



MONDAY

HAIRCARE

MONDAY Haircare Expands Award-Winning Range With New REPAIR Hair Oil

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: REPAIR Hair Oil.

Designed for all hair types, MONDAY’s REPAIR Hair Oil is a high-performance formula that hydrates, smooths, and strengthens strands while delivering a long-lasting, glass-like shine. This lightweight yet deeply nourishing oil is powered by Squalane, known for its restorative moisture, and Moroccan Argan Oil, rich in nutrients that help condition and protect hair from everyday stress. The result? Silky, frizz-free hair that looks as healthy as it feels.

Infused with MONDAY’s signature Gardenia scent, the REPAIR Hair Oil aligns with the brand’s beloved Shampoo and Conditioner collections. Like all MONDAY products, it 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 REPAIR Hair Oil, MONDAY continues to deliver on its promise of making every day a good hair day. Whether used to seal split ends, tame frizz, hydrate lengths, or perfect a Monday morning slick-back bun, this multitasking oil is the new must-have in every haircare routine.

Launching In The US December 2025: REPAIR Hair Oil





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.