

82°E INTRODUCES SUGARCANE SOAK, A MATTIFYING FOAMING CLEANSER

The gentle foaming gel cleanser, enriched with antioxidant-rich sugarcane and mandelic acid, removes excess oil and impurities effectively, leaving the skin feeling matte, bright, and smooth.



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National, 28th April 2023: Global Indian Icon **Deepika Padukone's** modern self-care brand 82°E extends its skincare line with **Sugarcane Soak**, a mattifying foaming cleanser formulated with sugarcane extract and mandelic acid. In summer, excessive heat and humidity is known to cause oil production and blocks pores to skin. The latest product from 82°E, the Sugarcane Soak cleanser helps to purify the skin, remove excess oil and impurities from the pores, leaving it matte and bright.

The uniquely formulated **Sugarcane Soak** is ophthalmologically tested to be suitable for all skin types and clinically proven to balance sebum production while adding a boost of hydration. The 82°E skincare range combines time-tested Indian ingredients with powerful scientific compounds to create high-quality, high-performing products. Sugarcane Soak combines the traditional ingredient **Sugarcane** with the modern scientific compound **Mandelic acid** to keep the skin hydrated and glowing.

"Cleansing is an important first step in any skincare routine to achieve a healthy, glowing skin. Sugarcane Soak is an innovative cleanser that harnesses the goodness of sugarcane and mandelic acid to gently remove oil from pores and cleanse the skin of dirt and dust. Sugarcane helps give the skin a natural, healthy glow, while mandelic acid assists in reducing the appearance of dark spots and balances sebum production," said **Dr. Rachna Rastogi, Head-R&D - Skincare, 82°E.**

Sugarcane is a rich source of glycolic acid that is known to gently mattify and enhance the skin's natural glow, while reducing dark spots for an even tone and providing hydration. **Mandelic acid** is known to gently eliminate dead skin and balance sebum production, resulting in smoother and softer skin. In a clinical study conducted on women with different skin types, the Sugarcane Soak was shown to reduce skin sebum by 89% in a single application and helped to maintain mattified skin up to 4 hours post cleansing.

Jigar Shah, Co-Founder, 82°E added, *'To continue our efforts to keep our consumers at the core of everything that we do at 82°E, the new Sugarcane Soak is being officially launched for the first time by members from our community. In another first, we also gave the community an exclusive opportunity to be the first to experience the new Sugarcane Soak through a pre-order ahead of the public launch.'*

All 82°E products are clinically, dermatologically tested and crafted by conscientiously sourcing ingredients, being vegan and cruelty-free, and free of sulfates, phthalates, and parabens. Sugarcane Soak will be exclusively available on 82e.com and is priced at INR 1200 for a 100ml bottle.

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.

About Dr. Rachna Rastogi

Dr. Rachna Rastogi is the Head of R&D, Skincare at 82°E. She has over 12+ years of rich experience in scientific research and has worked with some of the most reputed pharmaceutical companies. Rachna has done her Postdoctoral in Bioengineering from the leading University of Utah and holds a PhD in Biomedical Engineering from IIT Delhi.

Given her significant experience, Rachna works closely on designing 'clean' and effective beauty products for 82°E. She closely looks into the product formulation, where each ingredient gets authenticated for dermatological safety, and product effectiveness is evaluated via clinical trials. All formulae undergo rigorous stability and sensory tests under Rachna's guidance during the development stage for each product. Rachna ensures each raw material is carefully selected and analysed for its accuracy, properties and sourceability to develop high-performance products for the brand.

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