

# PHILIPS

ThermoProtect  
straightener

StraightCare  
Essential

ThermoProtect technology  
Ionic care for shiny hair  
Keratin-infused plates  
6 LED temperature settings



BHS378/00



## Smooth and shiny hair with ionic care and control

Specially designed for easy and fast styling with long Keratin-infused plates and 6 LED temperature settings. Care for your hair with ThermoProtect technology preventing overheating and to give your hair vibrant shine with ions.

### Beautifully styled hair

- Ionic care for shiny, frizz-free hair
- Temperature range from 160°C up to 230°C

### Care for your hair

- ThermoProtect technology
- Keratin ceramic plates for smooth gliding and shiny hair

### Ease of use

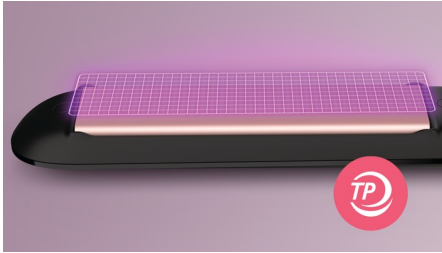
- 6 LED temperature settings for precise control
- 100mm long plates for fast and easy straightening
- Fast heat-up time, ready to use in 30 sec
- Auto shut-off for safe usage
- Key-lock function for safe and easy storage
- Universal voltage for worldwide use



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# Highlights

## ThermoProtect technology



ThermoProtect technology distributes heat evenly across the plates, preventing overheating to protect your hair.

## Ionic care



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 smooth, frizz-free hair with vibrant shine.

## Keratin ceramic plates



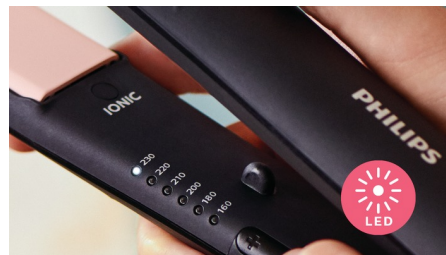
Keratin-infused ceramic plates glide smoothly through your hair, for quick and easy styling.

## Temperature range



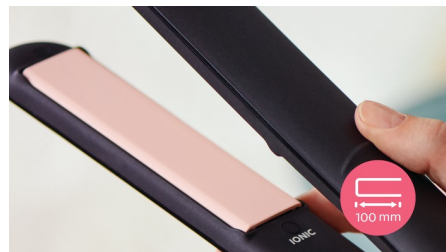
Choose between temperature range from 160°C up to 230°C to secure long-lasting result while minimizing risk of hair damage.

## 6 LED temperature settings



Variable settings from 160°C-230°C with clear LED indication for precise control. Lower temperatures for last minute touch ups and gentle styling. Higher temperatures for long lasting results. Enjoy precise styling for protected hair.

## 100mm long plates



The longer 100mm plates enable better contact with the hair to help you achieve perfect straightening results easier and in less time.

## Fast heat-up time



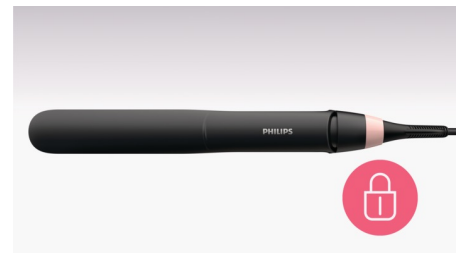
The straightener has a fast heat-up time, being ready to use in 30 seconds.

## Auto shut-off



The styler has an automatic shut-off function for safe usage. It automatically switches off after 60 minutes.

## Key-lock function



The plates can be locked together for safe and easy storage.



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## Philips Green Logo

Philips Green Products can reduce costs, energy consumption and CO2 emissions. How? They offer a significant environmental improvement in one or more of the Philips Green Focal Areas – Energy efficiency, Packaging, Hazardous substances, Weight, Recycling and disposal and Lifetime reliability.

# Specifications

## Technical specifications

Styling temperature: 160°C - 230°C

Type of temperature control: Slider with LED indicator

Long plates: 28X100mm

Heat-up time: 30 sec

Voltage: 110-240 V

Cord length: 1.8 m

## Features

Material plates: Keratin-infused ceramic plates

Storage hook

Swivel cord

Plate lock

Ready to use light

## Service

2-year worldwide guarantee

