

PHILIPS

Straightener

Essential Care

Ceramic

IonBoost



BHS380/50



Easy straight with ion shine with 100mm long plates

Specially designed for speed and ease of use, the longer plates of the new Essential Care straightener with ionic care, allow you to get the straight and shiny look you want faster, while being gentle on your hair.

Beautifully styled hair

- 210°C professional high heat for perfect results
- Long plates for fast and easy straightening
- More care with ion conditioning for shiny, frizz-free hair

Less hair damage

- Ceramic coating for ultra-smooth gliding

Ease of use

- Easy storage hook for convenient storage
- Closing lock to close the handle for easy and safe storage
- 1.8 m power cord
- Fast heat up time, ready to use in 60 seconds
- Universal voltage
- Swivel cord to prevent tangled wires
- 2 years of worldwide guarantee

Highlights

Easy storage hook

The rubberised hook is located at the base of the handle and provides another storage option, particularly convenient for use in the home or when staying at a hotel.

Handle closing lock



The straightener has a closing lock mechanism. Located at the base of the straightener, this locks plates, making storage quick and easy and helping to protect the straightener from accidental damage.

1.8 m cord



1.8 m power cord

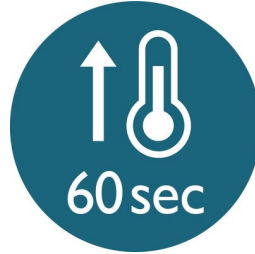
Ionic Care



Give your hair an instant care with ionic conditioning. Charged negative ions eliminate static, condition the hair and smooth down the

hair cuticles to intensify the hair's shine and glossiness. The result is hair that is beautifully shiny, smooth and frizz-free.

Instant heat up



The straightener has a fast heat up time, being ready to use in 60 seconds

Universal voltage

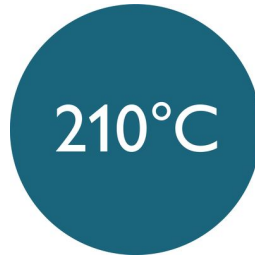


Worldwide voltage for getting the perfect travel companion

Swivel cord

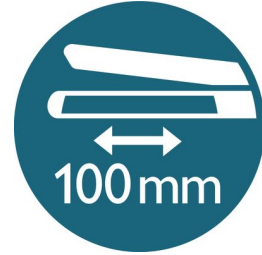
Useful swivel cord technology rotates the cord to prevent tangled wires.

210°C professional temperature



This high temperature enables you to change the shape of your hair and gives you that perfect look you want.

Long plates



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

2 years guarantee



2 years of worldwide guarantee.

Ceramic coating



The smooth ceramic coated plates prevent damage to your hair during styling.

Specifications

Technical specifications

Heating time: 60s

Cord length: 1.8 m

Color/finishing: black and warm pink

Maximum temperature: 210 °C

Long plates: 27x100mm

Voltage: Worldwide V

Features

Temperature: 210 °C

Swivel cord

Ceramic coating

Hanging loop: No

Ion conditioning

Handle lock

Material plates: Ceramic

Storage hook

Swivel cord

Service

2-year worldwide guarantee

