

# PHILIPS

## Straightener

### 5000 Series

ThermoShield technology

50% faster straightening

35% smoother floating plates

2x ionic care



BHS530



## Style with less heat damage\*

with ThermoShield technology

Style your hair with ThermoShield technology. For a consistent temperature from hair root to tip, less heat damage, and healthy looking hair. Intensity your hair shine with 2x ionic care to create lots of beautifully, frizz-free styles.

#### Care and protect

- ThermoShield technology for less heat damage
- 50% faster straightening\*\*
- 35%\*\*\* smoother floating plates for gentle styling
- 2 x ionic care\*\*\* for frizz-free-shiny hair
- Argan-oil infused ceramic plates for smooth gliding

#### Beautifully styled hair

- Straighten or curl for various styles
- Temperature range from 120°C up to 230°C

#### Easy to use

- Easy to read innovative temperature display
- 105 mm long plates for fast and easy straightening
- Fast heat-up time, ready to use in 30 sec
- Cool tip for easier and safer use
- Heat resistant roll out mat included

# Highlights

## ThermoShield technology



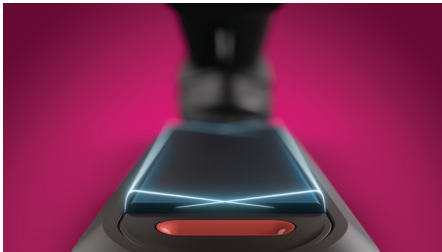
ThermoShield technology lets you style with less heat damage. Its' sensor regulates the temperature so that from root to end, your hair gets the ultimate even styling it deserves.

## 50% faster straightening



Smooth plates help the straightener glide smoothly through the hair, so you can spend less time styling and more time enjoying the same great result.

## 35% smoother floating plates



35% smoother plates with floating technology for gentle gliding with every stroke. The advanced ceramic floating plates move to adjust the pressure on the hair. This ensures even heat and pressure on the hair for good styling performance.

## 2x ionic care



This powerful ionic system intensifies your hair's shine with 2x the ionic care per styling session. Charging you hair with millions of negative ions per cubic centimeter eliminates static, conditions your hair and smoothen its cuticles. So you can enjoy frizz-free hair with vibrant shine.

## Argan-oil infused plates



The straightener uses ceramic plates infused with argan oil to make styling fast and effortless, with a gliding action that feels as silky smooth as your hair looks.

## Create your favourite styles



From sleek and chic straight hair to effortlessly casual waves, or head-turning curls - you can do it all. What will it be today?

## Wide temperature range



Choose between temperature range from 120°C up to 230°C to secure long-lasting result while minimizing risk of hair damage.

## 105 mm long plates



The longer 105 mm plates enable better contact with the hair to help you achieve perfect straightening results easier and in less time.

## Innovative temperature display

The unique combination of 360° temperature wheel and LED display gives you absolute temperature control.

## Cool tip



The tip of the styler is made from a special heat insulating material to keep it cool; you can safely hold it while you're styling for optimal ease of use.

# Specifications

## Technical specifications

**Styling temperature:** 120°C - 230°C

**Heat settings:** 12

**Type of temperature control:** Temperature wheel, with LED indicator

**Plate size:** 25x105 mm

**Auto shut off:** Yes, after 30 mins

**Heat-up time:** 30 sec

**Voltage:** 110-240 V

**Cord length:** 1.8 m

## Features

**Material plates:** Ceramic Argan oil infused

**Storage hook**

**Swivel cord**

**Plate lock**

**Ready to use indicator**

## Caring technologies

**Floating plates**

## Design

**Colour:** Light pink metallic

## Accessories

**Heat resistant roll-out mat**

## Service

**2-year worldwide guarantee**

