



flowr — Self-Care Planner · Petal Studios LLC · Delaware, USA
hello@myflowr.co · myflowr.co

About flowr

flowr is a self-care routine planner for iOS that helps you actually implement the routines you've been collecting. Built for Millennial and Gen Z women who treat self-care as a ritual, flowr gives your routines a home — out of your screenshots and notes and into your real life.

What flowr does

- **Your Today Dashboard** — See what's Up next, then flow through morning, afternoon, and evening. Check off steps as you go, hold to reorder your day, and let flowr remember the rest.
- **Routine Planning & Scheduling** — Build routines across 10 categories and schedule them your way — daily, weekly, every 2 weeks, monthly, or by cycle phase. Toggle any routine on or off without losing it, and duplicate one as a starting point so you never build from scratch.
- **Step-Level Customization** — Not every step belongs on the same schedule. Set a default for the whole routine, then fine-tune each step — because some steps are daily and some are twice a week.
- **Your Product Shelf** — Log every product you use, tag it to a step, and rate it Love It, Like It, or Not For Me. flowr shows you exactly what to reach for — and what's actually working.
- **Cycle Syncing** — Assign routines to specific cycle phases and flowr will surface the right ones at the right time. Supports both menstrual and lunar cycle tracking.
- **Your Self-Care Calendar** — Plan ahead and look back — your entire self-care schedule at a glance. Browse any past or future date to see exactly what's scheduled.
- **Share Routines** — Send a privacy-safe link to a routine you love. Friends preview it on the web and tap Add to My Routines — no rebuild from a screenshot.
- **Never Forget Your Routines** — Turn on notifications for any routine and flowr will remind you when it's time to show up for yourself — at exactly the time you choose.
- 14-day free trial, no credit card required. And when your trial ends, nothing happens automatically.

About the Founder

Brittany Theodore is the founder of flowr and the sole developer behind Petal Studios LLC, a Delaware-based independent software company. She built flowr because she kept saving self-care routines she wanted to start — only to lose track or forget all about them. flowr is her answer to that problem, and she hopes it becomes yours too.

Name	flowr — Self-Care Planner
Developer	Petal Studios LLC
Platform	iOS
Age Rating	13+
Availability	Worldwide
Price	Free to download — 14-day free trial, no credit card required
Subscription	\$4.99/month or \$34.99/year (save 42%)
Download	apps.apple.com/us/app/flowr-self-care-planner/id6777282497
Website	myflowr.co
Contact	hello@myflowr.co

Brand Assets

Download flowr's brand assets at myflowr.co/press. For anything else, reach us at hello@myflowr.co.

- flowr app icon — PNG, 1024×1024px
- flowr daisy mark — SVG, scalable vector
- App screenshots — ZIP, 7 screens, 471×1024px PNG
- Founder photo — coming soon