

# PHILIPS

Hair Dryer with SenseIQ  
& 3 attachments

Hair Dryer Prestige

Personalized technology

Smart digital programs

Powerful drying: 30% faster\*

Up to 95%\*\* moisture lock-in



BHD827/03



## Unique hair. Unique care.

Hair dryer with SenseIQ: senses, adapts & cares

New Philips Hair Dryer Prestige with SenseIQ technology senses hair's temperature and adjusts heat over 12.000\* times to prevent overheating. Leaving your hair so healthy-looking that it shines.

### SenseIQ technology

- Personalized drying experience
- Senses hair's temperature
- Adapts drying performance
- Powerful airflow

### Care for your hair

- Cares uniquely for your hair
- Ionic conditioning

### Easy to use

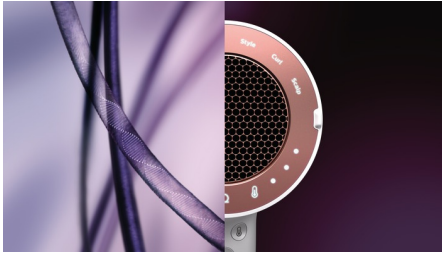
- Smart digital programs
- Easy digital interface

### Attachments

- Styling nozzle
- Relaxing scalp massager
- Volumizing curl diffuser

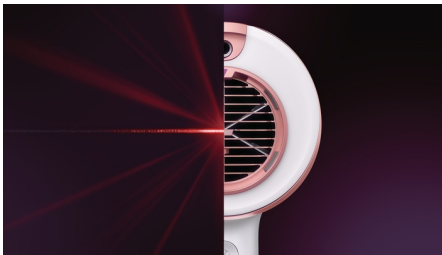
# Highlights

## Personalized



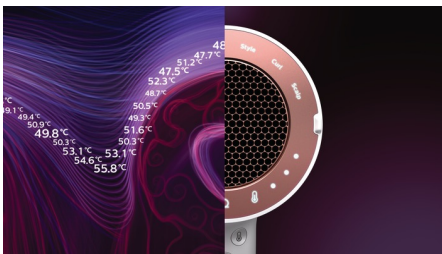
SenseIQ technology for a personalized drying experience. SENSES. The dryer's digital infrared sensor continuously senses the temperature of your hair for a personalized protection. ADAPTS. The intelligent microprocessor analyzes the data captured by the sensor and adjusts the temperature more than 12,000 times per drying session\*\*\* to prevent overheating. CARES. Our sensing and adapting technology protects the hair while drying, locking-in up to 95%\*\* of your hair's natural moisture.

## Sensing



The digital infrared sensor continuously senses the hair's temperature to prevent overheating. While other hairdryers only measure the temperature of the airflow, the Philips dryer with SenseIQ technology measures your hair's temperature. The sensor is highly precise and recognizes even the smallest change, enabling personalized protection for your hair.

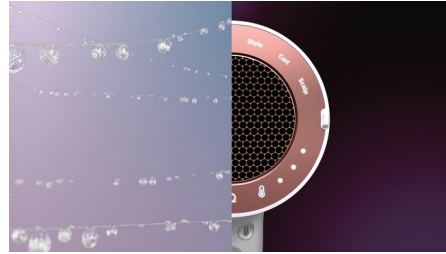
## Adapting



The intelligent microprocessor is the brain behind SenseIQ. It analyzes and adjusts the airflow temperature more than 12,000 times per drying session\*\*\* to give you our best

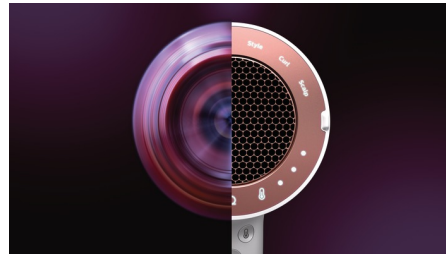
performance, while exclusively tailored caring for your hair. SenseIQ provides intelligent heat control to guard your hair in a unique way.

## Caring



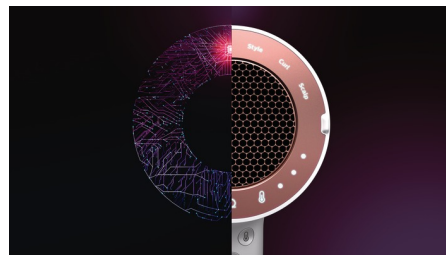
Give your hair the exclusive care it deserves. Lock in up to 95%\*\* of hair's natural moisture every time you dry, for healthy-looking hair full of shine.

## Powerful



The innovatively engineered hair dryer is designed to deliver powerful airflow so you can now enjoy a 30% faster dry time\*.

## Smart



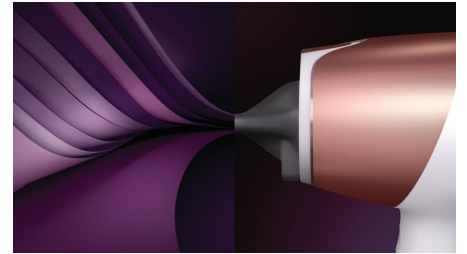
The smart digital programs create a drying experience tailored to your preferences, by automatically selecting the right temperature and power of the airflow. Choose between Fast-Gentle-Manual-Style-Scalp-Curl. For a quick dry select Fast mode, for extra care - Gentle mode, or Manual mode to pick your own heat/speed setting from three levels available. The Style, Curl or Scalp mode is automatically selected when the right attachment is connected.

## Easy



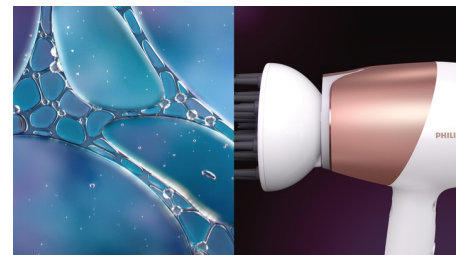
Unique digital user interface, which can be operated with just your thumb. The user interface has LED light indication for easy navigation, while you dry. And a separate cool shot button to easily set your style.

## Styling



The 7mm opening of the nozzle concentrates the airflow for precision styling. Ideal for brushing while drying and styling. The Style mode is automatically selected when the nozzle is attached. You can also use the nozzle in Dry, Gentle and Manual modes.

## Relaxing



Stimulate the natural flow of nutrients to your hair by using the vibrating scalp massager attachment. The Scalp mode is automatically selected when the attachment is connected. The soft vibrating bristles and gentle heat help to stimulate blood circulation, carrying oxygen and nutrients. These natural nutrients contribute to the health of your hair, while gently relaxing your scalp.

# Specifications

## Caring technologies

SenseIQ technology  
Ionic Care: 2x ions

## Attachments

Nozzle: 7mm  
Scalp massager  
Curl diffuser

## Features

Cool Shot  
Storage hook

## Technical specifications

Cord length: 2 m  
Voltage: 240 V  
Wattage: 1800 W

## Service

2-year worldwide guarantee

