

5 STEP HAIR CARE

The universal routine that fixes 90% of your problems.



Wash with intention (not rage).

Get your scalp clean without treating it like it owes you money. Use the pads of your fingers, not your nails. Rinse longer than you think you need to – no, longer than that.

Goal: Clean scalp = happy hair.

Translation: Stop scrubbing like you're sanding a deck.

Condition like you mean it.

Apply conditioner mid-lengths to ends first (the thirsty bits), then rake upward. Let it sit 3-5 minutes for coarse hair, 1-3 minutes for fine hair. Add water. Rake again. Rinse gently.

Goal: Hydration + slip

Translation: Your ends need therapy, not your roots.

Treat the Problem (once a week).

Clarify if you feel heavy/coated.
Mask if you feel crispy/dehydrated.

Goal: Maintenance, not miracles.

Translation: Weekly TLC keeps you from spiraling later.

Style with a plan, not panic.

Pick 1-2 styling products that match your hair goals (volume, smooth, curl, wave). Work into wet hair – your hair drinks, remember? Let it set before messing with it.

Goal: Intentional styling.

Translation: Stop touching your hair while it's drying. Yes, you.

Protect the investment.

Silk/satin at night. Dry shampoo on clean hair, not already dirty. Brush gently. Hydrate your ends. Trim on schedule (yes, really.)

Goal: Keep the cut + style looking like it should.

Translation: Don't sabotage yourself between appointments.

WASH DAY CHECKLIST

(Because your hair
deserves better than vibes
and guesswork)

Before You Even Turn The Water On

- Detangle dry (wide-tooth comb or fingers only — we respect our strands here)
- Decide the mission: Clarify? Hydrate? Just “I need to not look feral”?
- Grab your products so you’re not doing the wet, slippery bathroom shuffle.

In The Shower

1. The Rinse

- Fully saturate the hair.
- Keep going.
- No, seriously – it’s not wet enough yet.

2. Shampoo

- Apply to scalp only (your ends didn’t sin).
- Use your fingertips, NOT your nails.
- Massage 30–60 seconds.
- Rinse thoroughly — like “I’m rinsing my sins away” thoroughly.
- Shampoo again. (You’re not special. Everyone needs a double cleanse.)

3. Treatment (If Today Is The Day)

- Clarify
- Mask

4. Conditioner (non-treatment days)

- Squeeze out excess water (your conditioner is not a charity).
- Apply mid-length to ends first.
- Add a little water + rake through with fingers.
- Let it sit for a minute.
- Rinse lightly — not squeaky clean, not slimy.

Out Of The Shower

5. Curly Styling (skip this step for strait hair)

- Apply product to WET hair — like, “still in the shower” wet.
- Work in with hands + water.
- Set it and DO. NOT. TOUCH.
- Touching your hair while it dries = instant frizz tax.

6. Towel Stage

- Blot don’t rub.
- Grab a microfiber towel or cotton tee. (Your regular towel is the enemy.)

7. Strait Hair Styling

- Apply product to towel-blotted hair.
- Work in with hands.
- Set it and DO. NOT. TOUCH.
- Touching your hair while it dries = instant frizz tax.

8. Dry it (pick one or two - there’s no right or wrong).

- Diffuse (curly hair) for bouncy curls that are dry before you leave the house/go to bed.
- Blow out (with blow dryer or barrel dryer) for smooth hair with volume.
- Air dry (any hair type) for the lazy days.

Final Checks

- Did you rush through the rinse? (Be honest.)
- Did you use the right products for today’s hair goal?
- Did you touch your hair too soon? (You know if you did.)
- Does your hair feel soft and clean?
- Did you enjoy the process even a little? (Bonus points.)

HAIR CARE

RHYTHM:

WASH. CLARIFY. TLC.

(AKA: How to avoid buildup, sadness, and wondering why your hair suddenly hates you.)

Your Wash Schedule

Think of this as your hair's weekly rhythm—not punishment, not penance, just structure so you're not guessing.

Fine Hair / Gets Oily Fast:

- Wash: Every 1–2 days
- Condition: Every wash
- Dry Shampoo: Strategic use only—not a personality.

Medium Hair / "Pretty Normal":

- Wash: Every 2–3 days
- Condition: Every wash
- Refresh: Leave In on ends + restyle as needed.

Thick / Coarse / Curly / Dry:

- Wash: Every 4–7 days
- Condition: Mandatory
- Refresh Days: Leave In mist touch-ups or wet reset.

Golden Rule:

If your scalp feels angry, heavy, itchy, or flat → it's time.

Clarifying Schedule

Clarifying isn't punishment; it's a reset button. (If your hair is limp, waxy, frizzy and somehow greasy? That's buildup whispering, "Fix me.")

Everyone:

- Clarify: Every 2–4 weeks.
- More Often If:
 - You use dry shampoo like it's oxygen.
 - You use heavy oils/butters.
 - You swim.
 - You use lots of stylers.
 - Your scalp is giving "cryptid sightings" energy (strange flakes, weird residue).

Signs You Need It NOW:

- Hair won't lather
- Roots feel sticky
- Curls won't curl
- Your hair feels both dry and greasy (truly a talent)

Mask Schedule

Masks are not optional luxuries—they're therapy. For your hair. (And honestly, maybe for you too.)

Fine Hair:

- Mask: 1× every 3–4 weeks
- Choose: Lightweight hydration

Medium Hair:

- Mask: 1× every 3–4 weeks
- Choose: Balanced moisture

Thick/Coarse/Curly:

- Mask: 1× every 3–4 weeks
- Choose: Deep hydration

Pro Tip:

Clarify your hair first to get maximum hydration and minimal moisture blockage.

THE HOLY TRINITY: SHAMPOO CONDITIONER LEAVE IN

Your “Start Here or Suffer”
Essentials

Before you worry about fancy masks, styling products, serums, bond builders, or whatever TikTok told you to buy at 2 a.m., you need a solid foundation. Shampoo, conditioner, and a good leave in for your hair type and needs are the headliners that actually decide whether your routine works... or flops. These three products do the heavy lifting: cleansing the scalp, hydrating the mid lengths and ends, and protecting your hair from daily chaos.

Investing here is like building the house with actual walls instead of good intentions. A great shampoo keeps your scalp clear so every other product can do its job. A quality conditioner gives your hair moisture, slip, and strength so styling isn't a battle. And a leave in acts as your everyday battle armor – hydration, reduced frizz, control, and protection packed into one step.

When these three are right, everything becomes easier, your hair behaves better, and you spend way less time wondering why nothing ever works. Start here, upgrade smart, and watch your hair level up.



HAIR STYLING CHEAT SHEAT

Beacuse good hair
shouldn't require a PhD.

- 1. Start with the Right Base:** If your hair looks bad before you style... it's not magically fixing itself after. Clean scalp, conditioned ends, and a leave-in = your styling foundation.
- 2. Product Order Matters (A Lot):** Think skincare rules, but for your head: Thin → Thick. Mists + sprays → creams → oils → finishing products. Yes, putting oil first is basically sabotage. Start here, we can always break rules later, properly.
- 3. Heat Protectant Is Non-Negotiable:** If you're using hot tools without protection, your hair is basically a rotisserie chicken. Mist it, cream it, serum it—just use it.
- 4. Blow Drying Cheat Code:** Rough dry to 75% first. THEN pick up the brush. Stop trying to force sopping-wet hair into a "smooth blowout," you're just aging your shoulders.
- 5. Volume Hacks:** Blow dry roots in the opposite direction you want them to lay or upside down. Stop flattening everything with your hands when you're done. Hands can be the tool or the enemy.
- 6. Smoothness Hacks:** Use tension when brushing. Direct the blow dryer down the hair shaft. Finish with a pea-sized smoothing cream or dot of silicone free oil.
- 7. Definition Hacks:** Cream or gel on wet hair, leave in refresh on dry hair. Finger curl a few rebellious pieces. Stop touching it while it's drying. Seriously.
- 8. If All Else Fails**
A claw clip and confidence. Works every time.



HELPFUL HAIR TOOLS

You don't need them all but these are some of the most helpful tools depending on your styling and hair care goals.

The "I Actually Know What I'm Doing" Kit

▣ **Wide-Tooth Comb**

For gentle detangling in the shower with conditioner.

▣ **Microfiber or T-Shirt Towel**

Reduces frizz, static, and breakage.

▣ **Diffuser Attachment**

Essential for curl/wave definition and volume.

▣ **Condenser Attachment**

For smooth/straight styles and blowouts

▣ **Blow Dryer (Adjustable Heat + Airflow)**

Low/medium settings required for healthy styling.

▣ **Sectioning Clips**

For clean sectioning and even product distribution.

▣ **Fine-Mist Spray Bottle**

For refreshing curls and rehydrating hair before styling.

▣ **Satin or Silk Pillowcase**

Reduces frizz, tangles, and moisture loss. (this or a bonnet, not both)

▣ **Satin Bonnet**

Nighttime curl/wave protection. (this or a pillowcase, not both)

▣ **Heat Styling Tool (Curling Iron, Flat Iron, Hot Brush)**

Choose based on your styling goals — no need to collect them all.

▣ **Gentle Detangling Brush (Wet Brush, Tangle Teezer, etc.)**

For wavy/straight hair or careful wet detangling with slip.

▣ **Scalp Brush/Shampoo Massager**

For gentle exfoliation and better shampoo distribution.

▣ **Denman-Style Brush**

For curl clumping and definition.

▣ **Root Clips**

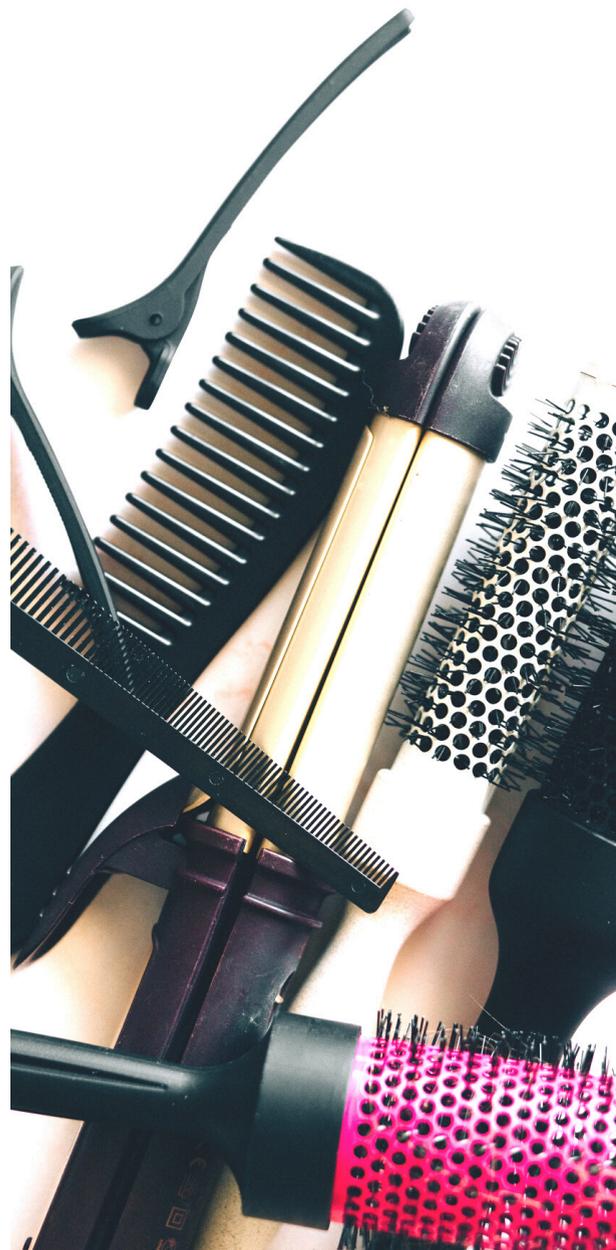
For lifting curls/waves at the roots.

▣ **Claw Clips + Gentle Hair Ties (silk/satin preferred)**

For styling, sectioning, and protecting hair.

▣ **Shower filter**

Helps reduce hard water minerals that cause dryness, buildup, and dullness.



PRODUCT LAYERING GUIDE

The Guide to Layering Like
You Didn't Just Buy It All on
Impulse.

Universal Layering Order (All Hair Types)

Use this anytime you're not sure where something belongs as a general rule.

1. Shampoo

Cleans your scalp so everything else works better.

2. Conditioner

Adds slip, moisture, and protection.

Detangle here.

3. Leave-In Conditioner

Your base layer. Hydration + frizz control + shine.

4. Cream

Curl cream, styling cream, or prep cream. Adds moisture, slip, and shape.

5. Gel/Foam

Your hold product. Foam = soft hold + volume.

Gel = stronger hold + curl memory + longevity.

6. Oil or Serum (Dry Hair Only)

Finishing step. Adds shine & smooths flyaways.

Do not put oils on damp curls unless you enjoy chaos.

7. Texture / Hairspray / Finishing Mist (Optional)

Lock it all in without weighing it down.



CURLY HAIR STYLING

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- 1. Do Not Towel Dry First:** Most of my recommended hair care products work best on *dripping wet hair* - meaning apply in the shower to avoid wet floors and fall risks.
- 2. Leave In:** Spray into wet hair concentrating on the mid-strands to ends. Optional: Finger comb or use a wide tooth comb to thoroughly distribute.
- 3. Curl Cream/Balm/Gel:** Work product gently in between palms before applying to the ends with a palming technique then lightly raking through (section if your hair is dense) ensuring even product coverage from roots to ends. In some cases you may want to use a wide tooth comb to distribute evenly.
- 4. Foam:** If using a foam for additional lift or curl formation/locking in hydration, apply using a palming method to lightly press product into the hair then scrunch with intention. You can gently roll to an upside down position to lift hair off scalp and scrunch for additional lift off the scalp.
- 5. Towel Blot/Plop:** Use a microfiber towel or plain t-shirt to remove excess water by lightly scrunching with intention to remove excess water and redistribute product.
- 6. Curl manipulation and use of clips (optional):** For problematic curls you can twist them into place with your fingers and for bang area control and or additional lift at the scalp, the use of clips to prop curls up at the root can be helpful - use small flat prong clips or crease-less clips. Small to medium claw clips can also add lift to the crown.
- 7. Drying:** You have multiple options for getting your curls dry.
 - Air drying gives you less bouncy, more stretched out curls. Is good for those short on time or who like a flatter, less voluminous look.
 - Diffusing gives you bouncier, more defined curls and waves, and gets you dry faster. Diffuse on low/medium flow. High flow= frizz. Heat can be set low/med/high depending on your hair. .
 - You can also partially diffuse for root lift and finish air drying or vice versa depending on your needs and how your hair responds.
- 8. Breaking the cast:** Once your hair is 100% DRY, no damp pieces, you can break the cast for softer curls by lightly holding the hair like a ponytail and squeeze your way down gently or scrunching your curls lightly.
- 9. Finishing Moves (in no particular order – your hair will tell you what it needs)**
 - Hairspray = more hold
 - Leave in = spray into palms and apply lightly to areas that got a little wild/out of control and to smooth
 - Sea salt serum or spray = defined yet lived in cool girl curls without frizz.

10. If All Else Fails

A claw clip and pretend confidence. Works every time.

STRAIT HAIR STYLING

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1. Towel Dry First: Use a microfiber towel or plain t-shirt to remove excess water by lightly blotting hair. Do not rub the hair or scalp. The goal is to get a majority of the water out and get the hair damp while not introducing excess friction or frizz. Hair is always weakest when wet.

2. Leave In: Spray into wet hair concentrating on the mid-strands to ends. Optional: Finger comb or use a wide tooth comb to thoroughly distribute.

3. Styling aids: Apply your styling aids. Layer lightest to heaviest wet styling products. If you plan on heat (blow drying or heat tool styling you have to use heat protectant here first unless your leave in or styling products include heat protection.

4. Creaseless clips: Can help hold bangs in place while drying and manage growth patterns that cause bangs to go wild. Remove once dry.

6. Drying: You have multiple options for getting your hair dry.

- Air drying is good for those who are more wash and go people or don't have enough time.
- Blow drying is a good option for those who want more bounce and volume in their hair (with or without a round brush or who are going to bed right after washing their hair (never ever go to bed with wet hair!) or are wanting to use a heat tool such as a flat iron or curling iron to style their hair.

8. Curling or Flat Irons: Once your hair is 100% DRY, no damp pieces, you can apply heat protectant (yes, again for those who blow dried – the one applied earlier was only good for your blow dry and will not continue protecting if you use another heat tool). Then you can use your desired tool to create your style.

9. Finishing Moves (in no particular order – your hair will tell you what it needs)

- Hairspray = hold, stay in place
- Texture spray or sea salt serum = instant texture, volume, and cool girl vibes.
- Shine serum = shine without the greasy look

10. If All Else Fails

A claw clip and pretend confidence. Works every time.

TROUBLESHOOTING

If Your Hair Is Misbehaving,
Start Here.

✗ Problem: "My hair feels greasy... like, instantly."

Likely Cause:

- You're under-washing.
- You're using heavy products on fine/medium hair.
- Conditioner is living rent-free on your roots.

Fix It:

- Shampoo your scalp twice.
- Use lightweight products only.
- Keep conditioner from mid-strands down.
- Clarify 1x/week until balance returns.

✗ Problem: "My hair is dry, frizzy, and looks tired."

Likely Cause:

- You're not conditioning enough.
- Heat styling without protection (scandalous).
- Your water is hard.
- You need an actual trim... not manifesting one.

Fix It:

- Richer conditioner + leave-in.
- Heat protectant every. single. time.
- Weekly moisture mask.
- Shower filter if you have hard water.
- Book a hair cut maintenance appointment.

✗ Problem: "My scalp is flaky."

Likely Cause:

- Dry scalp (white, powdery flakes).
- OR dandruff (yellow, oily flakes).
- OR you're not rinsing well.

Fix It:

- Dry scalp: hydrating shampoo + hydrating mask scalp to ends and let sit for 5-10 min.
- Dandruff: anti-dandruff shampoo 1-3x/week.
- Rinse for at least 60 seconds.
- Avoid hot water + harsh clarifying too often.

✗ Problem: "My curls/waves fall flat or don't show up."

Likely Cause:

- Not enough product or wrong products for texture/type.
- Build-up weighing your texture.
- You need to diffuse for extra bounce or to set the curls.
- Not enough layering in your cut or cut has lost its shape.

Fix It:

- Clarify weekly until pattern returns.
- Diffuse on low/medium flow and medium heat—stop touching it.
- Schedule to have your cut adjusted.

✗ Problem: "My hair is fluffy... not in a cute way."

Likely Cause:

- High porosity needing moisture + sealing.
- Skipping leave-in.
- Overwashing.
- Over-brushing.

Fix It:

- Moisture-rich conditioner + leave-in cream.
- Deep condition weekly.
- Use a microfiber towel + stop rough-drying.

✗ Problem: "My roots are flat by lunchtime."

Likely Cause:

- Wrong shampoo.
- Too much conditioner near the roots.
- Heavy products.
- Not blow drying roots away from the head.

Fix It:

- Volumizing or lightweight shampoo.
- Conditioner only on ends.
- Root foam/mousse.
- Blow dry roots in opposite direction of fall.

TROUBLESHOOTING

If Your Hair Is Misbehaving,
Start Here.

✗ Problem: "My ends look stringy, rough, or split."

Likely Cause:

- Heat damage.
- Not enough conditioning.
- Hair brushing while wet without slip.
- It's been... a while since your manicure visit (aka trim).

Fix It:

- Moisture mask weekly.
- Creamy leave-in + heat protectant.
- Wide-tooth comb only on conditioned hair.
- Trim the split ends—they do not heal.

✗ Problem: "My hair feels coated, waxy, or won't absorb anything."

Likely Cause:

- Build-up from silicones, polyquats, waxes, or hard water.

Fix It:

- Clarify 1–2x/week until normal.
- Use lighter products that don't contain offenders.
- Add a shower filter.

✗ Problem: "My hair gets tangled immediately."

Likely Cause:

- Not enough moisture.
- Damaged cuticle.
- Product build up.
- Coats, scarfs, materials your hair comes in contact with.

Fix It:

- Clarify
- Deep condition.
- Leave-in every wash.
- Detangle in the shower with conditioner + wide comb.
- Silk pillowcase.
- Silk scrunchie to lightly hold hair in place so it doesn't get disrupted by coats/scarfs

✗ Problem: "A curl or two or more went wild after drying."

Likely Cause:

- Blow dryer flow was too high or you had your windows down in the car before the curls were dry.
- You touched your hair too much while drying.
- Friction happened somehow.

Fix It:

- Leave in sprayed into hands to palm over the affected area. If really bad lightly spray directly into hair and use fingers to re-curl the affected curls.
- Diffuse on low/medium flow and medium heat—stop touching it.
- Be careful to not disrupt the hair while its drying.

✗ Problem: "My hair is giving me shock therapy... STATIC + FLYAWAYS."

Likely Cause:

- Hair is dry (static LOVES dry hair)
- Winter air + indoor heat
- Too much brushing or friction (hoodies... I'm looking at you).
- Lack of moisture + no leave in to keep the cuticle calm.
- You're using the wrong towel or pillowcase.

Fix It:

- Add a leave in conditioner to every wash (non-negotiable).
- Use a more hydrating shampoo and conditioner.
- Switch to a microfiber towel + silk pillowcase
- For major static: use a light hairspray and smooth with hands.
- Reduce brushing on dry hair - use a comb instead.

The Not-so-Secret Fix to Most Problems:

Static/Frizz = a hydration problem 98% of the time.
Fix the moisture balance and the problems stops haunting you.