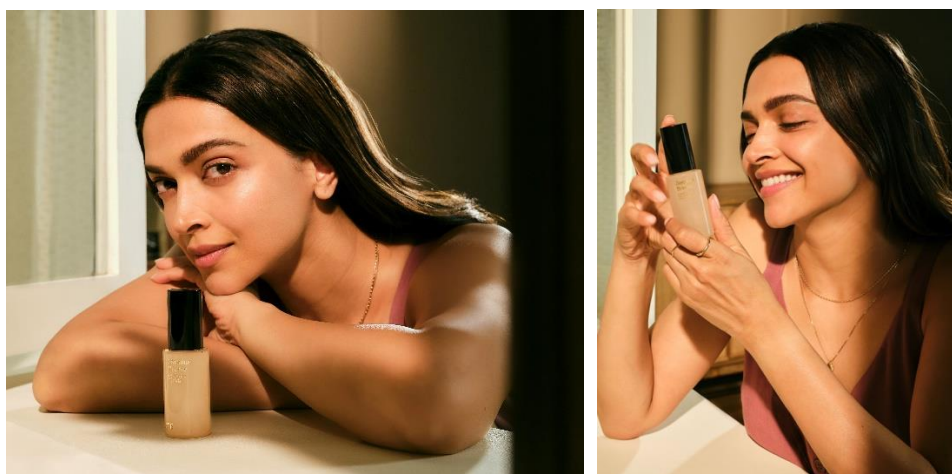


82°E INTRODUCES JASMINE BREEZE MIST

Infused with jasmine and peptides, this refreshing face mist instantly hydrates the skin and will be available to purchase only for 82 minutes



National, 21 June, 2023: Global Indian icon **Deepika Padukone**'s modern self-care brand **82°E** announces the launch of its latest skincare offering, **Jasmine Breeze, a hydrating face mist**. The limited-drop, Jasmine Breeze, will be available for consumers to purchase only for 82 minutes on June 24, 2023 at 12 noon IST.

Enriched with the rejuvenating properties 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 hydration that is calming and soothing on the skin.

Based on the clinical study done on 50 women, 100% of users agree that Jasmine Breeze is fast absorbing and gives their make-up a fresh look while 90% of users agree that it provides hydration to the skin. The compact and travel-friendly packaging enables it to be easily carried along, making it the perfect companion for instant hydration on the move. A quick spritz of Jasmine Breeze will invigorate the skin leaving it refreshed.

Jasmine Breeze will be exclusively available on 82e.com on 24th June for 82 minutes only starting 12 noon IST. This unique limited drop hydrating face mist is priced at INR 820.

In line with the brand's core philosophy, all 82°E products have been rigorously sourced, carefully crafted, and clinically tested. The latest product, Jasmine Breeze face mist is dermatologically and ophthalmologically tested. The product is PETA-approved vegan and cruelty-free and does not contain 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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