

A woman with long, wavy blonde hair is shown from the chest up, looking slightly to the right. She is holding a large, light pink flower against her left shoulder. She is wearing a light blue, low-cut top. The background is a solid, soft pink color.

# MONDAY

HAIRCARE



## MONDAY Haircare Expands Its Multi-Award-Winning Range With New MOISTURE Whipped Body Wash

MONDAY Haircare, the beauty brand hailed as a “global phenomenon,” “cult favorite” and “a coup in the beauty industry,” is expanding its award-winning range in the US with a MOISTURE Whipped Body Wash, available in three indulgent scents: Fresh Gardenia, Peaches & Cream, and Vanilla Glaze.

Designed for everybody, every day, MONDAY’s new body care products invite the MONDAY community to extend their signature self-care experience from head-to-toe in playful new formats. The new lineup combines MONDAY’s high-performance formulas and iconic aesthetic with delicious new scents to elevate any daily routine. Whatever your skin type, MONDAY’s MOISTURE Whipped Body Wash delivers a touch of affordable luxury to your shower ritual.

The MOISTURE Whipped Body Wash works to deeply hydrate and invigorate all skin types, leaving skin soft, smooth, and rejuvenated. It delivers an ultra-nourishing cleanse, powered by a high-performance blend of skincare-grade ingredients. Formulated with Hyaluronic Acid to lock in moisture, and Shea Butter and Coconut Oil to soften and replenish, this scented whipped formula transforms your daily shower into a moment of restorative self-care. The rich foam melts into a creamy, silky lather that rinses clean with no residue. Skin is left soft, hydrated, and refreshed.

MONDAY Haircare’s modern approach to accessible beauty has always been about elevating the everyday with affordable yet effective products. The brand’s multi-award-winning range is dermatologically tested, Leaping Bunny-approved, pH-balanced, and free from sulfates and parabens. With the addition of these new body care SKUs, MONDAY continues to champion skin-loving ingredients like Hyaluronic Acid and Shea Butter, providing luxury at an affordable price without compromising on efficacy.

### Launching In The US December 2025: MOISTURE Whipped Body Wash







## 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.

PRESS CONTACT  
[SEEN GROUP]  
[MONDAYHAIRCARE@SEENGROUP.COM]