

# PHILIPS



## Straightener

### 3000

SilkProtect technology

Ceramic keratin titanium

Ionic care



BHS397/00

## Style it up. Smooth it down. With instant\* shine.

Our KeraShine Titanium straightener delivers the style with instant shine while being gentle on hair. The SilkProtect technology and ceramic titanium 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
- 1.6m cord
- A useful swivel cord rotates and prevents tangled wires
- Key-lock function for safe and easy storage
- Universal voltage for worldwide use

### Beautifully styled hair

- 2 temperature settings at 190°C and 210°C
- 210°C styling temperature
- Long plates to straighten or to create waves
- KeraShine Titanium plates for fast heat transfer and shine

### Care and protect

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

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# Highlights

## Kerashine Titanium Plates



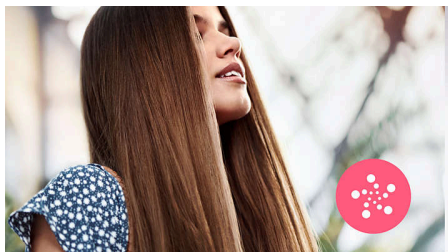
Constructed with ceramic plates infused with keratin and titanium, the Kerashine Titanium plate system allows for fast heat transfer for beautiful styling performance and ultra smooth gliding for visibly shiny silky hair.

## SilkProtect Technology



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

## Ionic care



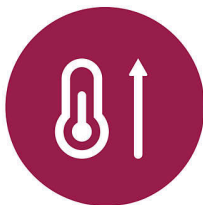
Charged negative ions eliminate static, condition the hair and smooth down the hair cuticles to intensify the hair's shine and glossiness. The result is smooth, frizz-free hair with vibrant shine.

## Long plates



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

## Fast heat-up time



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

## 1.6m cord



1.6 meter 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



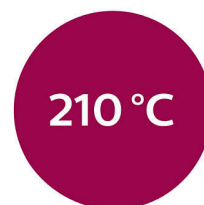
Compatible with 110-240 volts. Can be used wherever you travel in the world.

## 2 temperature settings



2 temperature settings at 190°C and 210°C. Lower temperature for last minute touch ups and gentle styling. Higher temperature for long lasting results.

## 210°C styling temperature



The high temperature enables you to change the style of your hair to achieve the look you want.

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# Specifications

## Technical specifications

Voltage: Worldwide V

Cord length: 1.6 m

Heat-up time: 60 sec

Maximum temperature: 210 °C

Styling plates: 29x90mm

## Features

Temperature Settings: 190°C and 210°C

Swivel cord

Handle lock

Storage hook

Ionic care

Keratin ceramic coating

Plate lock

## Service

2-year worldwide warranty

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\* \*supported by ionic care