

# PHILIPS

Hair Dryer with SenselQ  
& 3 attachments

Hair Dryer Prestige

Personalized technology

Smart digital programs

Powerful drying: 30% faster\*

Up to 95%\*\* moisture lock-in



BHD827/03



## Unique hair. Unique care.

Hair dryer with SenselQ: senses, adapts & cares

New Philips Hair Dryer Prestige with SenselQ technology senses hair's temperature and adjusts heat over 12.000\* times to prevent overheating. Leaving your hair so healthy-looking that it shines.

### Easy to use

- Easy digital interface
- Smart digital programs

### Attachments

- Relaxing scalp massager
- Styling nozzle
- Volumizing curl diffuser

### Care for your hair

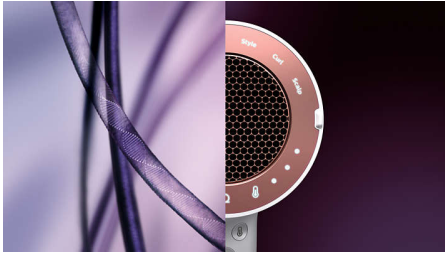
- Cares uniquely for your hair
- Ionic conditioning

### SenselQ technology

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

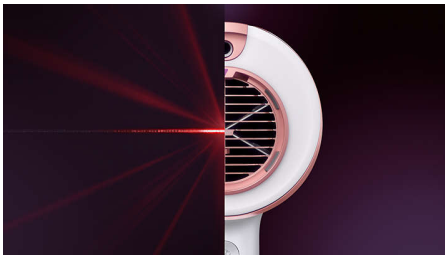
# Highlights

## Personalized



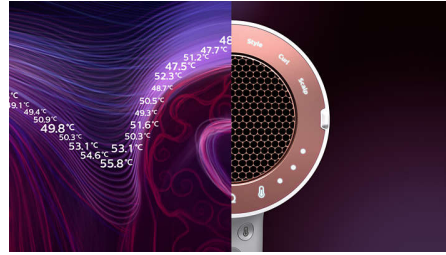
SenseIQ technology for a personalized drying experience. SENSES. The dryer's digital infrared sensor continuously senses the temperature of your hair for a personalized protection. ADAPTS. The intelligent microprocessor analyzes the data captured by the sensor and adjusts the temperature more than 12.000 times per drying session\*\*\* to prevent overheating. CARES. Our sensing and adapting technology protects the hair while drying, locking-in up to 95%\*\* of your hair's natural moisture.

## Sensing



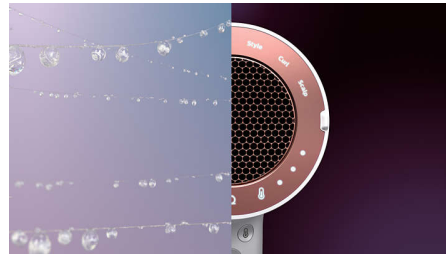
The digital infrared sensor continuously senses the hair's temperature to prevent overheating. While other hairdryers only measure the temperature of the airflow, the Philips dryer with SenseIQ technology measures your hair's temperature. The sensor is highly precise and recognizes even the smallest change, enabling personalized protection for your hair.

## Adapting



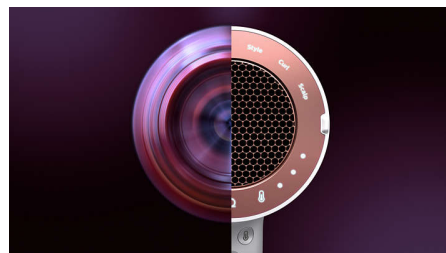
The intelligent microprocessor is the brain behind SenseIQ. It analyzes and adjusts the airflow temperature more than 12.000 times per drying session\*\*\* to give you our best performance, while exclusively tailored caring for your hair. SenseIQ provides intelligent heat control to guard your hair in a unique way.

## Caring



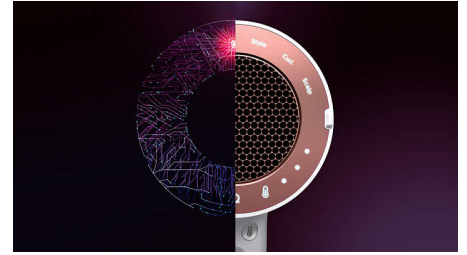
Give your hair the exclusive care it deserves. Lock in up to 95%\*\* of hair's natural moisture every time you dry, for healthy-looking hair full of shine.

## Powerful



The innovatively engineered hair dryer is designed to deliver powerful airflow so you can now enjoy a 30% faster dry time\*.

## Smart



The smart digital programs create a drying experience tailored to your preferences, by automatically selecting the right temperature and power of the airflow. Choose between Fast-Gentle-Manual-Style-Scalp-Curl. For a quick dry select Fast mode, for extra care - Gentle mode, or Manual mode to pick your own heat/speed setting from three levels available. The Style, Curl or Scalp mode is automatically selected when the right attachment is connected.

## Easy



Unique digital user interface, which can be operated with just your thumb. The user interface has LED light indication for easy navigation, while you dry. And a separate cool shot button to easily set your style.

## Styling



The 7mm opening of the nozzle concentrates the airflow for precision styling. Ideal for brushing while drying and styling. The Style mode is automatically selected when the nozzle is attached. You can also use the nozzle in Dry, Gentle and Manual modes.

# Specifications

## Attachments

Nozzle: 7mm  
Curl diffuser  
Scalp massager

## Technical specifications

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

## Features

Storage hook  
Cool Shot

## Service

2-year worldwide guarantee

## Caring technologies

Ionic Care: 2x ions  
SenseIQ technology

