

being^{INC.}

FOR ALL HAIR TYPES

FORMULAS TARGETED TO YOUR HAIR TYPE



@BEINGHAIRCARE

MULTI-AWARD-WINNING GEN Z HAIRCARE BRAND BEING EXPANDS TEXTURE-INCLUSIVE RANGE WITH SIX NEW PRODUCTS, NOW AVAILABLE AT TARGET AND ULTA BEAUTY

After a buzzy debut in 2024, being, the community-powered haircare brand made for every type and texture, is back with five new launches designed specifically for waves, curls, coils, and frizz. Expect the same inclusive, high-performing formulas (that won't break the bank), now even more tailored to you.

In addition to the exciting new product launches, we're also giving one of our OGs a glow-up: our BIG HAIR Shampoo & Conditioner is getting a new name: BIG VOLUME, after 76% of users said it seriously boosted volume. It's the same ride-or-die formula, just now in a light pink color.

The being range expansion includes the CURL Detangling Milk, made for all curl types (3A-4C), is a lightweight, hydrating formula that smooths knots and preps curls for styling. CURL POWER Mousse (3A-3C) combines Coconut and Grapeseed Oils to boost bounce, shape, and frizz control, while the DREAM CURL Smoothie (3A-4) uses Coconut and Shea Butter in a rich cream that hydrates, defines, and softens coily textures. The GOODBYE FRIZZ Mousse for (2A-2C) hair, infused with Jojoba and Almond Oil to define waves with soft, touchable hold—no crunch, no stiffness. The MAX MOISTURE Mousse (4A-4C) delivers intense hydration and elasticity for coils, powered by Cocoa Butter and Oat Extract.

Currently, an overwhelming number of people are either dissatisfied with their current hair care options, or unclear about which products they should use to satisfy their needs. An independent consumer study showed more than half of people surveyed could not identify their hair type. Even more staggering was that 79% of respondents said it is difficult to find products tailored for their specific hair type and needs.*

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Infused with being's ultra-hydrating hero ingredients like Jojoba, Almond, Coconut, Macadamia, Grapeseed Oils, Cocoa, and Shea Butter, each formula is designed to target specific hair types and concerns, while deeply nourishing.

We formulate for real people, real textures, and real needs. Each of our five product families (spanning 1A to 4C) is custom-built for specific hair types—so your routine feels personal, not generic. Everything is cruelty-free, Leaping Bunny approved, and free from sulfates, parabens, phthalates, and silicones. Basically: science meets self-care, minus the stress.

At being we believe haircare should meet you where you are. Whether your hair is curly and coarse or fine and flat, being aims to de-stress, define, and elevate every type and texture without complicated routines or inflated price tags.

being was born to finesse and de-stress what you already have, rather than trying to make it something it's not. This is haircare for everyone, by everyone. We're not here to change what you've got. We're here to help you own it.



ABOUT BEING HAIRCARE

being is a texture-inclusive haircare brand designed for people who want to understand, celebrate, and style their natural hair. Developed to demystify hair types and simplify routines, being offers affordable, high-performance solutions that speak directly to the needs of real hair, real textures, and real routines.

The brand is part of MONDAY International Limited, the beauty group behind global sensation MONDAY Haircare. Founded by Jaimee Lupton, MONDAY International is committed to creating innovative, accessible beauty brands that reshape categories and serve consumers first.

ABOUT MONDAY INTERNATIONAL LIMITED

With a cohort of future-focused brands both in-market and in-development, MONDAY International Limited is shaking up the status quo with modern and relevant product offerings designed to excite customers based on how they shop now. Thanks to a vertically integrated business model that allows speed to market and an eye for identifying trends and the 'white space' in categories, the company is intent on bringing a premium approach to beauty at an accessible price point.

Being's new products will be available to purchase from Target, ULTA, Walmart, and pOpmart (both online and in stores across the US) from December 2025.



PRICING + STOCKIST INFO:

PRODUCT	PRICE	LAUNCH
GOODBYE FRIZZ MOUSSE	\$7.99	FEBRUARY 2026
CURL DETANGLING MILK	\$7.99	FEBRUARY 2026
CURL MOUSSE	\$7.99	FEBRUARY 2026
CURL SMOOTHIE	\$7.99	FEBRUARY 2026
MAX MOISTURE MOUSSE	\$7.99	FEBRUARY 2026



FOUNDER STORY

Jaimee Lupton is a brand founder and entrepreneur based in Auckland. Since launching her first brand, MONDAY Haircare, 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. She has gone on to create several best-selling beauty and personal care brands including DAISE Beauty, being haircare and True bodycare, stocked with the world's leading retailers.

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FOR BEING YOU.**

