82°E

# 82°E introduces Manjishtha Mud, a clarifying clay mask

*Enriched with the nourishing properties of Manjishtha and Bioflavonoids, this non-drying mask helps deeply cleanse the skin's pores, eliminate impurities and rebalance the skin*

**National, 25th August, 2023:** Global Indian icon Deepika Padukone's modern self-care brand 82°E launches **Manjishtha Mud**, a clarifying clay mask formulated with Manjishtha and Bioflavonoids suitable for all skin types. This clay mask offers a luxurious and spa-like experience right at home, allowing users to indulge in a deep cleansing treatment that revitalises the skin while promoting a healthy glow.

82°E combines the best of time tested Indian ingredients with powerful scientific compounds to create high quality and high performing products. Manjishtha, also known as Indian madder is an ancient medicinal plant used for centuries as a blood purifier and is known to help give the skin a youthful appearance. Bioflavonoids are found in the rinds of green citrus fruits and they help protect the skin from any external damage caused by environmental stressors like UV rays and pollution. They are rich in antioxidants and are known to have the natural ability to reduce dark spots leaving the skin feeling healthy and even-toned.

This light brown, clay-textured mask has been created with a formula comprising two rich and natural antioxidants - **Manjishtha,** that helps detoxify the skin while keeping acne at bay and **Bioflavonoids** that helps restore its natural moisture balance. Manjishtha Mud clarifies the skin by removing impurities and excess oil from the pores and is dermatologically tested and clinically proven to rebalance the skin. In a consumer study done on 51 women, 96% of users agreed that it helped in removing excess oil, dirt,

and impurities and 92% of users agreed that their skin looked mattified in just one application.

“We are excited to launch Manjishtha Mud, a highly efficacious clarifying mask that has a non-drying texture that leaves your skin feeling nourished and hydrated. This mask is clinically proven to brighten and rebalance the skin and can be used as a weekly pamper product to make your skin feel good," said **Anjali Gholap, Head-R&D, Cosmetics, 82°E.**

**Keerthana Ramakrishnan, Chief Marketing Officer, 82°E said, “**At 82°E, we emphasise on self-care and overall well being. With our latest drop, we have gone beyond our daily Cleanse-Hydrate-Protect routine and brought you the Manjishtha Mud clay mask, a product that can be incorporated into weekly self-care pampering rituals to allow the skin to detoxify and rebalance.”

This mask is best applied immediately after cleansing, and should be applied generously and uniformly, avoiding the area around the eyes. The mask should be left on the face for approximately 20-25 minutes before gently rinsing off with lukewarm water. It can be incorporated into a regular skin care routine 1-2 times per week for optimal results.

Unlike traditional clay masks that can leave the skin feeling tight and dry, Manjishtha Mud is a non-drying clay mask specially designed to retain moisture and hydration during use. Its innovative formulation ensures that the mask does not harden or crack, allowing users to enjoy the benefits of the mask without any discomfort.

82•E

Manjishtha Mud is exclusively available at 82e.com, priced at INR 1800 for a 50 ml jar. All 82°E products are carefully crafted by conscientiously sourcing ingredients, PETA approved, 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.

**Contact:**

**82°E**
Moumita Majumdar (Senior Manager - PR & Influencer Marketing)
moumita.majumdar@82e.com
Phone:+91 97113 38785

**PR Pundit**
Aayushi Barman
aayushi.b@prpundit.com
Phone: +91 99204 01405