

# PHILIPS

## Straightener

### 3000

SilkProtect technology

Ceramic titanium plates

Keratin-infused plates

Ionic care

BHS738/00



## Instantly smooths untamable hair.

Adds visible shine\*

Our KeraShine Titanium straightener delivers the style with instant shine while being gentle on hair. The SilkProtect technology and ceramic plates glide gently through your hair, while optimizing temperature for less heat exposure.

#### **Ease of use**

- Fast heat-up time, ready to use in 60 sec
- 1.8 m cord for maximum flexibility
- A useful swivel cord rotates and prevents tangled wires
- Universal voltage for worldwide use
- Key-lock function for safe and easy storage

#### **Beautifully styled hair**

- Extra wide plates for better results with thick or long hair
- Extra care and control with 2 temperature settings
- KeraShine Titanium plates for fast heat transfer and shine

#### **Care and protect**

- Ionic care for shiny, frizz-free hair
- SilkProtect Technology cares for your hair

# Highlights

## Kerashine Titanium Plates



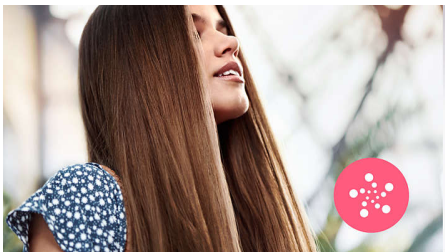
Constructed with ceramic plates infused with keratin and titanium, the Kerashine Titanium plate system allows for fast heat transfer for beautiful styling performance and ultra smooth gliding for visibly shiny silky hair.

## SilkProtect Technology



The SilkProtect technology ensures optimized temperature to minimize the heat exposure, leaving hair with a silky-smooth look.

## Ionic care



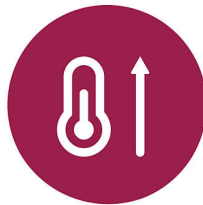
Charged negative ions eliminate static, condition the hair and smooth down the hair cuticles to intensify the hair's shine and glossiness. The result is smooth, frizz-free hair with vibrant shine.

## Wide plates



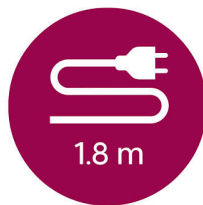
These extra wide straightening plates have been designed specifically for thick or long hair. The increased plate width can straighten more hair in one go and will help to reduce the time required to style.

## Fast heat-up time



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

## 1.8 m cord



1.8 m cord for maximum flexibility.

## Swivel cord



The swivel cord technology conveniently rotates the cord and prevents unnecessary tangles.

## Key-lock function



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

## Universal voltage



Compatible with 110–240 volts. Can be used wherever you travel in the world.

## Extra care and control with 2



The temperature settings allow you to adjust the styling temperature to 190°C or 210°C for extra care at lower temperatures and more control over your preferred styling setting.

# Specifications

## Technical specifications

Voltage: Worldwide V

Cord length: 1.8 m

Heat-up time: 60 sec

Maximum temperature: 210 °C

Styling temperature: 210°C

Styling plates: 47x75mm

## Features

Swivel cord

Handle lock

Storage hook

Ionic care

Keratin ceramic coating

Plate lock

## Service

2-year worldwide warranty

