



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.

This line is heavy moisture. No crunchy holds, no super-hard anything. Every 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.

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

Founder & CEO of Flourish Curls

I

Meet the Flourish Collection

Each product holds its own, and each one plays even better with the others. Here's your line-up.

Nourishes Me Within

1

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

2

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

3

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

4

Moisture Butter

Primary Moisturizer • Light Hold • 16oz



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

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 Wash n Gos.

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 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 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.

II

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.

Step by Step

1	<u>Leave-In Spray</u> Detangle and prime damp hair. We recommend <u>Mizani Miracle Milk</u> .
2	<u>Nourishing Cream-Oil</u> Apply on ends as you twist or braid - for protection, softness, and length retention. Or use on scalp daily.
3	<u>Hydrating Styling Foam</u> Hydration with a soft hold. Pump into palms, emulsify, smooth through each section.
4	<u>Moisturizing Gel</u> Definition with medium hold. Skip oil underneath if you want a firmer hold.
5	<u>Moisture Butter</u> Deep moisture with a light hold. Scoop, emulsify in palms, apply section by section.

Pick Your Hold Level

- **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.

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!

Join the Next Challenge

Want more on how to better care for your hair this summer? In-depth videos and PDFs are waiting.

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.