



Flourish Kids Hair Care Guide



Kids' Hair Care

Once you have a baby, hair care might be the last thing on your mind, but hair is a thing, and it starts this early! The good news is that in these first years you don't need much at all. Each stage to keep your child's hair clean, moisturized, and loved, from the very first wash.



I

It Starts This Early

The whole goal in these early years is simple: keep the scalp clean, keep the hair clean, and keep the hair moisturized. Get a good rhythm now and you'll have a beautiful regimen set up for the toddler and early years. And one rule runs through every single stage - always apply product to damp or wet hair, never dry.

Newborn to 3 Months: Keep It Clean

At this stage it's all about keeping the hair and scalp clean and letting your baby's natural scalp oils do their thing. Don't put anything on their hair from birth to about 3 months.

THE WEEKLY RHYTHM

1. Once a week, use a gentle baby shampoo (Johnson's or Aveeno, whatever you're comfortable with) and a soft bristle brush to lightly brush the hair clean, front to back, then side to side.
2. Follow with a gentle baby conditioner. trying to grow.
3. Between washes, wipe the head daily with a warm, damp washcloth to remove sweat and debris.

GOOD TO KNOW • FROM OUR [COMBAT CRADLE CAP GUIDE](#)

If You're Seeing Cradle Cap

Cradle cap is like dandruff, just in babies - build-up from scalp oil, shed skin, and sweat. To gently lift it:

1. Lay a warm, damp washcloth over the hair for about 2 minutes to soften it.
2. Apply a little baby shampoo, lather, and use a baby comb to gently comb front-to-back, then ear-to-ear, for about 5 minutes to lift the build-up.
3. Rinse, then shampoo once more, brushing through with the soft bristle brush, and rinse clean.
4. Finish with a fingertip of [Flourish Cream-Oil](#) (just enough to make your hands look moist) to restore moisture after a double wash.

Still see a little build-up? Don't repeat the same day - wait until tomorrow and gently repeat. For the full step-by-step method, grab our [Combat Cradle Cap Guide](#).

After about one month, as long as your little one has no allergies, you can start adding the gentlest moisturizer after washing - a fingertip of [Flourish Cream-Oil](#) with a touch of a baby creamy oil works beautifully. Pay close attention to keeping the back of the head moisturized so it doesn't become brittle and break off.

II

The First Months

3 to 6 Months: A First Touch of Moisture

Keep the same weekly routine - wash, condition, and warm washcloth wipe-downs. If your baby is getting into the bath now, you can pour water over the head to rinse the hair. Depending on how much hair your baby has, this is when you can add the lightest touch of moisture.

6 to 12 Months: Your First Real Routine

Depending on how much hair your little one has, especially if it's getting thicker, you can now start a light styling routine. Keep the weekly shampoo and conditioner going (Aveeno or Johnson's is still perfectly fine).

On Freshly Washed, Wet Hair

1. Spray a little leave-in into your hand ([Mizani Miracle Milk](#), or another gentle one).
2. Add a pump of [Flourish Cream-Oil](#).
3. Add a dab of [Flourish Moisture Butter](#).
4. Rub it together in your hands, work it through the wet hair, through, and set it. Let it be

The Reactivate Trick

Each morning, just wet your hands and run them through the hair to bring the style back to life. Keep doing that until the product feels gone, maybe day 3 or 4. On the day the water won't revive it, add a little more leave-in to your hands and pull it through. Around day 6 or 7, wash and start the whole process again.



1. Use a very light, unscented leave-in or a light jojoba oil - something gentle your baby's skin tolerates well.
2. Focus it on the back of the head, where friction from lying down can break hair off and cause a bald spot.
3. Still go easy - you don't want to jump into a lot of products yet.
4. No braids, no synthetic hair, and no ponytails yet. Their scalp and follicles are delicate - you don't want any unnecessary tension or trauma this early.

III

Into the Toddler Years

Around 1 Year: Gentle First Styles

Once your little one hits about a year, you can start very loose ponytails, maybe four, keeping everything gentle. Take them out every single night never let your baby sleep in them. Keep using the same products as long as your baby tolerates the ingredients well.

14 to 15 Months: Soft Braids, If Needed

Around 14 to 15 months, boy or girl, you can start soft braids or cornrows using only their own hair, especially if the hair is starting to dry out in an out-style. Keep it gentle: no beads, no added hair, and nothing that creates tension. We're not blow drying or doing anything harsh at this stage.

Same rule as always: when you rewet the hair and the moisture feels gone, add a little more [Leave-In](#). As they get older, you can add a touch more [Butter](#) and [Cream-Oil](#) on damp hair

Remember:

Keep it clean, Keep it moisturized. That's the whole job right now.

IV

Nighttime & Ongoing Maintenance

All the work you do during the day only holds if the hair is protected at night. The good news is it's simple, and the protection just changes form as your child grows.

The Satin Progression

The form changes, but the rule doesn't: the hair has to be cared for and protected every night.

Infants: satin pillowcases and satin crib sheets.

Around Age 2: a satin-lined turban at night. It's tighter and stays on better than a bonnet, which is why I used one for both Millie and Jorji at this age.

As They Get Older: they can move into bonnets, since now they'll keep them on a little longer.

If You Choose Braids

Please get the [Braids Guide](#) first so you see exactly how to do it and care for them.

- I still wouldn't recommend braids under the age of 8.
- Make sure they're not too tight.
- Make sure your child's hair isn't too fine for them.
- Always follow the protocol in the Braids regimen.

V

Twelve & Up: The Teen Years

By around twelve, your teen can be approached a lot like an adult with their hair. But this is also when they start wanting to experiment - wigs, crochet, switching their style every couple of days, and doing their own hair for the first time. A few things to keep in mind as that begins.

The Self-Image Piece

While they're young, their hair shapes how they see themselves. If a child wears braids for long stretches, their natural hair can start to feel like it's "not long enough" by comparison, because braids give the illusion of long, flat, waist-length hair that natural hair will never mimic.

No matter how long her hair gets, it won't look like those braids. I was always intentional about not giving Jorji or Millie a version of themselves that made their natural selves feel not good enough.

What to Expect, and Why the Early Years Matter

Around eleven or twelve, expect your daughter to want to experiment, and some of the work from the past eleven years may start to come undone. You might notice breakage or shorter hair, and hear, "I wish my hair was like it was when I was younger."

Expect it, so it doesn't catch you off guard. This is exactly why you walk them through the practices while they're young.

When shampooing, moisturizing, and protecting their hair feel normal and familiar, it's not something foreign they're scrambling to learn at fifteen, sixteen, or twenty-five. It all comes back to building habits that benefit them for the long run.

(And honestly? The teen years may need their own booklet, in more ways than one!)

- Keep them away from synthetic hair as much as possible.
- If you allow braids, maybe twice a year at most. Braids can create breakage, and they can create a period of neglect - the longer they go without tending to their hair, the more they get used to not doing it.

VI

Every Child's Hair Is Different

Keep in mind that every child has a different head of hair, so there's no single routine that fits all. If your child has finer, looser curls, you won't use anywhere near as much product - this is where the insight in our [Fine Hair Guide](#) comes in. If your child has curlier hair you want to wear out, you can use the same products, you'll just use less of them.

How Often to Wash Depends on the Style

Never add extensions to the hair at these ages. It can be so detrimental to both their scalp and their hair.

THE ROUTINE, ON WET HAIR

1. Spray your leave-in ([Mizani Miracle Milk](#), or whichever you like).
2. Add a pump of [Flourish Cream-Oil](#).
3. Add the [Flourish Butter](#).
4. Then put the hair in ponytails, twist it, or braid it

Every 5 Days: Add [Mizani Miracle Milk](#) and [Flourish Cream-Oil](#) to your hands, rub them together under the water, squeeze into the hair, and smooth it in

If the Hair Is Too Soft to Hold a Style

If your child's hair is so soft it won't hold a style for five-plus days, keep it simple, like I did for Millie. Let them wear their hair out and curly with a braid in the front, or do two braids to the back, or two ponytails with the ponytails braided. That you can refresh every 3 days: just use water to reactivate the products, brush the hair back, and twist again.

THE ONE NON-NEGOTIABLE

Keep it moisturized, no matter what

Whatever the style, never go longer than 5 days without remoisturizing. That means reactivating with water, or adding a little more product if water alone isn't reviving it. Keeping the hair hydrated is the single biggest thing. For swimming or braids, check out our [Swimming Guide](#) and [Braids Guide](#).

- **Worn Out and Curly:** wash about once a week so you can detangle, remove shed hair, and set it back into the style.
- **Ponytails, Braids, or Twists:** you can go a little longer, as long as your child's hair and scalp can handle it.
- **Flaky or Irritated Scalp, Eczema, or Similar:** wash once a week like before, and keep to simple styles - four ponytails with twists, or flat braids.

VII

A Mom Tip from Sess

THE MOST IMPORTANT HABIT OF ALL *Talk Them Through It.*

Every single time I did anything with my babies' hair, I talked them through it. With Jorji, Sage, and Millie, I'd narrate every step:

"Okay, now mommy's going to spray your moisturizer on your hair while it's wet, and we're going to pull it through your beautiful hair. Now mommy's putting a soft ponytail in."

That narration goes right into their little minds and sets them up to know their routine, to know what feels right, and to care for their own hair later. By the time Jorji turned three, she was twisting her own hair and moisturizing it, with a real love for her natural hair

And always keep it positive. "Your hair is so beautiful. I love how full and curly it is." Never act like their hair is difficult, dry, or something to dread or change. The way you talk about their hair becomes the way they feel about it for life.

Happy Growing!

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