



MONDAY Haircare Expands Award-Winning Range with the Addition of Hair Masks: For Hair That's a 10 in 10 Minutes

Launching in the U.S. in early January 2025: Hair Masks

MONDAY Haircare, the beauty brand named 'a global phenomenon', 'cult-favourite' and 'a coup in the beauty industry', is thrilled to announce its latest range extension in the US market—three targeted Hair Mask formulas to treat an array of hair woes.

MONDAY's DEEP MOISTURE, ANTI FRIZZ and CURL RESTORE Hair Masks are formulated to target three of the biggest hair concerns: dryness, frizz and curl definition, for hair that's a '10' in 10 minutes.

MONDAY Haircare's approach to accessible and affordable beauty has always been about achieving good hair every day. Now, with the launch of its three nourishing hair masks—infused with nurturing ingredients like Keratin, Jojoba Oil, and Shea Butter—MONDAY makes it easier than ever to have more good hair days.

MONDAY's **DEEP MOISTURE** Hair Mask offers intense hydration for normal to dry or damaged hair, restoring moisture and shine with Keratin and Shea Butter. **ANTI-FRIZZ** is ideal for taming frizz and flyaways, harnessing the power of Jojoba Oil to create soft, smooth, and shiny locks, while the **CURL RESTORE** Hair Mask is enriched with Bamboo Extract and Coconut Oil to soften, smooth and hydrate, 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.

“Who doesn’t want soft, nourished hair in under 10 minutes?” says the brand’s founder, Jaimee Lupton. “Our new hair mask treatments give you just that, with three distinct formulas for more good hair days.”

MONDAY Haircare’s Hair Mask treatments will be available to purchase from **ULTA, Walmart, Kroger and Amazon** (both online and in stores across the US) from January 2025.

DEEP MOISTURE - \$6.97
Launching January 2025

ANTI-FRIZZ - \$6.97
Launching January 2025

CURL RESTORE - \$6.97
launching January 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, Châlon Paris, being haircare, DAISE and Laura Polko Los Angeles

Press Contact

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