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# Monat: Changing The Hair Care Game

Posted by [Dan Fecht](#) / 25 Sep 2017

Monat GLOBAL may be the first innovative disruptor focused on the hair care industry.

Much like Uber and Airbnb, Monat GLOBAL shocked the natural hair product market segment by turning what was familiar upside down. We're not doing business the old way; we have a new method, is the mantra the company uses to change how the multi-billion dollar hair care industry does business.

Monat Global is widely considered the authors of some of the most innovative hair product line-ups, and the first international natural-based anti-aging hair care company that distributes its products via direct sales. In the fashion in which Mary Kay, another direct marketing company, created huge financial opportunity for women in its day, Monat GLOBAL is ground-breaking in the opportunity it now presents for a new generation of entrepreneurs that are passionate about spreading the word of a product that does not define itself by average stereotypes.



For those who are seeking an opportunity to supplement their income or create an entirely new career, Monat GLOBAL is ideally positioned. They've opened a new luxury market segment with natural-based hair products that deliver immediately improved and noticeable results both in the salon and at home. These two steps together create an unparalleled opportunity to develop financial independence and time freedom for Market Partners.

Market partner Melynda Fitt gives us the scoop:

## **DC Life Magazine: What are the natural elements of Monat?**

**Melynda Fitt:** The genius of Monat GLOBAL is how they have infused a botanically-based ingredient, Capixyl, throughout the entire line - even the styling products! Capixyl has outstanding clinical results that show significant decrease in hair loss effect and increase in

hair regrowth. It is truly one of the first advances in how we care for our hair in the past 60 years. What makes Monat GLOBAL so special in the hair care industry is that it is a robust and naturally-based hair care line that delivers results.

## DC Life Magazine: Can you truly stand behind these claims?

**MF:** There is nothing else out there like Monat hair products on the market right now and as a former stylist, I can stand behind this product line 100 percent. It is professional grade and meets EU cosmetic standard.

### DC: What are the top three things that you love about this company?

**MF:** The top thing I love about Monat GLOBAL is the economic opportunity that it offers people like myself. I have a disability and I'm not able to get out as much as I used to anymore. This has been difficult for me because I was an active academic & professional. Being a Market Partner with Monat GLOBAL allows me to, once again, feel like I am contributing to my family's finances. I have four children and my goal was to be able to afford to send them all to college. Monat GLOBAL gave me and my friends the opportunity for financial independence and time freedom. In 4 months I totally replaced what I was earning.



The next thing I love about Monat and the products is how they are naturally-based and that their corporate owns their own research and development facilities. That's incredible in the hair and beauty industry. And the products are fantastic! As a mom of 7-year old daughter, mornings are now tear-free because of Monats Junior line - we don't argue over combing out tangles anymore. I spray on the Detangler, she brushes, and we are done.

The third thing I love is one product in particular, the Restore leave-in conditioner. I was incredibly brand loyal to one specific brand since I graduated from cosmetology school. When I tried the Restore leave-in conditioner from Monat GLOBAL, I didn't even finish drying my hair before I started calling my friends and saying, This is something you need in your life. You need to try this.



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