

# MONAT® EXPANDS INTO EUROPE WITH ITS LAUNCH INTO IRELAND AND POLAND

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MONAT GLOBAL UK Ltd (MONAT), a multinational distributor and direct seller of premium beauty products, has announced its European expansion into Ireland and Poland this autumn. Following a successful launch in the UK in 2018, the brand's philosophies, reputation, education and innovation, combined with its desire to support job creation and security for women, have been instrumental in its remarkable success.

MONAT® is a naturally based anti-ageing and beauty brand, launched in the USA in 2014, with a mission to help people everywhere enjoy beautiful, healthy, fulfilling lives through exceptional, naturally based products; a fun and rewarding business opportunity; and a culture of family, service and gratitude. The range of MONAT's innovative products includes its award-winning hair care and styling hair products. Says Ros Simmons, Managing Director for UK and Europe, "MONAT® is a movement for people looking to create their own business and destiny, the power to create conversation, and inspire a greater network to take action and help others, alongside themselves. We encourage our Market Partners to get involved and have their voices heard within the beauty economy, globally. Following the successful launch into the UK, we know the time is right to take the business model across Europe and build on the self-confidence and financial well-being business model we're becoming known for."

"MONAT has seen explosive growth in the United States since 2014, continued that success with our UK launch last year, and now we are ready to bring our products and business opportunity to entirely new audiences in Ireland and Poland," says Stuart MacMillan, President of MONAT Global.

"Bringing MONAT to more European customers and Market Partners is an exciting milestone for the company," says Ray Urdaneta, CEO of MONAT Global. "We look forward to welcoming additional markets and customers to the MONAT family in the coming months."

## ABOUT MONAT

### ANTI-AGEING HAIRCARE FORMULAS INSPIRED BY MODERN NATURE

The chemistry behind MONAT's success is embedded in the company's REJUVENIQUE™ oil, a proprietary blend of 13+ oils from around the world, which is featured throughout the brand's vegan and cruelty-free product line and targets the causes of hair ageing. Additionally, the use of scientifically-proven Capixyl™ in MONAT shampoos and conditioners that helps to strengthen and thicken hair while increasing hair density.

### A RETAIL MODEL THAT REWARDS BOTH ENTREPRENEURIAL SPIRIT AND A SENSE OF COMMUNITY

MONAT employs a direct selling model, which offers important benefits to people who want an opportunity to earn income and build a business of their own. Importantly, many MONAT' Market Partners are women, and are often mums looking for flexible work. MONAT's micro-franchise sales model incentivises these women to become businesswomen, rewarding those who are well-connected in their communities and have an entrepreneurial attitude with a better income and quality of life.

This community focus is a common thread throughout MONAT's fabric; even the compensation plan is designed to encourage a focus on others. Promotions, for instance, often offer bonuses not for personal achievements but for helping someone else achieve something.

#### FROM HUMBLE BEGINNINGS

Founded by father and son direct sales entrepreneurs Luis and Rayner Urdaneta, MONAT is centred round the belief that to be truly successful, you need to invest in the success of those around you. Born one of seven children in the most modest of circumstances in Venezuela, Luis Urdaneta started his first direct-selling business at the age of 18 in order to better his prospects. After moving to America and raising a family, Luis founded MONAT in 2014 with his son Rayner. What started as a passion project around a desk in the garage quickly grew into an anti-ageing haircare empire with a multi-million-pound annual turnover. Together, Luis and Rayner want to inspire the next generation of individuals and families looking for the opportunity to improve their quality of life.

#### GRATITUDE

MONAT Gratitude has been an integral piece of the MONAT company culture since its inception in 2014. This movement has grown from the Urdaneta family's commitment to instilling gratitude as a core company value. MONAT Gratitude collaborates with innovative non-profit organizations in its local communities that support efforts under its three pillars: Families, Children and Education. As a movement, MONAT Gratitude believes in the power of creating conversations and inspiring a greater network to take action. Due to the passion of MONAT Market Partners and commitment to making gratitude a part of their business, what started as a series of grassroots volunteering efforts in Miami has spread across the USA, Canada and the UK.

To become a Market Partner in the new Ireland or Poland territories, please visit [www.monatglobal.com](http://www.monatglobal.com)  
For press information on MONAT®, please contact Essence PR on 020 7739 2858 or [essence@essencepr.com](mailto:essence@essencepr.com)