



# MONDAY

HAIRCARE



## MONDAY Haircare Expands Multi-Award-Winning Range With Three NEW Styling Products For An Effortless All-Week Styling Routine

MONDAY Haircare, the beauty brand named ‘a global phenomenon’, ‘cult-favorite’ and ‘a coup in the beauty industry’, is again expanding its award-winning range in the US with three new hair products: including a Heat Protectant, Texturizing Mousse, and Hair Oil.

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.





## Introducing Three New Styling Products To MONDAY Haircare's Range: Launching In The U.S. December 2025

The first of the brand's new styling products, SMOOTH Heat Protectant, is a must-have for any styling routine, helping shield your strands from the damaging effects of heat tools from heat up to 450°F, while also delivering smooth, shiny, frizz-free results. Whether you're straightening, curling, or blow-drying, this spray helps your hair look polished without the crunch or buildup, keeping your hair protected all day long.

The VOLUME Texturizing Mousse is a weightless styling foam that delivers instant lift, definition, and body without the crunch. Designed to enhance natural waves and curls, this airy mousse creates a flexible, long-lasting hold with a soft, natural finish. Whether you're going for tousled beach waves, a voluminous blowout, or just a little lift, the Collagen-infused formula gives you full control without any sticky residue. Lightweight yet effective, it's the perfect styling product for anyone wanting fuller, more textured hair without compromising on softness or shine.

The REPAIR Hair Oil is an essential treatment for all hair types. Expertly formulated to hydrate dry strands, mend split ends, and tame frizz, it leaves hair silky, smooth, and manageable. Infused with Squalane for deep hydration and Moroccan Argan Oil rich in essential nutrients, this lightweight formula nourishes each strand while delivering lasting moisture. The result is a radiant, glass-like shine that endures all day – without any heaviness or greasiness.

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“With the launch of our new MONDAY Hair Oil, Texturizing Hair Mousse and Heat Protectant styling products, we're making it even easier to have good hair every day” says Jaimee Lupton. “I'm so excited for our styling products to be out in the world and in people's hands.”

As for a personal favorite, Lupton offers: “The REPAIR Hair Oil is a godsend for shiny hair; I apply it a couple of times a week after an ‘everything’ shower’. I also use a small amount for extra frizz-smoothing for a slick bun before layering on our VOLUMIZING Texturizing Mousse.”







## About MONDAY Haircare

With thousands of 5-star reviews, MONDAY Haircare is now in 44 countries and 80,000 doors with 200 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 also the co-founder of multi-award-winning Gen Z & Gen Alpha brands, being haircare and DAISE. Building a cohort of future-focused brands based on modern consumers' values and desires, Lupton is hyper-focused on democratizing beauty by bringing premium offerings to accessible settings.

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