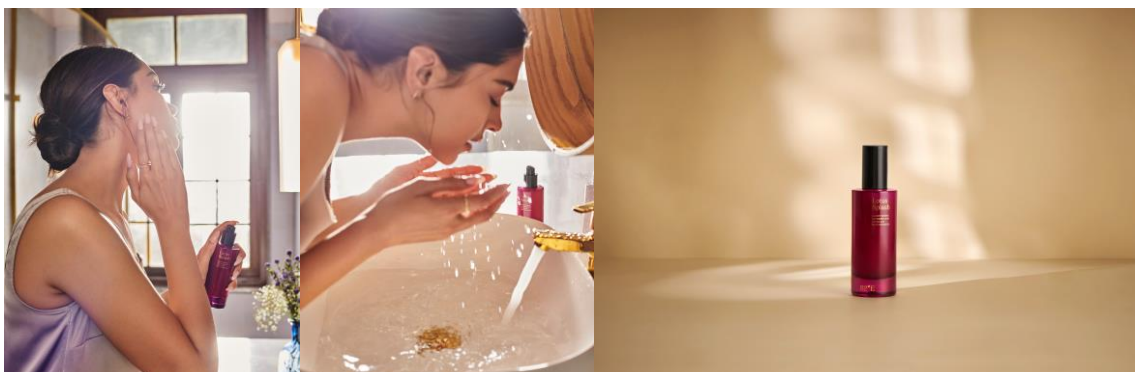


82°E

82°E INTRODUCES LOTUS SPLASH CONDITIONING CLEANSER AS ITS LATEST SKINCARE OFFERING

With the launch of the cleanser, the brand aims to help consumers build a Cleanse-Hydrate-Protect skincare routine



National, January 16, 2023: Today, Global Indian icon Deepika Padukone's self-care brand 82°E has announced the launch of their fourth skincare product - **Lotus Splash Conditioning cleanser with lotus and bioflavonoids**. With the launch of Lotus Splash, 82°E now offers a Cleanse-Hydrate-Protect skincare routine to make self-care a simple, joyful and effective part of everyday life.

In November, 82°E introduced Ashwagandha Bounce moisturiser and Patchouli Glow sunscreen drops, as the inaugural products, followed by the launch of the Bakuchiol Slip face oil in December.

Lotus Splash cleanser

Lotus Splash cleanser is packed with purifying lotus extract that is rich in antioxidants, and bioflavonoids to restore the skin's natural moisture balance. This gentle, foaming cleanser helps to remove impurities like dirt, oil, dust and makeup and is clinically proven to condition the skin and maintain its pH.

- Lotus extract is rich in antioxidants which enhance blood circulation, increase collagen and maintain skin's elasticity to diminish dark spots and fine lines.
- Bioflavonoids are found in natural plants and are also known to replenish the skin's natural lipids to restore its natural moisture balance. They also aid in collagen production to achieve an even skin tone.

The Lotus Splash cleanser priced at INR 1200 for a 100ML bottle is available exclusively on 82e.com. In line with the brand's core philosophy, all 82°E products have been rigorously sourced, carefully crafted, and clinically tested. The cleanser is ophthalmologically tested, vegan and cruelty free.

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 and 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 will launch 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.

Contact:**82°E**

Namrata More

Manager - PR & KOL Marketing

namrata.more@82e.com

Phone: +91-9820830759

PR Pundit

Aayushi Barman

aayushi.b@prpundit.com

Phone: +91-9920401405