

The Hair Care *Routine* Builder

THE BLUEPRINT TO HEALTHY HAIR

A step to step guide
to building a routine
that works for **YOUR** hair



UNDERSTAND

know your hair from
the inside out.



CARE

Simple steps that
make a big impact.



BUILD

The right products.
The right order.



MAINTAIN

Habits that support
healthy hair
everyday.



THRIVE

Confidence , clarity,
and real results.

Welcome to Your Hair Care Blueprint

Healthy hair care should not feel like a guessing game. This guide teaches the purpose behind each part of a routine so you can make informed choices for your own hair. The goal is not one rigid routine. It is a framework you can adjust for your scalp, strands, lifestyle, climate, and the styles you actually wear.

THE MANE ACADEMY PHILOSOPHY

You do not need more products. You need to understand what each product is supposed to do.

How to Use This Guide

- Learn the steps. Understand what each stage is designed to accomplish.
- Build your staple wardrobe. Choose a small group of products with clear jobs.
- Observe your hair. Notice buildup, softness, tangling, breakage, hold, and scalp comfort.
- Customize. Adjust when your hair, lifestyle, environment, or styling habits change.
- Track what works. Use the worksheets to create your personal blueprint.

Educational note: This ebook provides general hair-care education and is not a diagnosis or medical treatment plan. Persistent shedding, bald patches, scalp pain, sores, or sudden changes should be evaluated by an appropriate health professional.

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The 8 Step Hair Care Blueprint™

Think of your routine as a cycle rather than a collection of random products.

1	UNDERSTAND Know your hair before choosing products.
2	DETANGLE Remove shed hair and knots gently.
3	CLEANSE Remove sweat, oil and buildup.
4	CONDITION Improve softness, slip and manageability.
5	HYDRATE Support flexibility and moisture balance.
6	STYLE / SET Create definition, stretch, shape or hold.
7	MAINTAIN Reduce friction and preserve your style
8	RESET Know when it is time to cleanse and begin again.

1

Understand Your Hair

Assessment comes before product selection.

Why This Step Matters

Hair characteristics influence behavior, but no single label tells you exactly what to buy. Density, strand thickness, porosity tendencies, pattern, surface feel, scalp needs, and styling habits all provide useful context.

What to Do

- Observe clean or lightly product-coated hair over time.
- Notice how quickly it wets, how it feels after drying, how easily it tangles, and how long styles last.
- Pay attention to your scalp separately from your strands.
- Use repeated observations instead of relying on one quick test.

Staples for This Step

- Mirror and good lighting
- Hair journal or notes app
- Hair description or assessment guide

What to Watch For

- Frequent breakage
- Persistent dryness or coating
- Scalp discomfort or buildup
- Styles that repeatedly fail despite good technique

MANE ACADEMY TIP

Your curl pattern is only one part of your hair description. Build around how your hair behaves—not just a type number. Review the **Hair Description Series** to determine your complete hair type.

2

Detangle & Handle

Gentle handling protects the hair you already have.

Why This Step Matters

Length retention depends partly on minimizing unnecessary breakage. The goal of detangling is to separate shed hair and knots while preserving the strand. This is the reason this step comes before cleansing the hair.

What to Do

- Work in manageable sections.
- Use water and/or a product with enough slip.
- Start near the ends and gradually work upward when needed.
- Use fingers, a wide-tooth comb, or a detangling brush that suits your hair.
- Pause at resistance instead of pulling through it.

Staples for This Step

- Conditioner or detangling product
- Sectioning clips
- Wide-tooth comb, fingers, or suitable brush
- Spray bottle

What to Watch For

- Snapping sounds
- Small broken pieces
- Ends that repeatedly catch
- Detangling takes longer because hair is too dry or overloaded

MANE ACADEMY TIP

Your tool should assist your technique—not replace gentleness.

3

Cleanse Your Scalp & Hair

A clean foundation helps the rest of the routine work.

Why This Step Matters

Shampoo removes sweat, oil, product residue, and debris. Cleansing also prevents layer after layer of product from masking what your hair actually needs.

What to Do

- Fully saturate the hair before shampooing.
- Focus shampoo on the scalp, then work the lather through the lengths.
- Cleanse again when the first wash does not adequately remove buildup.
- Rinse thoroughly before conditioning.

Staples for This Step

- Regular shampoo
- Clarifying shampoo for periodic deeper cleansing
- Optional applicator bottle

What to Watch For

- Hair feels coated soon after washing
- Products sit on the hair
- Scalp feels itchy, oily, sweaty, or congested
- Hair becomes dull or unusually difficult to style

MANE ACADEMY TIP

Do not keep adding moisturizer to hair that is asking to be cleansed.

4

Condition

Create softness, slip and manageability.

Why This Step Matters

Conditioner helps reduce friction between strands and improves manageability after cleansing—especially useful for tightly curly and coily hair, where bends and curves can increase tangling

What to Do

- Apply conditioner mainly through the lengths and ends.
- Work in sections if density makes distribution difficult.
- Let the product coat the strands before detangling.
- Rinse according to product directions.

Staples for This Step

- Rinse-out conditioner
- Optional deep conditioner when extra conditioning is useful
- Sectioning clips

What to Watch For

- Hair remains rough after conditioning
- Detangling is unusually difficult
- Ends feel brittle or catch easily
- Hair feels overly coated or limp after heavy treatments

MANE ACADEMY TIP

More is not always better. Choose conditioning based on how your hair responds.

5

Hydrate & Moisturize

Water is the foundation of hydrated hair.

Why This Step Matters

Hydration refers to water. Moisturizing products can improve softness, lubrication, and manageability, while oils mainly add lubrication or shine.

What to Do

- Start with water or damp hair when your styling method allows.
- Apply leave-in or moisturizer in sections.
- Use enough to improve feel without creating excessive residue.
- Refresh only when your hair benefits from it.

Staples for This Step

- Water
- Leave-in conditioner or moisturizer
- Spray bottle
- Optional oil for lubrication or shine

What to Watch For

- Hair feels rough, stiff, or less flexible
- Hair tangles more easily
- Refreshing causes buildup
- Products bead or sit heavily on the surface

MANE ACADEMY TIP

Water hydrates. Oil can lubricate. They do different jobs.

6

Style & Set

Choose products based on the result you want.

Why This Step Matters

Styling products have different jobs. Some provide strong hold, some softness, some set, and some smoothing. Your desired finish should guide the choice

What to Do

- Decide on the finished style before layering products.
- Use fewer compatible products when possible.
- Distribute styling product evenly.
- Allow the style to dry or set fully before excessive manipulation.

Staples for This Step

- Gel for stronger definition and hold
- Foam or mousse for lighter sets
- Cream for softness and control
- Heat protectant when using heat

What to Watch For

- Flaking after layering
- Sticky or gummy residue
- Definition disappears quickly
- Hair stays damp because too much product was used

MANE ACADEMY TIP

Technique often matters as much as product. Check water level, section size, application, and drying before buying something new.

7

Maintain & Protect

Protect your work between wash days.

Why This Step Matters

Maintenance should preserve your style without constant manipulation. Reducing friction and unnecessary handling can make your routine easier and support length retention.

What to Do

- Protect hair at night with satin or silk-like materials.
- Choose a nighttime method that preserves your style.
- Avoid repeatedly pulling hair into very tight styles.
- Refresh selectively rather than automatically adding product everywhere.

Staples for This Step

- Satin bonnet, scarf, or pillowcase
- Loose bands or gentle ties
- Style-specific nighttime tools

What to Watch For

- Edges or scalp feel sore
- Heavy daily product reapplication
- Excessive overnight tangling
- Repeated manipulation causes breakage

MANE ACADEMY TIP

The best maintenance routine is usually the simplest one that keeps your hair comfortable until the next reset.

8

Reset & Repeat

Learn when your hair is ready to begin again.

Why This Step Matters

A routine works best when you can tell the difference between hair that needs more product and hair that needs a fresh start.

What to Do

- Choose a realistic cleansing rhythm based on scalp, activity, products, and style.
- Reset sooner when sweat, buildup, irritation, or residue calls for it.
- Clarify periodically when regular shampoo is not enough.
- Review what worked before repeating the routine.

Staples for This Step

- Regular cleanser
- Clarifying cleanser
- Your observations

What to Watch For

- Scalp discomfort
- Visible or tactile buildup
- Hair feels coated and unresponsive
- Styling products stop performing as expected

MANE ACADEMY TIP

A reset is not failure. Cleansing is part of the routine.

Your Staple Product Wardrobe

Start with products that have clear, useful jobs.

1. Regular Shampoo

Routine cleansing of scalp and hair.

2. Clarifying Shampoo

Periodic deeper cleansing when buildup requires it.

3. Rinse-Out Conditioner

Softness, slip and manageability after cleansing.

4. Deep Conditioner — Optional

Extra conditioning when your hair benefits from it.

5. Leave-In / Moisturizer

Additional softness, lubrication and manageability when needed.

6. Styler

Choose according to your result: gel, foam, cream, etc.

7. Heat Protectant

A staple if you regularly use heat tools.

8. Oil — Optional

For lubrication or shine; not a replacement for water.

REMEMBER

A staple is a product you understand, use consistently, and know how it behaves on your hair. It does not have to be expensive or trendy.

Build Your Routine

Use these decisions to create a routine that fits your real life.

1. Choose Your Cleansing Rhythm

Ask how quickly your scalp becomes sweaty, oily, itchy, or coated; how much product you use; and how active you are. Those observations help determine when you wash.

2. Choose Your Conditioning Level

Start with regular conditioner. Add deeper conditioning when your hair genuinely benefits from it.

3. Choose Your Main Styling Category

- Wash-and-go / defined curls
- Twist-out or braid-out
- Stretch / blow-dry
- Press / flat iron
- Protective style

4. Match Products to the Style

A wash-and-go may prioritize hold and definition. A twist-out may need softness plus enough hold to preserve the set. Heat styling requires heat protection.

5. Plan Maintenance

Your nighttime routine, workouts, climate, and schedule should all influence your plan.

THE RULE

Build your routine around your life instead of trying to build your entire life around your hair.

When Your Routine Isn't Working

Before buying another product, troubleshoot the system.

My hair always feels dry

Check buildup, water exposure, conditioning, cleansing frequency, product amount, and repeated handling.

My products keep flaking

Reduce layering, test compatibility, use less product, and allow the style to dry fully before separating.

My hair tangles constantly

Review detangling technique, section size, conditioning slip, damaged ends, nighttime protection, and time between sessions.

My wash-and-go has no hold

Review styling product strength, saturation, technique, section size, drying, and how many products sit underneath the gel.

My hair feels coated

Consider a thorough cleanse or periodic clarification instead of adding more moisturizer.

My ends keep breaking

Review friction, detangling, heat, tight styling, trimming needs, and daily handling.

THE RULE

Build your routine around your life instead of trying to build your entire life around your hair.

My Hair Care Blueprint

Fill this in as you learn what works for your hair.

My usual wash day	
I cleanse every	
My regular shampoo	
My clarifying shampoo	
My conditioner	
My leave-in/ moisturizer	
My main style	
My styling product	
My heat protectant (if needed)	
My detangling conditioner	

You Are No Longer Guessing

A good hair-care routine is not built from trends. It is built from understanding.

You now know how to think through cleansing, conditioning, hydration, detangling, styling, maintenance, and resetting. Products are tools—not the routine itself.

As your hair changes, come back to the blueprint. Observe. Adjust. Keep what works. Let go of what does not.

THE MANE ACADEMY™

Understand your hair. Care for it with intention. Build confidence through education.

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