



'Haircare Brand of the Year', MONDAY Haircare, Expands Multi-Award-Winning Range with 5 New Products, For a Head-to-Toe Routine

Introducing 5 New Products to MONDAY's Range: Launching in the U.S. in January 2025

MONDAY Haircare, the beauty brand named 'a global phenomenon', 'cult-favourite' and 'a coup in the beauty industry', is again expanding its award-winning range in the US with 5 new SKUs: including Hair Spray, Hair Masks and a new Body Wash.

MONDAY Haircare's modern approach to accessible beauty has long been an invitation to elevate your everyday routine with affordable yet effective products—the brand's multi-award-winning range is dermatologically tested, Leaping Bunny-approved and free from sulfates and parabens.

The brand's first-ever dedicated styling product, **SLEEK HOLD** Hairspray, is a versatile and buildable medium-to-firm hold formula that provides up to 24-hour frizz control—while remaining lightweight and without leaving behind sticky residue. Whether creating a bouncy blowout or slicked pony, you can style, set and forget to ensure a good hair day, all day long.

The brand launches into hair treatments with three super-nourishing Hair Masks formulated to target three of the biggest hair concerns: dryness, frizz and curl definition. The **DEEP MOISTURE** Hair Mask offers intense hydration for normal to dry and damaged hair, restoring moisture and shine with Keratin and Shea Butter. The **ANTI-FRIZZ** Hair Mask is ideal for taming frizz and flyaways, using the power of Jojoba Oil to create soft, smooth, and shiny locks. The **CURL RESTORE** Hair Mask is enriched with Bamboo Extract and Coconut Oil to soften and smooth, and deliver deep hydration, making it ideal for boosting shine in curls and coils of all types. All formulas are also sulfate and paraben free, dermatologically tested and cruelty-free.

Whatever your skin type, MONDAY Body Wash brings a little luxury to your daily routine with its two lines: its bestselling **MOISTURE** Body Wash; and the NEW **CLEANSE** Body Wash. **CLEANSE** Body Wash has been formulated with Grapefruit Extract as an invigorating, refreshing formula for normal to oily/combo skin, while **MOISTURE** continues to be beloved by normal to dry types with the addition of Hyaluronic Acid. No matter your skin's needs, these dreamy gardenia-scented formulas make for an everyday moment of self-care.

“With the launch of MONDAY Hairspray, Hair Masks and a new Body Wash formula, we’re making it even easier to get good hair every day—and have no bad Mondays,” says Jaimee Lupton. “I’m so excited for our first targeted styling product to be in people’s hands, and to continue to expand our body range, which has been even more popular than we expected. I’m so thrilled for these new products to be out in the world and in people’s bathrooms.”

As for a personal favorite, Lupton offers: “The DEEP MOISTURE Hair Mask is a godsend for hair; I apply it a couple of times a week before an ‘everything’ shower. I also use a small amount for extra frizz-smoothing in a slick bun before layering on our SLEEK HOLD Hairspray.”

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, Châlon Paris, being haircare, DAISE and Laura Polko Los Angeles.

Press Contact

To get in touch, please contact:
mondayhaircare@seengroup.com



MONDAY
HAIRCARE