



Oil Is Not The Enemy

Understand what oil actually does, when to use it,
and how to make it work for your hair.





1

Oil Isn't the Enemy - It's a *Tool*

Somewhere along the way, the natural hair community started treating ingredients like they had to be either good or bad, and oil became one of them. One person says, “I stopped using oils,” and suddenly everybody thinks they need to stop using oil. Someone else swears by oiling their hair and scalp, and now everybody thinks they need to do that too.

But here's the thing: **just because someone else uses oil doesn't mean you need to, and just because someone else stopped using oil doesn't mean you should.**

Oil is not good or bad - **oil is a tool.** And whether that tool belongs in your regimen depends on two things:

- **What does your hair need?**
- **What are you trying to get your hair to do?**

Flourish has always taught that the best regimen is the one that actually works for your hair, and our [product pairing guide](#) can help you figure out exactly what that looks like.

2

Oil Does Not Hydrate Hair

This is probably the most important distinction to understand. **Oil and water do not do the same job.** Water provides hydration, and oil does not add water to your hair. So if your hair is dehydrated and needs water, simply putting oil on dry hair will not fix the underlying problem.

That does **not** mean oil does nothing, though. Oil has an entirely different job.

Think about a bike chain. Why do we oil it? Not because the chain is thirsty, but because metal rubbing against metal creates friction, and oil provides lubrication. Your strands experience friction too, whether it's from:

- Hair rubbing against other strands
- Your hands during manipulation
- Clothing and bedding
- Hair accessories
- Synthetic hair during protective styling

Oil can lubricate the strand, increase slip and softness, and help reduce the mechanical stress that contributes to breakage.

Water hydrates. Oil lubricates. Two different jobs, and both can have a place in healthy hair care.

3

What Does Oil *Actually* Do?

- **Softness:** Oil helps hair feel softer and more pliable. That is why oils and oil-rich products can work beautifully with styles like two-strand twists, flat twists, braid-outs, twist-outs, and other protective styles.
- **Lubrication & Friction Reduction:** Oil creates slip between surfaces. Less friction between strands can help reduce some of the mechanical wear the hair experiences during styling and everyday life. This becomes especially important at the ends, since they are the oldest and often most vulnerable part of the strand.
- **Shine:** Oil can create a smoother-looking finish and help enhance shine.
- **Flexibility and Slip:** Oil can make the hair feel more pliable and easier to manipulate during styling.

IMPORTANT NOTE: Oil does not replace hydration. If the hair actually needs water and conditioning, oil alone is not the answer.



4

Not *All* Oils Behave the Same

You may have noticed that some oils stay liquid sitting on your counter while others become cloudy, creamy, or even solid when the temperature drops. That happens because oils and butters have different fatty-acid compositions and melting characteristics. As a general concept, fats higher in saturated fatty acids tend to have higher melting points, while fats higher in unsaturated fatty acids tend to remain liquid at lower temperatures.

But do not turn this into a hard rule:

Saturated = solid

Unsaturated = liquid

Real cosmetic formulas are mixtures, and that is why a product can change texture depending on temperature without anything being wrong with it.



5

The Flourish Nourishing Cream-Oil

The [Flourish Nourishing Cream-Oil](#), “Nourishes Me Within,” is one of our hero products. Why? Because contrary to what social media may make you believe, **everybody did not stop using oils**. There are still plenty of people who love oil, they have simply figured out where oil belongs in their regimen.

The Cream-Oil is designed around softness, protection, healthy ends, scalp care, and length retention. It can be used for twists, braid-outs, rod sets, protective styles, and on the ends of the hair where additional softness and protection are needed. See more [styling combinations and pairings](#) in the full guide.

6

What's Inside the Flourish Cream-Oil?

The [Flourish Nourishing Cream-Oil](#) combines oils, butters, and smoothing ingredients that work together to help the hair feel softer, more flexible, easier to manipulate, and more protected from everyday friction. **Different ingredients, different jobs, all built around one goal: softness, lubrication, and protection.**

1. Raw Virgin Coconut Oil: Protect and Strengthen

Coconut oil helps lubricate the strand while supporting softer, more resilient-feeling hair. It is especially useful for vulnerable strands and ends.

Why it's here: To support softness, protection, and healthier-feeling ends.

2. Mango Butter: Soften and Condition

Mango butter gives the formula richness and contributes to the soft, buttery feel textured hair often loves. It helps coat and lubricate the strand, improving softness and flexibility while reducing a rough, dry feeling.

Why it's here: For softness, flexibility, and rich conditioning.

3. Avocado Butter: Nourish and Soften

Avocado butter adds rich emollience to the formula. It helps soften dry-feeling strands, improve slip, and make the hair easier to manipulate during twists, braids, and protective styling.

Why it's here: For added softness, slip, and manageability.

4. Golden Jojoba Oil: Smooth and Shine

Jojoba helps give the formula a smoother, silkier feel without relying only on heavier butters. It helps lubricate the strand, improve smoothness, and enhance shine.

Why it's here: For lightweight slip, smoothness, and shine.

5. Soybean Oil: Flexibility and Slip

Soybean oil contributes lightweight emollience and helps the formula spread smoothly over the hair. It supports softness and flexibility while helping reduce the rough feel that can come with dry strands.

Why it's here: For softness, flexibility, and easy spreadability.

6. Cyclopentasiloxane and Dimethiconol: Smooth and Protect

These smoothing ingredients help the Cream-Oil glide easily over the strand. They contribute to the silky feel of the formula while helping improve slip, smoothness, and shine, and reduce friction between hair fibers.

Why they're here: For glide, smoothness, shine, and friction reduction.

7. Rosemary Essential Oil: Scalp and Hair Support

Rosemary essential oil adds a botanical scalp-care component to the formula and complements the Cream-Oil's focus on healthy-looking hair and scalp.

Why it's here: For targeted botanical scalp and hair support.

7

Why Does the Cream-Oil Sometimes *Look Different*?

The [Flourish Nourishing Cream-Oil](#) is a temperature-responsive formula.

When it is warmer: it becomes more fluid and oil-like.

When it is cooler: it becomes creamier and more solid.

Same formula, same purpose, just a different texture.

The current [Flourish Product Pairing Guide](#) notes that above approximately **76°F** the Cream-Oil becomes liquid, and below 76°F it becomes creamy. Both forms are normal.

So realistically, use whichever consistency you prefer. If you like it creamy, use it creamy. If you like it more fluid, warm it gently in your hands before applying. **The texture may change, but the purpose of the product does not.**

8

How to Use the Flourish Cream-Oil?

Twists and Braids: Use it where you want additional softness, lubrication, and protection, especially through the ends.

Protective Styles: Pay special attention to your actual hair and your ends. Length retention isn't about magically making the hair grow faster, it's about helping protect the hair you've already grown.

Wash-and-Go: If maximum hold is your priority, skip the Cream-Oil underneath your gel. After the style is completely dry, use a small amount if you want to soften the cast or add shine.

Between Washes: If the hair actually needs hydration, start with something water-based, then decide whether it would benefit from oil for additional softness and lubrication.

The [Flourish Product Pairing Guide](#) already positions the Cream-Oil around healthy ends, protective styling, softness, and length retention.



9

The Question Isn't “*Should I Use Oil?*”

The better question is: **what result am I trying to create?**

If you want softness, oil may make sense. If you want shine, oil may make sense. If you want lubrication, or protection for your ends, or a soft twist-out, oil may make sense in all of those cases too.

But if your main goal is **maximum hold**, that's a different conversation.

10

Can You Still Use Oil on a *Wash-and-Go*?

Think of gel like glue. Imagine trying to put a sticker on your skin after covering it in oil. It won't grip the same way because oil is slippery. The same principle applies when you're trying to create a strong wash-and-go cast.

If **maximum hold** is your goal, skip the [Flourish Cream-Oil](#) underneath your [Flourish Moisturizing Gel](#). Applying gel more directly to damp hair allows the holding product to grab the strand and create a firmer cast.

But that doesn't mean you can't use oil on a wash-and-go. It means the timing matters.

Once your wash-and-go is completely dry and the cast has formed, you can use a small amount of oil to:

- **Soften the cast**
- **Add shine**
- **Increase softness**
- **Reduce a crunchy feeling**

Same product. Different timing. Different result.

When you apply oil **before** gel, it can interfere with the hold you're trying to create. When you apply it **after** the style is completely dry, it can help soften and finish the style.

Gel is glue. Oil is slippery. Knowing when to use each is what matters.

11

When Does Oil Make Sense?

Situation	Use Oil?	Why
Super-soft twist-out	Yes	For softness and lubrication.
Soft braid-out	Yes	For softness and shine.
Twists or flat twists	Yes	For slip and flexibility.
Protective style	Yes	Especially for helping protect vulnerable ends and reduce friction.
Length-retention support	Yes	Because protecting your ends helps you keep the length you've already grown.
Maximum wash-and-go hold	Skip it under gel	Prioritize your cast.
Softer, dried wash-and-go	Yes	Use a small amount after drying to soften the cast.
Hair that actually needs hydration	Not by itself	Start with water and conditioning first.

12

The *Bigger* Lesson

We don't want you choosing ingredients because the internet told you they were "good" or "bad." Oil is not automatically good, and it is not automatically bad. A butter is not automatically too heavy, and a smoothing ingredient is not automatically something you need to avoid.

The better question is: **what is this ingredient doing, and does that function match what my hair needs?**

Sometimes your hair needs water. Sometimes it needs conditioning. Sometimes it needs hold. Sometimes you want softness, or lubrication and protection. And sometimes, you don't need another product at all.



13

Final Thoughts

You don't need to be pro-oil, and you don't need to be anti-oil. You need to understand what you're putting on your hair and why. Oil is not good or bad, it's a tool, and whether that tool belongs in your regimen depends on what your hair actually needs and what result you're trying to create.

Your regimen doesn't have to look like ours, and it doesn't have to look like the person you follow online. It needs to work for your hair. Try it, see how your hair responds, and adjust from there, using the [Flourish Product Pairing Guide](#) whenever you need a place to start.

Because the best regimen is the one that actually works for you.

Happy Growing!

Join the Next Challenge

In-depth videos and PDFs to take your curls further.

Join our Email List

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

The Flourish Nourishing Cream-Oil Guide

Learn how to get the best use from the Flourish Nourishing Cream-Oil

Book An Appointment

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