FLOURISH
CURLS

Moisturizing Gel Product Guide

How to Use, Pair and Apply Your Moisturizing Gel







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





wash-and-go · 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 wash-and-gos 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, wash-and-gos, or any natural style needing deep moisture plus hold. Layer: leave-in → foam → gel → butter.

Solo Use: Wash-and-gos, two-strand twists, flat twists, plaits, roller sets, edges, rod sets, coils, kids' styles, ponytails and any natural style. Your drying method sets the hold.

Styles to Try

What you can use your Moisturizing Gel for.

STYLES AND USES

Wash-and-gos
For the firmest hold, skip the leave-in. Definition without dryness, shine without crunch.

Two-strand twists
With your leave-in, or together with the Butter.

Flat twists
With your leave-in, or together with the Butter.

Plaits
With your leave-in.

Roller sets
For a harder roller set.

Edges
Pair it with the Foam.

Rod sets

Coils

Slick ponytails and buns

Braids to the scalp

Kids' styles

Any style
It is a moisturizing gel, so it works on almost anything you style.

Damp or wet hair
We recommend styling with the Gel on damp or wet hair.

Pairs with every Flourish product
Use it with the Foam, the Butter or the Cream-Oil. Mix and match.

Never mix it with another gel
The Flourish Gel does not pair with other brands of gel. They will curdle together.

Leave-in or oil first?
A leave-in or a light oil is fine. Just know it softens the hold and can loosen your definition.

In Your Hands

How to use your Moisturizing Gel, from the jar to the finished style.

THE BASICS

1. Scoop it out of the jar and into your hands.
2. Emulsify it in your hands. Rub your palms together.
3. Apply to a wet or damp section of hair.
4. Detangle it through. Make sure it is smooth.
5. Set it however you are styling.

Never straight from the jar. Emulsify it in your hands first. **Too thick?** Add a little water to your hands and emulsify to thin it out before it goes on your hair.

YOUR DRYING METHOD SETS THE HOLD

UNDER A HOT DRYER
Harder hold
■■■

WITH A DIFFUSER
Medium hold
■■□

AIR DRY
Softer hold
■□□

Same for **wash-and-gos**, **two strands** and **flat twists**.

TWO STRANDS WITH THE GEL

1. Wash and condition the hair.
2. While the hair is still damp, spray your leave-in. Add a little **Foam** if you like.
3. Twist with the **Gel**.
4. Set it. **Hot dryer** for a harder hold, **diffuser** for medium, **air dry** for softer.
5. Take them down with **Cream-Oil** on your hands for a twist out.

Add the Butter

Do your two strands with the **Cream-Oil**, **Butter** and **Gel** together.

Adjust with water

Finer hair or low porosity hair? Use less product and more water. How you work the products with water is what makes them work for you.

See *It* Applied

Videos picked for your Moisturizing Gel. Tap a title to watch.

WASH-AND-GOS

Wash-and-go on type 4 hair
links.flourishcurls.com/watch-wash-and-go-type-4

Wash-and-go on curly hair
links.flourishcurls.com/watch-wash-and-go-curly

Wash-and-go on low porosity hair
links.flourishcurls.com/watch-wash-and-go-low-porosity

Wash-and-go using the Gel
links.flourishcurls.com/watch-wash-and-go-gel

APPLICATION BASICS

Applying products to wet hair
links.flourishcurls.com/watch-apply-wet-hair

Product application
links.flourishcurls.com/watch-product-application

Emulsifying is always key
links.flourishcurls.com/watch-emulsifying

Different uses
links.flourishcurls.com/watch-different-uses

Millie's tutorial and challenge promo
links.flourishcurls.com/watch-millie-tutorial

Want step by step help with your hair?
Join a hair journey or the Healthy Hair Challenge for in depth help with your hair care.
Tap here to see your options.

Want to be featured?
Share a video of you using your Flourish products and we may feature you on our page.
Tag **@flourish_curlssalon** and use **#flourishcurls**.