Meet our *Icons*



MONAT®

What Makes an Icon?

- **Premium ingredients.**
- **Unsurpassed performance.**
- **Enduring user love.**

From proven longtime favorites to newbies that were love at first try, MONAT Icons are the best of the best. Delivering on their promises. Earning can't-live-without status.

This guide highlights the unique benefits of our most iconic products so you can easily introduce your customers to their new must-haves.

Meet Our Icons.



icon [ahy-kon] noun

a person or thing that is revered or idolized



REJUVENIQE®

MONAT's Liquid Gold

WHY IT'S AN ICON

Rejuvenating power in every drop! The perfect addition to every hair and skin routine, this multitasker features a blend of natural plant and essential oils to deeply nourish skin and hydrate hair to reduce frizz and add shine. No wonder it's our most popular product!

CUSTOMER CONVERSATION STARTER

"Have you tried REJUVENIQE®? At MONAT, we call it our liquid gold! This is the product you need to start your hair transformation and take your hair to the next level. It's a luxurious oil you can use on your hair to tame frizz and add shine, and on your skin to moisturize and nourish. A little goes a long way, so it comes with a dropper so you can dispense a few drops or more if needed. And it smells amazing! It's a must-have and our most popular product."

HOW TO USE:

Use **REJUVENIQE®** once a week as a scalp and hair oil mask. Apply 2-3 droppers-full on scalp and massage in with your fingertips.

Apply 1 dropper-full to the ends of your hair and put hair in a low ponytail. Leave on for 2–4 hours to help repair.

QUICK TALKING POINTS

- For all hair types
- Repairs split ends and breakage
- When used on hair, **REJUVENIQE®** penetrates to the center of the hair, nourishing every layer
- Enriched with 13+ natural plant and essential oils
- Reduces frizz and adds shine
- Deeply nourishes skin



Scalp Purifying Scrub

Get to the Root of Beautiful Hair

WHY IT'S AN ICON

Beautiful, healthy hair starts at the scalp! With superfruit AHAs, apple cider vinegar, and pink clay, this scalp scrub helps dissolve dead skin cells, stubborn product buildup, and excess oil. It helps clear the way for the nutrients your scalp needs to thrive while leaving hair clean and refreshed.

CUSTOMER CONVERSATION STARTER

"Do you exfoliate your skin? Don't forget your scalp! Many haircare products with silicones or waxes can coat the hair and scalp, preventing your products from providing nutrients and hydration to where they're needed most. Scalp Purifying Scrub is an important step in your healthy hair routine. It's your weekly exfoliating treat to help remove buildup, nourish, and keep your scalp and hair clean and refreshed."

HOW TO USE:

Use 1–2 times a week before your favorite MONAT Shampoo to avoid hair dryness.

QUICK TALKING POINTS

- Beautiful hair starts at the scalp
- You should exfoliate your scalp, just like your skin
- Scalp scrub exfoliates the surface of the scalp and hair
- Helps dissolve dead skin cells, stubborn product buildup, and excess oil
- Bi-weekly exfoliating treat
- Keeps your hair and scalp clean and refreshed

DID YOU KNOW?

Scalp buildup is caused at a microlevel and you may not be able to see it. It can manifest itself in white flakes, itchiness, and irritation on your scalp. Exfoliating your scalp (just like you would your skin) will help reduce buildup and stimulate hair growth.



MONAT BLACK™ Shampoo + Conditioner

The First-Wash Favorite

WHY IT'S AN ICON

This bestseller, loved by both men and women, cleanses and conditions in one minty-scented step for a tingly, refreshing way to start every wash day. Powered by CAPIXYL™, the non-stripping, non-drying formula also nourishes and strengthens hair to promote healthier-looking strands.

CUSTOMER CONVERSATION STARTER

"Looking for that really clean, clean feel on your hair? Meet MONAT's first-wash favorite. This 2-in-1 formula deep cleans your hair without stripping or drying. It contains CAPIXYL™ to help strengthen and promote healthier-looking hair. And the best part might be the minty, tingly, refreshing feeling on your scalp!"

PRO TIP

If you have trouble with oily scalp, leave on 1–3 minutes before rinsing.

QUICK TALKING POINTS

- Use as a first wash before your favorite shampoo
- Use when you need a really deep cleanse
- Gives a minty, tingly, refreshing feeling on your scalp
- Cleanses and conditions in one minty-scented step
- CAPIXYL™ helps strengthen hair and promotes healthier-looking strands
- Non-stripping and non-drying
- A clean you can feel
- Bestseller loved by both men and women

DID YOU KNOW?

MONAT BLACK™ Shampoo + Conditioner is one of the top three upsold products globally.



IR Clinical™ Hair Thinning Defense Scalp Serum

Reduces Hair Fall By Up To 92%*

WHY IT'S AN ICON

Fights hair fall by up to 92% for stronger, fuller-looking hair!* Clinically tested, and patent pending, the IR Clinical™ Hair Thinning Defense Scalp Serum features energizing caffeine, nourishing melatonin, and protective antioxidants to help improve scalp and hair quality with repeated used.

CUSTOMER CONVERSATION STARTER

"If your hair is thinning or you're looking to reduce hair fall, you need to try IR Clinical's scalp serum! The formula includes caffeine to wake up your scalp and melatonin to nourish. This patent pending serum instantly reduces breakage, helps boost hair growth, and shows results of thicker, fuller-looking hair in 60 days."**

QUICK TALKING POINTS

- Patent pending breakthrough haircare serum
- Targets hair thinning
- Combines melatonin and caffeine to promote stronger, fuller-looking hair
- Reduces hair fall by up to 92%*
- Revolutionary and proprietary formula
- Nurtures hair from the scalp
- Helps boosts scalp health

DID YOU KNOW?

8 out of 10 consumers felt that **IR Clinical™ Hair Thinning Defense Scalp Serum** helped improve hair growth.***

*Based on hair breakage study utilizing combing and brushing and instrumental tests by a third-party laboratory. **Based on instrumental testing measuring hair fiber diameter after application of IR Clinical™ Hair Thinning Defense Scalp Serum. ***Study consisted of 39 women ages 18–70, supervised and evaluated by a dermatologist.



REJUVABEADS®

Seals Split Ends in Less Than a Minute!

WHY IT'S AN ICON

Because it bonds and seals split ends in less than a minute! This lightweight leave-in cream instantly mends split ends through an exclusive blend of healthy hair technology with REJUVENIQE® and chia seed extract. It enhances softness too for hair that looks and feels healthier!

CUSTOMER CONVERSATION STARTER

"Don't cut your split ends! Fix them in less than a minute with this post-shower haircare product! This lightweight leave-in cream instantly mends split ends with REJUVENIQE® and chia seed extract. It also enhances softness so your hair looks and feels healthier, without getting a trim!"

QUICK TALKING POINTS

- Helps to mend and seal split ends and prevent further damage
- Lightweight leave-in cream
- Instantly bonds and seals split ends
- Features an exclusive blend of healthy hair technology with REJUVENIQE® and chia seed extract
- Enhances softness
- Hair that looks and feels healthier
- No need for a trim!

DID YOU KNOW?

There is 100% mending of split ends instantly after the application of **REJUVABEADS®**.

MONAT STUDIO ONE™ THE CHAMP™ Conditioning Dry Shampoo

Gorgeous Hair For Days



WHY IT'S AN ICON

This style-extending talc-free spray contains rice starch to instantly absorb dirt and oil at the roots without leaving any residue. It's also infused with REJUVENIQE® to help condition while adding volume and texture without weighing hair down. It's a quick, easy way to have beautiful hair day after day, in between washes.

CUSTOMER CONVERSATION STARTER

"This talc-free dry shampoo will extend your style for days! Not only does it absorb dirt and oil at the roots; it also conditions and adds volume and texture to your hair without residue! It's a quick, easy way to have beautiful hair day after day without washing."

QUICK TALKING POINTS

- Talc-free formula
- Extends time between washes
- Absorbs oil while conditioning the hair
- Adds volume and texture
- No residue
- Fast, easy way to refresh your style

THE MONAT DIFFERENCE: RICE STARCH!

This ingredient sets our best-selling **The Champ™** apart, powering it to absorb excess scalp oil without weighing down the hair. Plus, it's so micronized that **The Champ™** knocks out the white residue other dry shampoos can leave behind.



Eye Smooth™ Nourishing Eye Cream

Brighter Eyes. Less Puffiness.

WHY IT'S AN ICON

This lightweight cream smooths and tightens the delicate skin around your eyes with a powerful blend of REJUVENIQE S™, peptides, caffeine, plant-derived stem cells, and plant-derived squalene. Also improves the appearance of dark circles, puffiness, fine lines, and wrinkles.

CUSTOMER CONVERSATION STARTER

"It's never too early, or too late, to use eye cream! This lightweight formula smooths and helps tightens the skin around your eyes and also helps improve the look of dark circles and puffiness. It contains caffeine, peptides and REJUVENIQE S™ to smooth fine lines and wrinkles so your eyes look younger!"

QUICK TALKING POINTS

- Smooths and tightens the skin around the eye for a more youthful look
- Contains caffeine, peptides and REJUVENIQE S™
- Brighter eyes, less puffiness, results you can see!
- 100% of users noticed an improvement in the appearance of dark circles, puffiness, fine lines, and wrinkles after 28 days

THE MONAT DIFFERENCE: CONSISTENCY IS KEY!

7 DAYS: 93% saw a reduction of fine lines and wrinkles

14 DAYS: 100% experienced a reduction of fine lines and wrinkles

28 DAYS: 100% noticed an improvement in the appearance of dark spots and undereye circles



Night Haven™ Overnight Age Control Cream

A Dream Cream For Youthful-Looking Skin

WHY IT'S AN ICON

Enriched with REJUVENIQE S™, ceramides, hyaluronic acid, and avocado oil, this luxe night repair cream melts into the skin, providing rich nourishment and intense hydration to boost the skin's natural renewal process. Works overnight to help improve skin's elasticity and brightness to refresh and get a glowing complexion.

CUSTOMER CONVERSATION STARTER

"MONAT's Night Haven is like heaven! It's a rich, luxurious cream packed with ceramides, hyaluronic acid, and avocado oil—which is a high source of vitamin A. The magic happens overnight as it helps renew your skin and reduce fine lines and wrinkles. In the morning, your skin feels plump, soft, smooth and your complexion is refreshed and glowing."

QUICK TALKING POINTS

- Luxurious night repair cream melts into skin
- Provides rich nourishment and intense hydration overnight
- Helps boost the skin's natural renewal process
- Renews and refreshes your skin
- Works overnight to plump, lift, smooth, soften, and improve skin's elasticity
- Skin is brighter, refreshed, glowing

LUXE RESULTS!

94% noticed the scent calms the senses and the skin immediately after application

93% showed a reduction in fine lines and wrinkles within 28 days



IR Clinical™ Mascara

Game-Changing Formula Volumizes & Strengthens

WHY IT'S AN ICON

Featuring our revolutionary **IR Clinical™** technology with caffeine, melatonin, and REJUVENIQE®, this multipurpose mascara offers the benefits of a lash serum and a traditional mascara in one formula. **IR Clinical™ Mascara** instantly intensifies length and volumizes lashes while nourishing and strengthening for fabulous, fuller-looking lashes. The 98% naturally derived formula also fortifies lashes for less breakage and fallout.

CUSTOMER CONVERSATION STARTER

"Not all mascaras are created equal! **MONAT IR Clinical™ Mascara** is a two-in-one lash serum and mascara with our IR Clinical™ technology with caffeine, melatonin, and REJUVENIQE® that fortifies lashes for less breakage and fallout. The lightweight, buildable formula glides on to instantly elongate and volumize your lashes, and it's long-wearing, smudge-proof, and flake-resistant for all-day wear. And it's a breeze to remove!"

QUICK TALKING POINTS

- Features revolutionary **IR Clinical™** technology
- Offers the benefits of a lash serum and a traditional mascara in one formula
- Instantly enhances length and volumizes lashes
- Fortifies lashes for less breakage and fallout
- Nourishes and strengthens lashes
- 98% naturally derived formula
- Easy to remove
- Suitable for sensitive eyes and contact lens wearers

INSTANT RESULTS

95% of users agreed this product immediately intensifies the length of lashes*

*Based on a consumer study with 43 women between ages 19-54 years, current users of volumizing mascara. Tested by an independent laboratory.



MONAT Liquid Lipstick™

Fashion Color & Up to 12 Hours of Hydration

WHY IT'S AN ICON

Select shades sold out within hours of the launch! Enriched with botanical oils and sodium hyaluronate, our weightless, liquid lipsticks nourish lips with up to 12 hours of hydration and fearless, fashion color. Six gorgeous shades provide a long-lasting, sheer-satin finish.

CUSTOMER CONVERSATION STARTER

"These liquid lipsticks aren't just weightless, they quickly hydrate your lips with rich color and a long-lasting, satin finish. The formula contains sodium hyaluronate and botanical oils to provide up to 12 hours of hydration. And it has a precision applicator to perfectly line and fill in lips with your choice of 6 gorgeous shades."

QUICK TALKING POINTS

- Provides up to 12 hours of hydration*
- Provides a long-lasting, sheer-satin finish*
- Botanical oils and humectants deliver moisture and shine
- Creamy, non-drying, lightweight formula
- Soothes and softens lips*
- Helps diminish the appearance of lip lines*
- Precision applicator glides color on smoothly
- Available in six buildable shades

DID YOU KNOW?

93% agreed the product helps diffuse the appearance of fine lip lines*

*Based on a consumer study with 34 women between ages 18-60 years, current users of liquid lipstick. Tested by an independent laboratory.



Collagen Key™

Supports Your Body's Natural Production of Collagen

WHY IT'S AN ICON

An essential protein in our bodies, collagen helps maintain structure in connective tissues including the skin—but natural collagen production starts to slow down at age 30. This daily supplement features vitamin C and vegan-sourced amino acids to support the body's natural production of collagen, supporting the health and appearance of hair, skin, and nails.*

CUSTOMER CONVERSATION STARTER

"Did you know our bodies' natural collagen production starts to decline at age 30? Collagen is essential for strong hair, skin, and nails. This unique, all-in-one vegan formula with vitamin C and a blend of amino acids helps support your body's natural production of collagen and the health and appearance of hair, skin, and nails."

QUICK TALKING POINTS

- Support your body's natural production of collagen
- Collagen is an essential protein in our bodies
- Natural collagen production starts to slow down at age 30
- Features vitamin C and vegan-sourced amino acids to support your body's natural collagen production and the health and appearance of hair, skin, and nails*

DID YOU KNOW?

Most collagen supplements on the market are not broken down or absorbed by the body; they are digested quickly without being effective. **MONAT Collagen Key™** is a vegan supplement that has the building blocks of collagen.

*These statements have not been evaluated by the food and drug administration. This product is not intended to diagnose, treat, cure, or prevent any disease.