**82°E INTRODUCES WRAP: A LUXURIOUS REPAIRING LIP MASK FOR GLOSSY, PLUMP LIPS**

** A close-up of a person's lips

Description automatically generated**

**National, 5th January, 2025**: – Deepika Padukone’s modern self-care brand 82°E, celebrated for its commitment to clean and effective beauty solutions, introduces Pomegranate Wrap, an **indulgent** and **deeply** **hydrating** lip mask. Formulated with pomegranate and advanced amino acids, this product is designed to nourish and repair, making it a must have addition to your beauty routine.

Pomegranate Wrap is a repairing lip mask specifically formulated for **all skin types, including sensitive skin.** Enriched with the goodness of **pomegranate, amino acids, peptides,** and advanced hydrating agents, the mask provides long-lasting hydration for dry, chapped, and damaged lips. It locks in moisture and enhances the skin’s natural barrier along with **softening**, **smoothening**, and **improving the lip texture**. The Pomegranate Wrap delivers a **healthy, glossy, and plumping effect**.

**Dr. Rachna Rastogi, Head of R&D at 82°E** adds, “We are excited to introduce our second product in the lip care category - Pomegranate Wrap, a highly nourishing and repairing lip mask. The results from our clinical study have been highly reassuring.”

**\*100% of users experienced an improvement in the appearance of their lips. (1)**

*The same was reaffirmed in an expert evaluation, where there was a 73% improvement in the overall aesthetic appearance of lips was recorded based on a consumer study done on 60 women in 1 week. Individual results may vary.*

82°E continues to set the standard for clean beauty with Pomegranate Wrap’s thoughtfully crafted formula. The product is clinically tested and dermatologically approved. It is free from mineral oil, paraffin wax, and parabens as well as PETA-approved vegan and cruelty-free.

Tested through a consumer study conducted on 60 women over one week, the results demonstrate Pomegranate Wrap’s remarkable ability to moisturize, condition, and visibly enhance the appearance of lips, leaving them softer, smoother, and plumper.

Pomegranate Wrap exemplifies 82°E’s commitment to delivering high-performance skincare that aligns with the brand’s modern, conscious values.

Available on [www.82e.com](http://www.82e.com) and Tira beauty, the Pomegranate Wrap (15gm) is priced at INR 1,100.

**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.

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