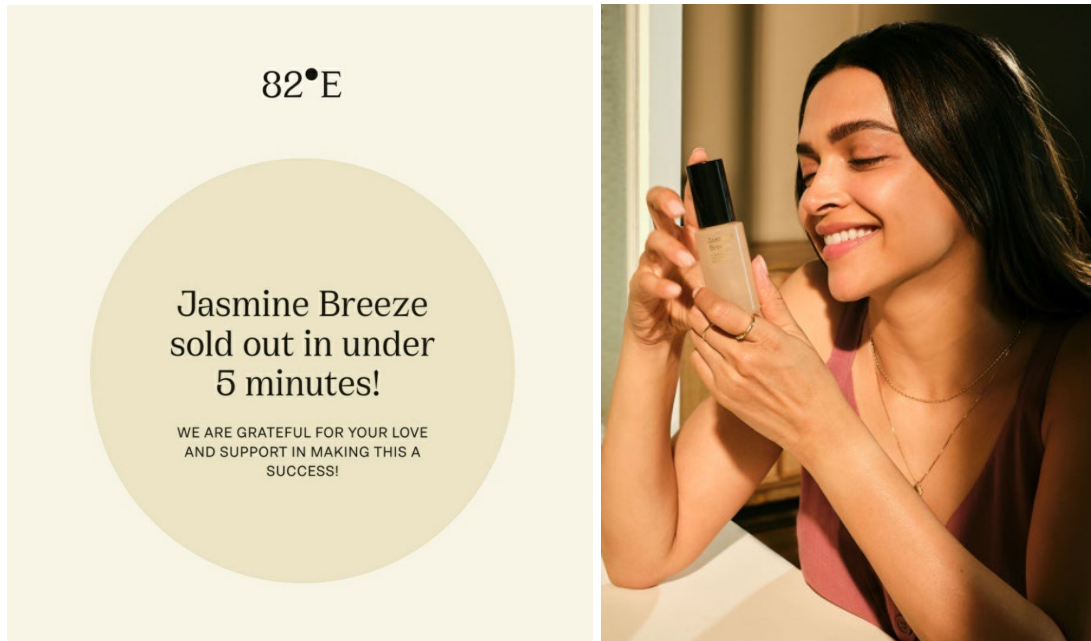


JASMINE BREEZE SOLD OUT IN UNDER 5 MINS.



National, 26 June, 2023: Global Indian icon **Deepika Padukone's** modern self-care brand **82°E** celebrated the sell-out of its latest offering, **Jasmine Breeze, a hydrating face mist** on Saturday, June 21, 2023. Announced as a limited drop for only 82 minutes, the product received incredible love and support from the community, resulting in the product being sold out in under 5 minutes.

Enriched with the rejuvenating power of **Jasmine and Peptides**, this mist is designed to instantly hydrate the skin, leaving it revitalized. Jasmine, renowned for its antioxidant and calming properties, works wonders to soothe the skin. Enriched with peptides that help boost collagen, this mist provides long lasting hydration that is calming and soothing on the skin.

Keerthana Ramakrishnan, CMO, 82°E said, *'We are humbled and grateful for the astounding support we have received from our 82°E community during the launch of Jasmine Breeze. This milestone reaffirms our commitment to launch and offer high performance products through curated experiences for our community. The restock of our Jasmine Breeze will be announced on the brand's Instagram handle in the near future.'*

82 shoppers of the Jasmine Breeze drop will also receive a never seen before, behind the scene autograph polaroid from 82°E Co-founder, Deepika Padukone.

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.