

82°E INTRODUCES POMEGRANATE SHEEN: SPF 15 PA++ INFUSED LIP OIL

*Clinically proven to nourish your lips leaving them with long-lasting hydration and a fuller look**



National, May 17th, 2024: 82°E, the modern self-care brand by global Indian icon Deepika Padukone announced the latest addition to its skincare collection: **Pomegranate Sheen SPF 15 PA++ lip oil**. Lip Oils are touted to be the second most searched product in the lip care category according to research** and there are over 700K searches done worldwide every month***. This illuminating lip oil infused with **Pomegranate and Ceramides** promises to redefine lip care rituals with its nourishing formulation and protective attributes.

Demonstrating unwavering dedication to quality and efficacy, Pomegranate Sheen has undergone rigorous clinical testing and is backed by impeccable results, where **100% users** agree that it provides **instant hydration to the lips**, helps the **lips look plump and nourished** and helps give the **lips a healthy appearance**. This is based on a consumer study done on 60 women in 1 week.

Pomegranate Sheen is a meticulously crafted transparent lip oil enriched with the nurturing essence of pomegranate and ceramides that provides hydration and also a more voluminous appearance to the lips. **Pomegranates**, rich in antioxidants like polyphenols, help shield the skin from damage caused by free radicals, promoting overall skin health. **Ceramides** restore the skin's lipid levels, locking in moisture to safeguard its barrier and prevent dryness.

Anjali Gholap, Head of R&D at 82°E adds, “It’s truly gratifying to witness such remarkable results from our latest creation. With 100% of users (based on a consumer study done on 60 women in 1 week) affirming its ability to provide instant hydration, plumpness, and a healthy appearance to the lips, we couldn’t be more excited to introduce Pomegranate Sheen SPF 15 PA++ to our community. We can’t wait for people to experience its transformative benefits firsthand.”

Priced at INR 1,500 for a 6 ml bottle, Pomegranate Sheen will be exclusively available only on TIRA for 48 hours, from May 24th to May 26th. It will subsequently be available on 82e.com from May 26th onwards.

For best results, Pomegranate Sheen can be used everyday as a simple, joyful ritual in the morning and night, especially 10–15 minutes before sun exposure or as desired. All 82°E products are carefully crafted by conscientiously sourcing ingredients, are dermatologically tested, 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. 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 study done on 60 women in 1 week

**Source: Google Search Volumes, April 2023

***Source: Google Trends Data, April 2023

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