82°E

82°E LAUNCHES ROSE BOOST, A REPAIRING EYE CREAM WITH ROSE AND PEPTIDES

Clinically proven to enhance and activate, this light weight and rich formulation works on sensitive areas around the eye to reduce puffiness and calm the skin

National, 16th September, 2023: 82°E, the modern self-care brand by global Indian icon Deepika Padukone introduces **Rose Boost**, a luxurious under eye cream formulated to rejuvenate and revitalize the delicate skin around your eyes. Enriched with the power of Rose and Peptides, Rose Boost delivers instant hydration, firmness, and a healthy glow around the eyes.

The skin around the eyes is fragile, sensitive and more prone to showing fine lines than the rest of the face. After cleansing your skin, it becomes essential to add eye creams in your skincare routine. This helps to soothe and depuff the skin around your eyes thereby improving the overall appearance of the under-eye area. Rose Boost has been meticulously curated to address the sensitive areas around the eyes, reducing puffiness, fine lines and wrinkles.

Rose, known for its antioxidant properties, helps shield your skin and provides a soothing effect. **Peptides** are scientific compounds that are known to activate microcirculation, reducing under-eye puffiness. Peptides also promote collagen production, effectively reducing fine lines and improving skin firmness.

Rachna Rastogi, Head of R&D at 82°E further adds, *"Our relentless pursuit of skincare innovation has led us to a remarkable milestone with Rose Boost. A consumer study was conducted over an 8-week period and the results were extraordinary. By the 8-week mark, 100% of users noted significant reduction in under-eye dark circles and puffiness, accompanied by a remarkable decrease in wrinkles and fine lines and 93% of users said it helped improve the overall appearance of the eye area. We are extremely proud of Rose Boost which we believe will enhance your skincare experience."*

Rose Boost will exclusively be available at 82e.com, priced at INR 2400 for a 15 g tube. For the first time from 82°E, consumers can pre-order the Rose Boost at an introductory price of Rs. INR 1900, exclusively for 82 hours starting from September 20 onwards. Additionally, 300 lucky consumers who pre-order the Rose Boost will receive a beautiful spatula.

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Keerthana Ramakrishnan, Chief Marketing Officer, 82°E said, *"We are excited to introduce Rose Boost as the latest addition to our expanding skincare lineup. Since the launch of the brand, our community has been expressing a strong desire for an under eye cream. Our R&D team has formulated an innovative product that is revolutionary and highly effective. The results of the consumer study is a true testament to the effectiveness of the Rose Boost and we are excited for our community to experience it."*

For best results, Rose Boost can be used daily in the morning and night after cleansing and followed up with Cucumber Quench or Ashwagandha Bounce. All 82°E products are carefully crafted by conscientiously sourcing ingredients, are PETA approved, vegan and cruelty-free, and free of sulphates, phthalates, and parabens.

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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.

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