

Gray Hair

What Products Do I Use If My Hair Is Gray?
Moisture, Protein, And Bonds In The Wash.
Pure Moisture In The Style.





What Do I Use If I Have Gray Hair?

Moisture, protein, and bonds in the wash. Pure moisture in the style

Gray hair is unique, it can act like high porosity (dry, frizzy) and low porosity (resists moisture) at the same time, and it's prone to dryness and yellowing. The fix is balance: give it all three things it needs in the wash, then focus purely on moisture when you style. The biggest secret? Saturate it. Most gray-hair dryness is simply from not using enough product, on hair that's never given the chance to dry out.

I

In The Wash: Give It All Three

Over any 30-day stretch, gray hair needs moisture, protein, and bonds. Mix and match the three categories however you like across your shampoo, conditioner, and mask, the order doesn't matter, it just needs all three at some point.

Moisture

[Joico Moisture Recovery](#), [Design Essentials Honey Crème](#)

Protein

[Instacure Shampoo](#) + [Conditioner](#), Protein Masks

Bonds

Olaplex or K18 Bond Systems

How Often To Wash

- Dealing with dehydration? Shampoo once a week.
- Super short hair? Shampoo once a week, then co-wash every other day, reapplying your products each time.
- Add a clarifying or purple shampoo about once a month (never together, space them out). [Clarify with Malibu](#)

The Goal: Never give your hair the chance to dry out. Always apply your products on wet or damp hair.

II

In The Style: All Moisture, Every Strand Coated



The Layering Rule

Always layer thinnest to thickest, no matter how many products you use: [Leave-In](#) → [Cream-Oil](#) → [Foam](#) → [Gel](#) → [Butter](#). Two products or four, follow that order and you'll always be good.

Twists, Braids, Buns, Flat Twists & Plaits (Standard)

Always layer thinnest to thickest, no matter how many products you use: [Leave-In](#) → [Cream-Oil](#) → [Foam](#) → [Gel](#) → [Butter](#). Two products or four, follow that order and you'll always be good.

1. [Mizani Miracle Milk](#)
2. [Flourish Cream-Oil](#)
3. [Flourish Moisture Butter](#)

Same styles, higher density hair (More hair = More product)

1. [Mizani Miracle Milk](#)
2. [Flourish Cream-Oil](#)
3. [Flourish Moisture Gel](#)
4. [Flourish Moisture Butter](#)

Want to add the Foam? Slot it in after the Cream-Oil, before the Gel (thinnest to thickest).

Wash and Go, Looser Curls

1. Shampoo
2. Conditioner
3. [Flourish Hydrating Foam](#), root to tip
4. [Flourish Moisturizing Gel](#), root to tip
5. Sit under the dryer

No leave-in, no Cream-Oil on a wash and go. Prefer butter? Swap the foam for Butter after the gel.

Wash and Go, Tighter Textures

1. Shampoo & Conditioner
2. A harder-hold gel like Innersense, on its own, for more clump and longer hold.
3. Sit under the dryer

Flourish Gel never pairs with other gels (it flakes), only foams and creams. So for harder hold, use the other gel by itself.

If Your Hair Is Fine or Low Density

Use these same products, just add more water and use less product. Fine gray hair can take all the moisture, you're simply layering lighter. See our [Fine Hair Guide](#) for more.

The Gray Hair Rule

All three in the wash. Pure moisture in the style. Layer thin to thick, and saturate every strand, dryness is usually just too little product.

Happy Growing!

Join the Next Challenge

Step-by-step guidance, routines, and support for your healthiest hair yet. For everything gray, grab the [Gray Hair Care eBook](#).

Join our Email List

A summer full of tips, discount codes, and first dibs as a Flourish Insider.

Book An Appointment

Ready to flourish? Book your appointment with one of our curl specialists.