

HAIR TYPES, TEXTURES, & POROSITY

Part One: Know Thy Hair. Rule Thy Hair. But these aren't hardcore rules... but starting suggestions.

Fine Hair

Personality: Soft, silky, fragile, limps faster than a wet noodle.

Needs: Volume, support, lightweight moisture.

Best Products:

- Foam or root-lifting spray for volume
- Lightweight leave-in
- Dry Shampoo or Texturizing Sprays
- Flexible, light hold gels (curly textures)
- Heat protectant (always)

Medium Hair

Personality: The "normal" of hair—cooperative, balanced, occasionally dramatic.

Needs: Hydration + structure without overloading.

Best Products:

- Heat protectant (always)
- Lightweight oil/serum
- Flexible-hold styling gels or styling creams (curly textures).

Coarse Hair

Personality: Strong, thirsty, bossy. Wants moisture, wants attention.

Needs: Hydration, slip, nourishment, patience.

Best Products:

- Hydrating leave-in
- Deep conditioners often
- Curl creams or balms (curly textures)

Straight

Personality: Smooth, shiny, hard to bend unless you beg.

Needs: Volume, lightweight moisture, grit.

Best Products:

- Texture spray
- Mousse/foam
- Dry shampoo

Wavy

Personality: Flirty, inconsistent, anti-humidity.

Needs: Moisture + light control.

Best Products:

- Sea Salt Serums/Sprays
- Flexible Hold Gels
- Heat protectant
- Light hold hairspray

Curly

Personality: Spirals with opinions. Thrives when hydrated.

Needs: Moisture, definition, structure.

Best Products:

- Curl cream or balms
- Cream stylers
- Gel or foam for hold

Coily

Personality: Fragile but mighty. Loves moisture, hates dryness.

Needs: Slip, hydration, oils, gentle handling.

Best Products:

- Hydrating leave-in
- Curl creams or balms.

Low Porosity

Signs: Water beads on hair, products sit on top.

Needs: Light moisture + warmth to open the cuticle.

Products: Lightweight conditioners, light leave-ins, foams.

Medium Porosity

Signs: Absorbs products well, dries "normal."

Needs: Balanced hydration.

Products: Anything balanced—your hair is chill.

High Porosity

Signs: Gets wet fast, dries fast, frizzes easily.

Needs: Rich, sealing moisture or bond builder support.

Products: Rich conditioners, creams, masks.