew toner serum and Ashwagandha Bounce moisturiser to Hydrate. They concluded the routine with Patchouli Glow sunscreen drops with SPF 40 PA+++ to Protect, emphasising to Shah Rukh the importance of daily sun protection.

*It is no secret that I started my career with Shah Rukh and that we have now done four movies together. But getting ready and going through our skin care routine together was a whole other level of fun! Through this video we hope to inspire our fans to adopt 82°E's (C)Cleanse, (H)Hydrate and (P)Protect Skincare Routine and prioritise taking as much care of their skin as we do." said Deepika Padukone*

82°E products are formulated by in-house R&D experts, combining time-tested Indian ingredients and powerful scientific compound(s) to offer high-quality, high-performance products. The brand will 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 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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