

## 82°E INTRODUCES KOKAM PLUNGE: A HYDRATING & NOURISHING CRÈME CLEANSER

*Enriched with Kokum and Sodium PCA, this crème cleanser is suitable for normal to dry skin*



**National, September 27th, 2024:** 82°E, the modern self-care brand by global Indian icon Deepika Padukone announced the latest addition to its skincare collection: **Kokam Plunge**. This nourishing and low-foaming **crème cleanser** is specifically formulated for **normal to dry skin**, enriched with the goodness of **Kokum and Sodium PCA** to provide deep hydration, while maintaining the \*\*skin's pH balance and protecting it from dryness.

**Kokam Plunge** combines time-tested holistic practices and Indian ingredients with the latest in innovation and backed by science. **Kokum Butter**, derived from the seeds of the Garcinia Indica fruit, is rich in nourishing fatty acids like oleic and stearic acid, making it an excellent emollient for softening and conditioning the skin. Its deeply moisturising properties help to restore skin's elasticity and smoothness, making it ideal for dry or damaged skin. **Sodium PCA**, on the other hand, is a powerful humectant that excels at retaining moisture in the skin, outperforming glycerin by attracting and holding water to maintain skin hydration. Together, these ingredients work synergistically to nourish, soften, and keep the skin deeply hydrated and healthy.

**Anjali Gholap, Head of R&D at 82°E adds,** “Our latest launch, Kokam Plunge, is a testament to our commitment to providing high-performance skincare solutions that are both nourishing and effective. We're thrilled with the consumer results from our clinical studies — **\*100% of users experienced instant hydration** after just one application, while **98% saw improved nourishment and conditioning** within the first week. By the end of two weeks, **96% of users reported a natural, healthy glow**. Kokam Plunge truly delivers on its promise of providing a gentle yet deeply hydrating cleanse that maintains the skin's natural balance.”

Kokam Plunge is available in **100ml and 30ml** sizes and can be purchased on 82e.com and TIRA online and select stores. Priced at **INR 1200/- for 100ml** and **INR 450/- for 30ml**, it is the perfect addition to the skincare routine, whether used in the morning or evening.

For optimal results, Kokam Plunge can be followed up with **Sandalnut Bloom Smoothing Crème Moisturiser** to lock in hydration and **Patchouli Glow SPF 40 PA+++** for sun protection.

This dermatologist and ophthalmologist-tested formula is suitable for all skin types, including sensitive skin. Kokam Plunge cleanser is PETA-approved, vegan, and cruelty-free, and is free from sulfates, 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. Most recently, 82°E has expanded its offering by launching a luxurious Body Care range and 82°E Man. 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.

*\*Based on consumer studies conducted on 57 women for 2 weeks*

*\*\*Based on an instrumental analysis done on 57 women in 2 weeks. Individual results may vary.*

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