

PHILIPS

Hair Dryer

5000 Series

1500W

ThermoShield technology

Mineral ionic & 2x ionic care*

3 heat & 2 speed settings



BHD538/01



Fast drying with no heat damage** with ThermoShield technology

ThermoShield technology gives you ultimate protection from heat damage, by actively controlling the air temperature of the dryer to an optimum level.

ThermoShield technology

- ThermoShield technology for ultimate heat protection

Powerful drying

- Fast drying for professional results with 1500W
- Cool air setting to finish your style

Care and protect

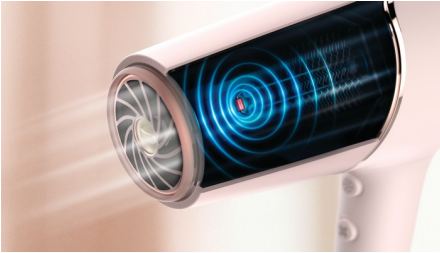
- Reduces UV damage***, for smoother hair
- 2x ionic care* for shiny, frizz-free hair

Beautifully styled hair

- Precise control with 6 heat and speed settings
- Handle twists and folds for easy storage
- Slim nozzle for touch-ups and detailed styling

Highlights

ThermoShield technology



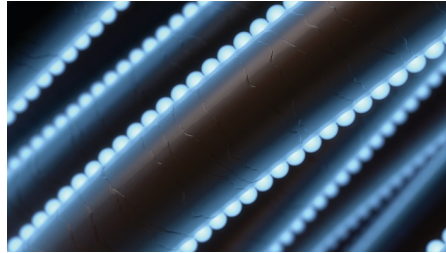
The overheat detect sensor actively optimizes and controls the air temperature, protecting your hair from damage** caused by overheating. Enjoy a stress-free drying experience with ThermoShield technology.

1500W of power



This 1500W professional hair dryer creates a powerful airflow. The resulting combination of power and speed makes drying and styling experience quicker and easier.

Mineral ionic care



Mineral ions reduce surface damage*** which can be caused by UV rays, making your hair smoother and more versatile.

2x ionic care*



This powerful ionic system generates up to 40 million ions per drying session, intensifying your hair's shine. So you can enjoy glossy, frizz-free hair.

6 heat and speed settings



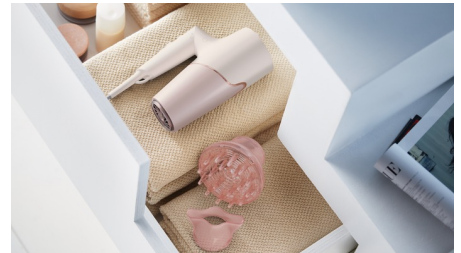
Easily pick the combination of heat and speed that works best for your hair and style. Six different settings ensure precise control for tailored styling.

Cool air setting



The cool air setting provides a burst of cold air to finish and hold your style.

Twisting foldable handle



The compact design with twisting foldable handle makes it easy to pack, store and take the hair dryer with you anywhere you go.

11 mm styling nozzle



The slim nozzle precisely focuses the air, for quick touch-ups and perfecting small details of your style.

Specifications

Caring technologies

ThermoShield technology
Mineral ionic care
Ionic technology: 2x ions*

Attachments

Nozzle: 11 mm
Volume diffuser

Features

Heat/Speed settings: 6
Foldable handle
Cool Shot
Storage hook

Technical specifications

Wattage: 1500 W
Motor: DC
Voltage: 110 V
Cord length: 1.8 m
Color / Finishing: Pearl Peach

Service

2-year worldwide warranty

