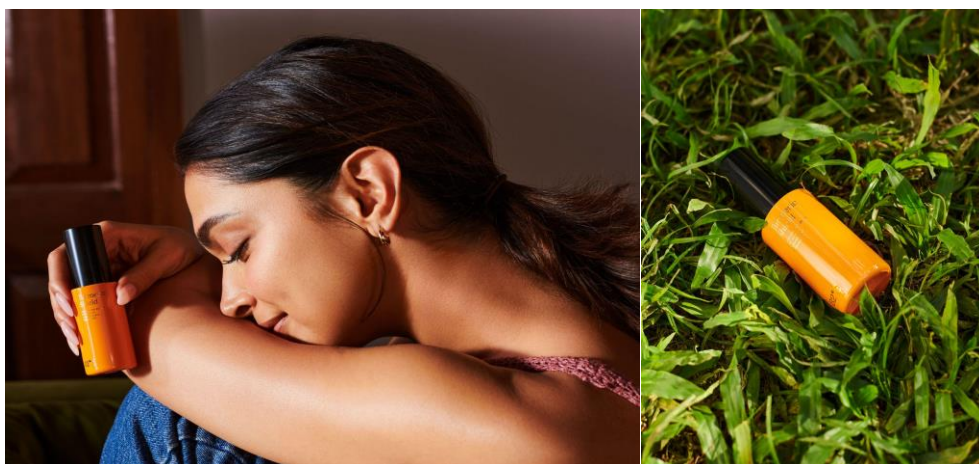


82°E launches Turmeric Shield, a soothing sunscreen serum

This lightweight sunscreen serum, enriched with turmeric and ceramides, is fast-absorbing and leaves no white cast, making it the perfect companion for the summer.



National, 16th March 2023: Global Icon **Deepika Padukone**'s modern self-care brand 82°E expands its skincare line with Turmeric Shield, a soothing sunscreen serum formulated with turmeric and ceramides. While getting abundant sunshine helps in improving mood, immunity and overall health, people are often hesitant to step out due to the harmful effects of sun exposure on the skin. As a self-care brand that focuses on all aspects of well-being, 82°E launches **Turmeric Shield** as a summer essential that allows consumers to enjoy the summer, without worrying about their skin.

The sixth product from the brand, **Turmeric Shield SPF 40 PA+++** has a fast-absorbing formulation that leaves no white cast and is clinically proven to leave the skin hydrated, healthy and glowing. The 82°E skincare range combines time-tested Indian ingredients with powerful scientific compounds to create high-quality, high-performing products. Turmeric Shield combines traditional ingredient **Turmeric** with modern scientific compound **Ceramides** to keep the skin hydrated, protected and glowing.

"Sunscreen should be a part of everyone's daily skincare routine, even if you are indoors. During our research, we focused on creating a formulation that is easy to use and high on efficacy. With the healing properties of turmeric and ceramides, Turmeric Shield's hydrating, fragrance-free formulation protects against skin damage caused by UVA/UVB rays due to sun exposure. Certain ingredients in the formula are also known to offer protection from blue light," says **Dr. Rachna Rastogi, Head-R&D - Skincare, 82°E**

Turmeric is a potent and essential ingredient in Indian health and wellness practices and household rituals. It is known to revive dry and dull skin by protecting it against dirt, dust, and pollution. **Ceramides** help to replenish the skin's natural lipid levels to trap moisture in the skin and protect the skin's barrier against damage caused by harmful external elements.

This distinct and innovative sunscreen serum is an essential aspect of the **"Cleanse-Hydrate-Protect"** skincare regimen for good skin health. For best results, begin the CHP regimen with 82°E's **Lotus Splash cleanser** and continue with **Ashwagandha Bounce moisturiser** for hydration, massaging it gently into the face and neck in upward strokes. Complete the regimen with 82°E's **Turmeric Shield** to protect the skin. The sunscreen serum should be used in the morning and reapplied every 3-4 hours to protect from harmful, damage-causing UVA and UVB rays.

The clinically and dermatologically tested **Turmeric Shield** is priced at INR 1800 for a 30ml bottle and is available exclusively on 82e.com. All 82°E products are carefully crafted by conscientiously sourcing ingredients, being vegan and cruelty-free, and free of sulphates, phthalates, and parabens. Turmeric Shield is also reef-safe, free from oxybenzone, avobenzone, octocrylene and octinoxate.

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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