FLOURISH
CURLS

The *Flourish Collection* Product Pairing Guide

The Complete Guide to Pairing Your Products for Every Style



A note from *Sess Lee.*

Flourish was built for the hair that always seems to be thirsty — the coils that drink up product and still feel dry by morning, the strands that snap when you try to style, the curls that never quite hold the way you want.

The Flourish Collection is built on four core products, your moisturizers and stylers. This line is **heavy moisture**. No crunchy holds, no super-hard anything. Every core product was formulated to put water back into the hair and keep it there, whether you're wearing a washngo today or twists for the next two weeks.

Alongside the four core products, you'll find two supportive products: the **Cuticle Filler** and the **Stimulating Scalp and Strand Mist**. They prep, repair and refresh, so everything you layer over them can do its job.

This guide walks you through what each product does, how to pair them together, and which combos work best for which styles. **All four core products work together in any combination.** Try a pairing, see how your hair responds, and adjust from there.



Founder & CEO of Flourish Curls

Meet the *Flourish Products*

Two collections, two jobs. The core products moisturize and style your hair. The support products prep, repair and refresh the hair and scalp underneath.

THE CORE COLLECTION

Moisturizers & Stylers

Heavy moisture with soft-to-medium hold. These four products do the moisturizing and the styling, and they work together in any combination.



nourishes me within

Nourishing Cream-Oil

Transformative Formula • 6.76oz

Stops breakage. Softens hair and scalp. Use after leave-in to seal moisture and protect strands.



set me with ease

Hydrating Styling Foam

Refresh & Define Curls • Soft Hold • 8oz

All-purpose hydrating foam wrap. Reactivates with water. Soft hold without weighing hair down.



hold me down softly

Moisturizing Gel

Primary Styler • Medium Hold • 16oz

Definition without dryness. A medium-hold gel that's moisturizing enough for kids' styles.



wrap me in softness

Moisture Butter

Primary Moisturizer • Light Hold • 16oz

Your primary moisturizer-styler. Light hold, deep moisture. The base for protective styles.

THE SUPPORT COLLECTION

Prep & Scalp Care

Supportive, not styling. No hold, and they don't replace your moisture. They go on first, then your moisturizers and stylers go over them.



fill me in gently

Porosity Filler

Cuticle Filler • Protein Leave-In • 8oz

Fills and primes high and normal porosity hair so it can hold on to moisture. Goes on first, under everything else.



refresh me gently

Stimulating Scalp and Strand Mist

Scalp and Hair Mist • Lightweight • 4oz

Minty, tingly leave-in mist for scalp comfort and a clean refresh without buildup. No rinsing.

HOW THEY FIT TOGETHER

1. PREP & SCALP CARE *Support Collection* → 2. LEAVE-IN *Your favorite spray* → 3. MOISTURIZE & STYLE *The Core Collection*

nourishes me within

Nourishing Cream-Oil

Transformative Formula • 6.76oz



"The best moisturizing oil you will ever buy."

Creamy when cool, silky oil when warm. Designed to **stop breakage, soften the hair and scalp, and sink deep into the hair to protect from the inside out.** Use after your leave-in, before your styler. You'll feel a difference after the first use.

STYLE RESULTS





healthy ends · scalp care · length retention

Don't use under gel for washngos. Oil under gel breaks the cast and stops the hold. Gel is glue, oil is slippery — they don't mix on a washngo.

Temperature note: Above 76°F it becomes liquid; below 76°F it solidifies into a creamy texture. Both are normal — warm the bottle if your pump is stuck.

HOW TO PAIR IT

- **With Leave-In + Butter**
  Your protective-style foundation for deeply moisturized twists, long-lasting braid styles, coily hair needing intense moisture, and length retention.
- **With Leave-In + Foam**
  Soft defined twist-outs with strength on the ends, braid-outs with shine, and rod sets with added moisture and protection.
- **With Leave-In + Butter + Foam**
  Maximum moisture combo: twists, long-term protective styles, hair recovering from severe dryness or breakage. Apply: leave-in → foam → butter → cream-oil on ends.

Solo Use: Daily scalp moisturizing on dry scalp, sealing moisture between styles, softening dry, brittle hair — and even on the skin (no greasy feel).



set me with ease

Hydrating Styling Foam

Refresh & Define Curls • Soft Hold • 8oz

"The foam that styles + brings your hair back to life."

Your all-purpose hydrating foam wrap. Super moisturizing, amazing slip, and **reactivates with water** to refresh your style. No hard or crunchy hold — this is for defined twist outs, braid outs, rod sets, and soft natural styles. We even use it for edges.

STYLE RESULTS





soft sets · twist-outs · edges · transitioning

Best for fine hair: Extremely light and moisturizing — won't weigh hair down. Great for kids' ponytails, curls, and waves.

Refresh trick: Add water to any dried style and the foam reactivates instantly to revive the look.

HOW TO PAIR IT

- **With the Gel**
  Washngos on curly hair, two strand twists on medium-to-high density hair, flat twists, braids, coils, rod sets, slick ponytails, locs, buns, and kids' styles needing definition with a soft moisturized hold.
- **With the Butter**
  For luscious two strand twists, flat twists, twist-outs, braid-outs, and protective styles. Apply foam first, then smooth butter over before twisting.
- **With the Butter + Cream-Oil**
  The protective-style power combo for long-lasting twists with hydration and length retention. Layer foam → butter → cream-oil on the ends.

Solo Use: Light defined twist outs, soft braid outs, rod sets, edges, kids' ponytails, short-hair washngos, and quick refreshes — just spritz with water to reactivate.

hold me down softly

Moisturizing Gel

Primary Styler • Medium Hold • 16oz



"Definition without dryness. Shine without crunch."

A **medium-hold** gel so moisturizing it leaves the hair feeling very soft with great shine. Perfect for high porosity hair that needs moisture during styling, and great for low porosity hair seeking lightweight definition without buildup.

STYLE RESULTS





washngo · slick styles · kids' styling

Pro tip: Adding oil or leave-in before the gel will soften the hold. For crunch and lasting definition, layer the gel directly over a damp section without too much oil underneath.

Important: This gel does not pair with other gels — it will flake. Pair only with foams, butters, or oils.

HOW TO PAIR IT

- **With the Foam**
  For washngos on curly hair, two strands on medium-density or normal-to-low porosity hair, braids, flat twists, coils, rod sets, slick ponytails, locs, buns, and kids' styles.
- **With the Butter + Foam**
  Your three-product combo for high-density two strand twists, flat twists, coils, braid styles, washngos, or any natural style needing deep moisture plus hold. Layer: leave-in → foam → gel → butter.

Solo Use: Use alone for curly washngos, rod sets, braids to the scalp, coils, kid styles, ponytails, and any natural style needing a moisturized soft-to-medium hold.



wrap me in softness

Moisture Butter

Primary Moisturizer • Light Hold • 16oz

"This butter is so light. I love the feel of it on my hair + it smells great!"

Your **primary moisturizer**. The keywords are softness and moisture. Locks in hydration from your wash day while providing light hold & deep moisture. Perfect for twist-outs, braid-outs, finger coils, protective styles, & updos.

STYLE RESULTS





protective styles · two strand twists
flat twists · updos

Fine hair: Use a dab on soaking wet hair only — this butter is concentrated and will weigh fine strands down if overused.

Coily hair: Too soft for a washngo on its own — pair with the gel for definition, or use as a base for two strand twists and protective styles.

HOW TO PAIR IT

- **With the Foam**
  For soft moisturized washngos with volume and no crunch, two strand twists, flat twists, twist outs, and braid outs. Definition with maximum softness.
- **With the Gel**
  Lasting washngos with extreme moisture and shine, two strands needing added definition, and any style needing deep moisture plus medium hold. Especially great for high porosity hair.
- **With the Foam + Cream-Oil**
  Your protective-style power combo for long-lasting twists, braids, & flat twists with hydration and length retention.

Solo Use: Two strand twists, flat twists, finger coils, braid styles, ponytails, sleek buns, updos, and pre-installation prep on coily and tightly wound hair.

fill me in gently

Porosity Filler

Cuticle Filler • Protein Leave-In • 8oz



Think of it as an artificial cuticle.

A lightweight, **protein-enriched leave-in** that primes the hair by filling gaps in damaged, swollen, or compromised cuticles. Designed for high and normal porosity hair, it helps hair hold on to moisture longer while preparing strands for styling, heat, and chemical services.

WHY WE LOVE IT

- Patches damaged or swollen cuticles
- Prepares hair for color, chemical services, blow drying, and heat styling
- Helps maintain in-salon protein treatments at home
- Provides cuticle support for gray hair and hair needing additional protection

Pro tip: Shake well. When applying, focus on mid-lengths and ends. Comb through, then layer your favorite Flourish products and style as desired.

Important: Think of the Porosity Filler as a primer, not a moisturizer. Always apply it to freshly washed, damp or wet hair before layering your other products. Its primary job is to fill and prime the cuticle, not provide moisture.

HOW TO PAIR IT

- **With Leave-In + Flourish Styling Products**
  Use as your first step after washing to prime the hair. Apply leave-in spray directly over it, followed by your Flourish styling products.
  - Nourishing Cream-Oil
  - Hydrating Styling Foam
  - Moisturizing Gel
  - Moisture Butter
- **With Deep Conditioner**
  Use as part of a steamer treatment. Apply to freshly washed, wet hair and sit under the steamer for 10 minutes. Then apply a deep conditioner over it, steam for another 5 minutes, allow the hair to cool, and rinse both products out together.

Solo Use: Use as a standalone priming treatment on freshly washed, damp hair before color services, chemical services, or heat styling. It can also be used as a cuticle treatment under the steamer.



refresh me gently

Stimulating Scalp and Strand Mist

Scalp and Hair Mist • Lightweight • 4oz

You feel the tingle right away.

A lightweight, **minty-fresh mist** for the scalp and strands. Infused with Tea Tree, Peppermint, Rosemary, Aloe Vera, and Biotin, it hydrates, refreshes, helps soothe itching and reduce odor without buildup. This leave-in treatment supports healthy scalp maintenance on natural and chemically treated hair.

WHY WE LOVE IT

- Refreshes the scalp without buildup
- Helps soothe an itchy scalp
- Helps reduce scalp odor
- Supports healthy scalp maintenance
- Provides lightweight moisture for braids, locs, twists, wigs, and weaves
- Helps maintain scalp comfort during long-term protective styles
- Can be incorporated into your hair growth and edge care routines

Pro tip: For more precise application, spray the mist onto a cotton swab and dab it directly along your scalp. This is especially helpful when wearing braids, twists, or other protective styles.

Important: This is a leave-in treatment with no rinsing needed for everyday use. Use as often as you like. In a steaming treatment for a dry, flaky, or itchy scalp, it gets rinsed out along with your conditioner.

HOW TO PAIR IT

- **With the Cream-Oil**
  For moisture and protection, apply the Nourishing Cream-Oil to your hair while using the Scalp Mist directly on your scalp.
- **With Leave-In + Flourish Styling Products**
  After washing, mist your scalp before applying your leave-in and styling products.
- **With Conditioner**
  For a dry, flaky, or itchy scalp, mist after shampooing. Apply conditioner or deep conditioner to your hair, steam, then rinse everything out together.

Solo Use: Use whenever your scalp needs a refresh, including after workouts, between wash days, during protective styles, or as part of your daily scalp, edge care, or hair growth routine.

The *Order* of Application

Always start on cleansed, damp hair. Layer products in this order — skip the ones you don't need for your chosen style.

PREP AND SCALP CARE

Support collection · optional · goes on first

1

porosity filler

Primes damp or wet, clean hair. Spray, smooth through the mid lengths and ends, and comb through. Layer everything else directly over it.

2

stimulating scalp and strand mist

Refreshes the scalp. After you wash, spray your scalp before your leave-in and styling products. No rinsing.

LEAVE-IN

Your favorite spray

3

leave-in spray

Detangle and prime damp hair. We recommend Mizani Miracle Milk.

MOISTURIZE AND STYLE

Core collection · layer what your style needs

4

nourishing cream-oil

Apply on ends as you twist or braid — for protection, softness, and length retention. Or use on scalp daily.

5

hydrating styling foam

Hydration with a soft hold. Pump into palms, emulsify, smooth through each section.

6

moisturizing gel

Definition with medium hold. Skip oil underneath if you want a firmer hold.

7

moisture butter

Deep moisture with a light hold. Scoop, emulsify in palms, apply section by section.

Pick Your Hold Level

- **Prep + Scalp Care · No Hold:** Cuticle Filler and Scalp & Strand Mist. Support only: they don't style or replace your moisture
- **Hydration · No Hold:** Leave-in spray, light creams, or milks
- **Light Hold + Moisture:** Foam or Butter
- **Medium Hold + Moisture:** Gel
- **Maximum Moisture + Length Retention:** Layer Foam + Butter + Cream-Oil

Final Note

Everyone's hair is different, and that's exactly why Flourish was created. The four core products — the **Nourishing Cream-Oil**, **Hydrating Styling Foam**, **Moisturizing Gel**, and **Moisture Butter** — work solo or together however your hair needs them. Whether you're wearing a washngo, twists, braids, or protective styles, the goal remains the same: lasting moisture, softness, and healthy hair.

The two support products — the **Porosity Filler** and the **Stimulating Scalp and Strand Mist** — work behind the scenes. They aren't moisturizers or stylers, and they don't replace them. They prep, repair and refresh, so your core products can do their best work.

Use this guide as your starting point. Try a combination, see how your hair responds, and adjust from there. Stay consistent and trust the process. The best regimen is the one that works for you.

Happy styling!