

A woman with long, dark, wavy hair is the central figure. She is wearing a light yellow, short-sleeved top with a subtle pleated or ribbed texture. Her right hand is raised, with her fingers gently touching her cheek and hair. Her left arm is extended across the bottom of the frame, with her hand resting on a surface. She is looking off to the side with a soft, contemplative expression. The background is a solid, vibrant pink, and the overall lighting is soft and even, creating a clean, modern aesthetic.

MONDAY

HAIRCARE

MONDAY Haircare Expands Award-Winning Range With New VOLUME Texturizing Mousse

MONDAY Haircare, the beauty brand hailed as a “global phenomenon,” “cult favorite,” and “a coup in the beauty industry,” is thrilled to announce the latest addition to its award-winning haircare range: VOLUME Texturizing Mousse.

MONDAY Haircare’s VOLUME Texturizing Mousse is a Collagen-infused, weightless styling foam that delivers instant lift, definition, and body - all without the crunch. Designed to enhance natural waves and curls, this airy mousse creates a flexible, long-lasting hold with a soft, natural finish. Infused with Hydrolysed Collagen to help boost strength and elasticity, hair is left full, bouncy, and beautifully smooth. Suitable for fine, flat, or limp hair that needs a boost, adding shape and movement while supporting hair health with every use.

Perfect for use on damp or dry hair, the VOLUME Texturizing Mousse is ideal for building lift at the roots or adding shape and texture through the lengths. Whether you’re going for tousled beach waves, a voluminous blowout, or a sleek style that holds all day, this lightweight formula provides full control without stickiness or residue. Lightweight yet effective, it’s the perfect styling product for anyone wanting fuller, more textured hair without compromising on softness or shine.

Like all MONDAY products, the VOLUME Texturizing Mousse is dermatologically tested, pH-balanced, and free from sulfates and parabens, making it gentle enough for daily use. It is also certified cruelty-free under the Leaping Bunny programme and PETA-approved, reflecting MONDAY Haircare’s commitment to sustainable beauty without compromise. Since its inception, MONDAY Haircare has redefined accessible luxury in beauty, offering salon-quality formulas at an affordable price. With the launch of its VOLUME Texturizing Mousse, MONDAY continues to deliver on its promise of making every day a good hair day.

Launching In The US December 2025: VOLUME 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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