

82°E

82°E INTRODUCES GOTU KOLA DEW TONER SERUM

Infused with Gotu Kola and Niacinamide, the new toner serum helps to provide instant hydration and an even skin tone



[Hi-res images](#)

National, 06th February 2023: Global Icon **Deepika Padukone** expands the skincare line of her modern self-care brand 82°E with the introduction of **Gotu Kola Dew**, a revitalising toner serum infused with Gotu Kola and Niacinamide. The fifth product of the brand, **Gotu Kola Dew** provides the benefits of both a toner and serum in one fast-absorbing formula to help restore the skin's natural barrier against moisture loss and to reduce the appearance of pores, leaving the skin looking bright and healthy.

Continuing its efforts to be Indian in its ethos and global in its outlook, 82°E's new product **Gotu Kola Dew**, formulated by in-house experts, blends a traditional ingredient like Gotu Kola with modern scientific compound Niacinamide to create a unique and innovative toner serum that is an integral part of the "**Cleanse-Hydrate-Protect**" skincare routine.

Gotu Kola has long been used in Ayurvedic and Chinese medicine and has anti-inflammatory and anti-aging properties. It is also known to aid in collagen production, which helps in restoring skin's elasticity and improves blood circulation while speeding up the skin's healing process and providing relief from skin sensitivity. **Niacinamide (nahy-uh-sin-uh-mahyd)** is a water-soluble derivative of Vitamin B3 and is effective in treating breakouts and in regulating sebum production in the skin to reduce blackheads.

For optimal results, it is recommended to start your skin routine with **the 82°E's Lotus Splash Cleanser** and follow with 2-3 drops of **Gotu Kola Dew**, patting it gently into the face and neck until fully absorbed. Complete your CHP routine with **82°E's Ashwagandha Bounce** moisturiser and **Patchouli Glow** sunscreen drops.

The clinically and dermatologically tested, **Gotu Kola Dew** is priced at INR 2400 for a 100ml bottle and is available exclusively on 82e.com. All 82°E products are carefully crafted by conscientiously sourcing ingredients, being 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.