

PHILIPS



Hair Dryer

Prestige

Personalized technology

Infrared sensor

Powerful drying: 20% faster*

Up to 90%** moisture lock-in



BHD628

Personalized drying with SenseIQ

For shiny, moisture-rich healthy-looking hair

Introducing the Philips dryer with SenseIQ. Sensing and adapting to your hair, it adjusts the temperature to prevent overheating, retaining your hair's natural moisture. Every time you dry, your hair will feel beautiful and cared for.

Easy to use

- Compact design
- Drying preset modes
- Powerful airflow: 20% faster*

Attachments

- Drying nozzle
- Styling nozzle
- Volumizing curl diffuser

Care for your hair

- Cares uniquely for our hair
- Ionic conditioning

SenseIQ technology

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

Highlights

Personalized



SenseIQ technology for a personalized drying experience. SENSES. The dryer's infrared sensor continuously scans the temperature of your hair for a personalized protection. ADATPS. The sensor adjusts the temperature up to 4,000 times per drying session*** to prevent overheating. CARES. Our sensing and adapting technology protects the hair while drying, locking-in up to 90%** of your hair's natural moisture.

Sensing



While other hairdryers only measure the temperature of the airflow, the Philips dryer with SenseIQ technology measures your hair's temperature to prevent overheating. Equipped with infrared sensor that ensures the right drying experience for your hair.

Adapting



The dryer with SenseIQ adjusts the airflow temperature up to 4,000 times per drying session*** to prevent overheating.

Caring



SenseIQ tailors the drying experience to you. Every time you dry, it retains up to 90% of natural moisture** essential for shiny, healthy-feeling hair.

Powerful

The high performance fan and motor are designed to deliver powerful airflow so you can enjoy a 20% faster* dry time.

Easy drying



The 2 speed and 3 drying preset modes are easy to select with the tactile sliders. Choose your mode: Gentle for extra care, Dry for everyday use, and Fast for a boost of heat. The SenseIQ is active in Gentle and Dry modes for a personalized drying experience.

Drying



For fast drying results, use the specially designed drying nozzle. It rotates 360 degrees for the best performance of the sensor, ensuring more concentrated airflow and higher air pressure. For perfect drying results.

Styling

The 11 mm opening of the nozzle concentrates the airflow for precision styling, deactivating SenseIQ mode. Our suggestion to use the nozzle along with Fast mode and speed 1 to lock your style.

Volumizing

Thanks to the uniquely designed shape of the diffuser, your curly hair is styled easy and effortlessly. Choose your desired temperature and speed to create volume and well-shaped curls.

Ionic conditioning

Instantly releases 2 times**** more ions for shiny, frizz-free hair. Negative ions eliminate static, condition the hair and scalp, and smooth down the hair cuticles to achieve a smooth and shiny result.

Compact design

Cleverly engineered for your convenient use and storage, it is 20% lighter***** and easy to hold.

Specifications

Attachments

Nozzle: Drying nozzle, Styling nozzle: 11mm
Curl diffuser

Technical specifications

Voltage: 220-240 V
Cord length: 2 m
Wattage: 1800 W

Features

Storage hook
Cool shot

Service

2-year worldwide warranty

Caring technologies

Ionic Care: 2x ions
SenseIQ technology



* Faster vs. BHD004, 1800W dryer
** In gentle mode, after 5 min of drying
*** Measured over 10 minute drying session
**** vs. HP8280
***** vs HP8280 without cord, attachments