



## MONDAY Haircare Launches SLEEK HOLD Hairspray in the US Market: Cult Haircare Brand Expands Into Styling

### Launching in the U.S. in early January 2025: Hairspray

MONDAY Haircare, the beauty brand celebrated as ‘a global phenomenon’, ‘cult-favorite’, ‘the shampoo the internet loves’, and ‘a coup in the beauty industry’, is excited to unveil its new **SLEEK HOLD Hairspray**, now available in the U.S. market.

This launch marks a significant expansion of MONDAY’s award-winning range, offering customers a simple yet powerful styling solution and paving the way for additional styling products in the future.

MONDAY Haircare has always focused on accessible, premium haircare in a mass setting, and the SLEEK HOLD Hairspray is no exception. The versatile formula offers long-lasting hold and 24-hour frizz control while remaining lightweight with no sticky residue. It’s perfect for creating both polished and effortless styles, ensuring your hair stays smooth, shiny, and soft all day long. It’s also free from SLS and benzene, is cruelty-free and suitable for all hair types.

The SLEEK HOLD Hairspray is crafted to provide flexible styling options, making it ideal for everyday use as well as more elevated looks. Whether you’re heading into school or work, running errands, or preparing for a night out on the town, MONDAY’s new hairspray ensures your hair stays put without feeling heavy or sticky.

“MONDAY has always been about a streamlined routine of quality staples,” says MONDAY Haircare’s founder, Jaimee Lupton. “Our new hairspray is a pillar of any good styling routine, with 24-hour frizz protection and a versatile formula that works on bouncy blowouts and slicked ponytails alike.”

MONDAY Haircare’s SLEEK HOLD Hairspray will be available to purchase from **ULTA, Target, CVS, Walmart, Dollar General & Amazon** (both online and in stores across the U.S.) from early January 2025.

SLEEK HOLD Hair Spray - \$6.99  
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

To get in touch, please contact:  
[mondayhaircare@seengroup.com](mailto:mondayhaircare@seengroup.com)



**MONDAY**  
HAIRCARE