

# Brand New! MONAT Advanced Hydration Collection

Submitted by: Essence PR

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Take hydration to an intense new level with MONAT Advanced Hydration, the latest collection injecting unparalleled moisture into vegan haircare brand MONAT's luxury portfolio. The MONAT Advanced Hydration Collection features four new products bursting with hyaluronic acid and MONAT unique Rejuvenique S™ technology, to quench hair's thirst and restore lustre and vitality to lengths. Hair feeling parched? Reach for these hydrating innovations and enjoy smooth, soft and supple hair with healthy body, bounce and improved shine.

## KEY INGREDIENTS:

- REJUVENIQUE S™ - A patented, highly activated 'super oil' harnessing nourishing and revitalizing powers, combining:
  - o MONAT's proprietary Rejuvenique™ oil, a blend of over thirteen botanical oils and extracts
  - o An additional richly-charged oil blend derived from olive oil and jojoba seed extract
- PATCH2O™ - a powerful 'anti-thirst' moisturisation technology utilising ingredients including hyaluronic acid to form a protective shield on the surface of damaged hair, while reducing scalp irritation

### MONAT Advanced Hydrating Shampoo, £35

This sulphate-free formula hydrates as it cleanses for the first step in improved manageability, bounce, body and magnificent shine. As in all MONAT shampoos, Capixyl™ supports natural hair growth for the ultimate in pro-ageing haircare. Rejuvenique S™ and Patch2O™ instantly infuse parched, dehydrated hair with intense moisture.

### MONAT Advanced Hydrating Conditioner, £43

This featherlight conditioner delivers heavyweight hydration. Murumuru seed butter and Babassu kernel oil work alongside hair growth treatment Capixyl™ and hyaluronic acid for the ultimate in soft, manageable and bouncy hair.

### MONAT Heavenly Hydrating Masque £55

A lightweight yet ultra-hydrating gel masque that quenches moisture-starved hair in a heavenly hydrating cloud. An intense shot of hydration and care comes in the form of this masque's ceramide complex, whilst hyaluronic acid-technology, Murumuru seed butter and Babassu kernel oil promote lustrous, healthy looking hair full of bounce, body and shine. Its gentle, detangling formula is ideal for all hair types, making hair more manageable and softer to the touch.

### MONAT Double Action Hydration Serum £65

A powerful, multi-functional leave-in hair treatment supercharged with moisture-attracting hyaluronic acid, body-building Panthenol (pro-vitamin B5) and beneficial botanical nutrients to provide superior replenishment from root to tip. When shaken, each double-phase vial mixes to transform into a powerful, weightless milk-serum, extremely effective at restoring smoothness, elasticity and manageability while providing protection from external stressors. Key advanced technologies include Rejuvenique S™ and

PatchH20™.

Directions for use:

Shake one vial until thoroughly mixed. Section clean, towel dried hair and spray evenly along each section from root to tip, before massaging in. Apply cap and wear for 5-10 minutes, don't rinse. Style as usual.

Notes to Editor:

MONAT is a vegan and cruelty free brand delivering high performance results with luxury formulas. Free from nasties including parabens, SLS/SLES, silicones, mineral oil, phthalates and harmful fragrances.

MONAT® is available to buy from [monatglobal.com](http://monatglobal.com) and MONAT Market Partners nationwide

For samples and information on MONAT please contact [essence@essencepr.com](mailto:essence@essencepr.com) or call 020 7739 2858

