

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, ruffled flower against her left shoulder. She is wearing a light blue, V-neck, form-fitting top. The background is a solid, soft pink color.

MONDAY

HAIRCARE

MONDAY Haircare Introduces Two New Body Care Products And Scents, Expanding Its Award-Winning Range For A Full-Body 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 two new body care products: a playful Whipped Body Wash and Exfoliating Body Scrub. The launch also introduces two delicious new scents, Peaches & Cream and Vanilla Glaze, broadening the fragrance offering beyond the well-received signature Fresh Gardenia.

For everybody, every day, MONDAY’s new body care products introduce playful new formats like body whips and scrubs to enhance your week with a full head-to-toe routine. With these launches, MONDAY invites its community to extend their signature self-care experience, delivering the same high-performance formulas and elevated aesthetic the brand is known for. Whatever your skin type, MONDAY’s body care range brings a little more luxury to your daily routine.

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, pH balanced, and free from sulfates and parabens. These products contain MONDAY’s skin-loving hero ingredients such as Coconut Oil, Hyaluronic acid, and Shea Butter.



Introducing New Body Products To MONDAY's Range: Launching In The U.S. December 2025

The best-selling **MOISTURE Body Wash** is now available in two new scents: Vanilla Glaze and Peaches & Cream, to sit alongside the signature Fresh Gardenia. This creamy body wash is infused with Hyaluronic Acid to support deep hydration and preserve the skin barrier. The rich, dense lather gently cleanses while humectants help maintain moisture balance, leaving skin soft, smooth, and refreshed long after you rinse. Made for all skin types in mind.

Designed for all skin types, the **MOISTURE Whipped Body Wash** 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. Available in three delicious scents: Fresh Gardenia, Peaches & Cream, and Vanilla Glaze.

The **EXFOLIATING Body Scrub** is a twice-weekly physical exfoliant designed to buff away dead skin cells and reveal a fresher, healthier-looking glow, all while enveloping you in a delicious scent. Formulated with Shea Butter, Coconut Oil, and other skin-loving ingredients, this creamy, lightweight scrub spreads easily, rinses clean with no residue, and helps improve skin texture without stripping moisture. Available in three delicious scents: Fresh Gardenia, Peaches & Cream, and Vanilla Glaze.

“With the launch of our new MONDAY Body Wash, Whipped Body Wash, and Exfoliating Scrub, we’re making MONDAY not just about having good hair - it’s about feeling good all around,” says Jaimee Lupton. “I’m so excited for our body care products to be out in the world and in people’s hands.”

As for a personal favourite, Lupton shares, “The **MOISTURE Whipped Body Wash** is a fun and playful addition to my self-care routine - I use it every time I get in the shower. I also use the **EXFOLIATING Body Scrub** twice a week for a deep cleanse that makes my skin feel totally brand new.”

“With the launch of our new Moisturizing Whipped Body Wash, and Exfoliating Scrub, we’re making MONDAY not just about having good hair - it’s about feeling good all around,” says Jaimee Lupton.





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.