

A woman with long, wavy blonde hair is the central figure. She is wearing a light blue, form-fitting, one-shoulder top. She is holding a large, light pink, ruffled flower against her right shoulder. The background is a solid, soft pink color. The lighting is soft and even, highlighting her features and the texture of the flower and her top.

MONDAY

HAIRCARE

MONDAY Haircare Expands Best-Selling MOISTURE Body Wash Range With Two New Scents

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

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 and iconic aesthetic with delicious new scents to elevate any daily routine. Whatever your skin type, MONDAY’s MOISTURE Body Wash delivers a touch of affordable luxury to your shower ritual.

The best-selling MOISTURE Body Wash works to deeply hydrate and invigorate all skin types, leaving skin soft, smooth, and rejuvenated. Formulated with Hyaluronic Acid and Shea Butter, it supports deep hydration while preserving the skin barrier. The creamy formula forms a rich, dreamy lather that gently cleanses while humectants maintain moisture balance for lasting hydration. Now available in two delicious scents—Vanilla Glaze and Peaches & Cream—each formula transforms your shower into an everyday moment of self-care.



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 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.