

# PHILIPS

## Straightener

Care & control



HP8344/03



## 3x more caring for your hair

### Hair straightener with Ionic conditioning

The new Philips Care & Control straightener allows you to get the straight hair style you want while being gentler on your hair. 3x more caring straightening thanks to ionic conditioning, Silky smooth ceramic plates and digital temperature control

#### Less hair damage

- More care with ion conditioning for shiny, frizz-free hair
- 2x as smooth on your hair with SilkySmooth ceramic plates
- ThermoGuard prevents unintentional heat exposure above 200°C
- Digital settings with adjustable heat to get smooth results
- Healthy hair without hotspots with Even Heat Distribution

#### Beautifully styled hair

- 230°C professional high heat for perfect results

#### Ease of use

- Fast heat up time, ready to use in 30 seconds
- No more accidental change of settings with key-lock function
- Closing lock to close the handle for easy and safe storage
- Including pouch for easy storage
- 1.8 m power cord
- Swivel cord to prevent tangled wires

# Highlights

## 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.

## SilkySmooth ceramic plates

Ceramic is microscopically smooth and durable by nature, and is therefore one of the best materials for straightening plates. The SilkySmooth plates are carefully processed to enhance the gliding and caring properties of the ceramic, giving you perfect shiny hair.

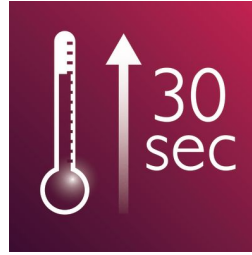
## ThermoGuard

Prevent unintentional heat exposure with Thermoguard, by increasing temperature with steps of 5°C only, above 200°C.

## Digital settings

Digital settings with adjustable heat to get smooth results with all hairtypes

## Instant heat up



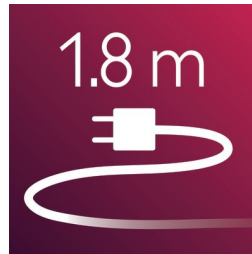
The straightener has a fast heat up time, being ready to use in 30 seconds

## 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

# Specifications

## Technical specifications

Heating time: 30s

Cord length: 1,8 m

Maximum temperature: 230 °C

## Features

Ready for use indicator

Swivel cord

Ceramic coating

Hanging loop

Ion conditioning

## Hair type

End result: Straight

Hair length: Long, Short

Hair thickness: Medium, Thick, Thin

## Service

2-year worldwide guarantee

