



## MONDAY Haircare Expands Further Into Body Care: Introducing CLEANSE Body Wash to the U.S. Market

### Launching in the U.S. in February 2025: CLEANSE Body Wash

MONDAY Haircare, the brand hailed as 'a global phenomenon', 'cult-favorite', 'the shampoo the internet loves', and 'a coup in the beauty industry', is taking self-care to the next level with the expansion of the body wash line in the US, featuring the CLEANSE Body Wash.

With a creamy lather, CLEANSE Body Wash is a refreshing addition to the award-winning range, demonstrating MONDAY's dedication to elevating your everyday beauty routine.

Crafted with the signature gardenia fragrance that fans know and love across the range of Shampoo and Conditioner, CLEANSE marks the expansion of the Body Wash range, exhibiting MONDAY's commitment to making luxury more inclusive. This formula offers a lighter, fresher alternative body wash that is intentionally crafted to target oily and combination skin types. It's also dermatologically tested, cruelty free and pH balanced.

Infused with a blend of Grapefruit Extract, Coconut and Avocado Oils, plus Shea Butter and Hyaluronic Acid, MONDAY's CLEANSE Body Wash works to refresh and invigorate your skin, keeping you soft and smooth without drying. The creamy lather leaves you feeling gently cleansed and perfectly hydrated, making it the perfect addition to your shower shelf.

MONDAY's body wash collection brings luxury to your daily routine, ensuring that every shower leaves your skin feeling soft, nourished, and revitalized.

“MONDAY’s Body Wash line has been created for everybody, every day,” says MONDAY’s founder, Jaimee Lupton. “With hydrating natural ingredients and the delicious gardenia scent that people know and love, it’s a little TLC for your skin daily.”

**Stockist Info:**

MONDAY Haircare’s CLEANSE Body Wash will be available to purchase from **Target, Walmart, Rite Aid, CVS & Amazon** (both online and in stores across the US) from February 2025.

CLEANSE Body Wash | 30.4 FL OZ - \$8.99  
Launching February 2025

CLEANSE Body Wash | 20.2 FL OZ - \$6.99  
Launching February 2025

**About MONDAY Haircare**

With thousands of 5-star reviews, MONDAY Haircare is now in 43 countries and 80,000 doors with 160 of the world’s biggest retailers, and is the #1 haircare brand on TikTok. Featured by the likes of Vogue, Vanity Fair, WWD, Forbes, Refinery29 and Allure—and with several major beauty awards from Cosmo, Glamour and InStyle, along with being named ‘Haircare Brand of the Year 2024’ by Glossy—MONDAY is cult haircare without the cult price tag.

**About the Founder**

Auckland-based beauty entrepreneur Jaimee Lupton is the founder of MONDAY, a range of haircare designed for more good hair days. Since launching the brand in early 2020, Lupton has been featured by the likes of Vogue, Forbes, WWD and Vanity Fair, and was also named as Mumbrella’s Under-30 Achiever of the Year for 2021. Lupton is dedicated to creating accessible, future-focused beauty and personal care brands with the likes of Osāna Naturals, Chālon Paris, being haircare, DAISE and Laura Polko Los Angeles

**Press Contact**

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