

# 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

#### **Ease of use**

- Automatic shut-off after 60 min
- Closing lock to close the handle for easy and safe storage
- 1.8 m power cord
- Fast heat up time, ready to use in 30 seconds
- Swivel cord to prevent tangled wires
- No more accidental change of settings with key-lock function
- Including pouch for easy storage

#### **Beautifully styled hair**

- 230°C professional high heat for perfect results

#### **Less hair damage**

- Digital settings with adjustable heat to get smooth results
- ThermoGuard prevents unintentional heat exposure above 200°C
- Healthy hair without hotspots with Even Heat Distribution
- 2x as smooth on your hair with SilkySmooth ceramic plates

# Highlights

## 230°C professional temperature

This high temperature enables you to change the shape of your hair, and gives you that perfect look you want.

## 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

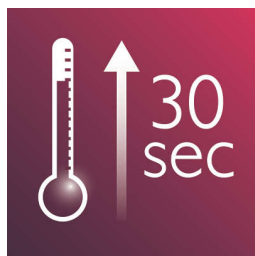
Prevent unintentional heat exposure with Thermoguard, by increasing temperature with steps of 5°C only, above 200°C.

## 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

## Auto key-lock function

You are always in control. No more accidental switching on/off of the styler or temperature change with the Key-lock function.

## Handle closing lock

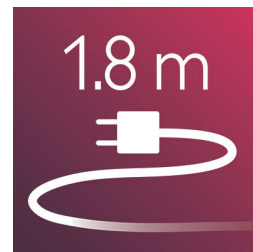


The straightener has a closing lock mechanism. Located at the base of the straightener, this locks plates, making storage quick and easy and helping to protect the straightener from accidental damage.

## Including pouch

Including pouch for easy storage

## 1.8 m cord



1.8 m power cord

## Even Heat Distribution

Advanced Philips EHD+ technology means that your styler will always distribute the heat very evenly – even at high temperatures, and prevents damaging hot spots. This gives added protection and thus helps to keep your hair healthy and shiny.

## Swivel cord

Useful swivel cord technology rotates the cord to prevent tangled wires.

## Safe usage



Some hair straighteners and curling irons have been equipped with an automatic shut-off feature. This feature has been designed to provide peace of mind. If left on, the appliance will automatically switch off after 60 min.



# Specifications

## Technical specifications

Heating time: 30s

Cord length: 1,8 m

Maximum temperature: 230 °C

## Features

Ceramic coating

Ready for use indicator

Swivel cord

Ion conditioning

Hanging loop

## Hair type

End result: Straight

Hair length: Long, Short

Hair thickness: Medium, Thick, Thin

## Service

2-year worldwide guarantee

## Consumer Trade Item

Height: 7.5

Width: 11

Length: 35.5

Net Weight: .383

Gross Weight: .458

GTIN: 08710103619185

Country of origin: CN

Harmonized system code: 851632

## Outer Carton

Height: 23.8

Width: 23.8

Length: 37.2

Gross Weight: 3.04

GTIN: 18710103619182

