

# Monday Haircare founder debuts Daise to democratise teen beauty market

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Fragrance Skin Care

Jaimee Lupton's Daise is a 'fun', mood-matching fragrance and body care brand developed with the industry's fastest-growing group of young beauty consumers in mind



Monday Haircare's founder is breaking into the body care and fragrance market with an affordable range aimed at "discerning" [Gen Z](#) and [Gen Alpha](#).

Jaimee Lupton's new brand Daise is described as a 'clean' range of mood-matching products which encourage "playful" experimentation via mix-and-match layering.

The formulations are contained in brightly coloured bottles, including daisy-shaped ones, which lean into the ['putting the play back into packaging' trend](#).

"Gen Z's direct and indirect spending power is upward of US\$450bn – predicted to increase by 48% before 2030 – and Gen Alpha are now the fastest-emerging cohort of beauty consumers," Lupton told *Cosmetics Business*.

"Teens have an enthusiasm for beauty and fragrance that goes beyond their years, but there are very few brands meeting them where they are with aspirational, yet age-appropriate, product offerings.

"'Discerning' Gen Alpha and Gen Z are incredibly switched on and savvy about ingredients, products and brands – in large part due to the context collapse of social media – which has meant they have a knowledge that goes beyond their years."

Lupton is a serial beauty entrepreneur who knows how to target this cohort of young beauty consumers.

She launched Monday Haircare in February 2020, with the aim to make premium-quality hair care more accessible.

The collection is now sold in more than 100 retailers and is a popular hair care brand on social media platform [TikTok](#).



Daise's full product line-up

Daise comprises All Body Spray & Deodorant and Fragrance Body Mists, which are designed to be mixed-and-matched to create a signature scent for the user.

The brand's six namesake scents are mainly fruity and floral – Lowkey Daise is formulated with rose and sandalwood; Peachy Daise comprises berry and mandarin; and Sunny Saise is a vanilla and coconut mix.

Hello Daise is a raspberry and mint scent; Happy Daise, grape and amber; and Oh so Daise is pear and patchouli.

"These were carefully chosen based on category insights and engaging directly with our target market, asking them about what they love and what they want to see," said Lupton.

"Our scents are long-lasting but also light, with only a handful of key fragrance notes, so they do not overwhelm each other or other fragrances you want to wear them with.

"We know that for teens, how you feel and how you want to express yourself can change day-to-day, month-to-month and year-to-year, and we want to encourage this."

Exfoliating Body Scrub, Bath Bombs and Hydrating Lip Balms are the other products in the Daise range.

Some include unusual textures and all are priced between £2.50 and £8.



Daise is described as a 'clean' range of mood-matching beauty products

"[This group] appreciate novelty, whether it is in colour, shape or texture, and look for interesting product features, such as our whipped body wash and our flower-shaped twist lip balms," explained Lupton.

"We have put in a lot of attention to detail in this way.

"And, from a price perspective, they are often at the whim of others' spending, seeing as they are often not yet earning their own income – or if they are, it is limited – and so while they aspire to luxury brands, these are not always in reach.

"Our products are priced affordably and accessible, so they can easily incorporate them into their collection and routine."

All products are dermatologically tested, cruelty-free and formulated without acrylates, aluminium, benzyl alcohol, butoxyethanol, BHA/BHT, DEA, formaldehyde, heavy metals or lead.

They are also free-from microbeads, parabens, phenoxyethanol, phthalates, SLS/SLES and talc.

Daise is available in the US at [Ulta Beauty](#), and will launch into [Target](#) on 2 February.

The range is on sale in the UK at supermarket chain Tesco and will debut at [Superdrug](#) in April.

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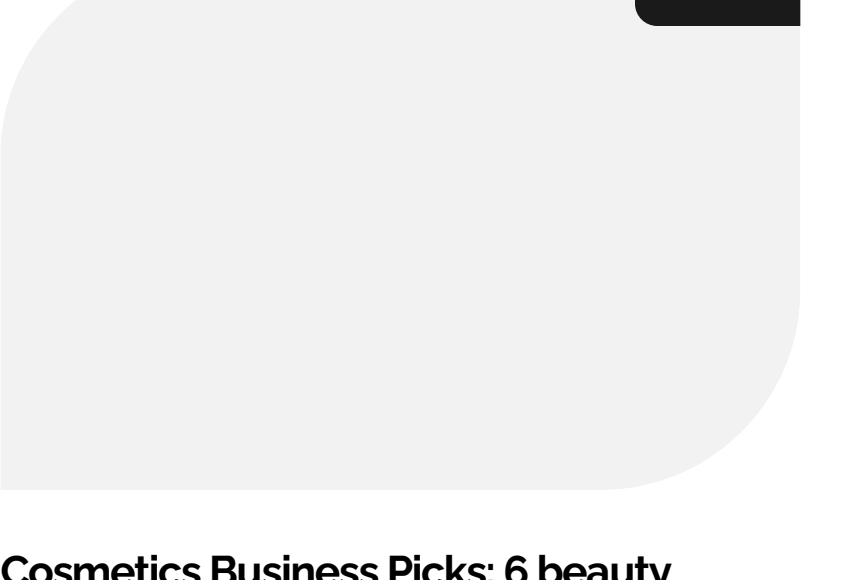
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