

PHILIPS

ThermoProtect
straightener

StraightCare
Essential

ThermoProtect technology

Ionic care for shiny hair

Keratin-infused plates

6 LED temperature settings

BHS378/03



Smooth and shiny hair with ionic care and control

Specially designed for easy and fast styling with long Keratin-infused plates and 6 LED temperature settings. Care for your hair with ThermoProtect technology preventing overheating and to give your hair vibrant shine with ions.

Ease of use

- Key-lock function for safe and easy storage
- 6 LED temperature settings for precise control
- Auto shut-off for safe usage
- Universal voltage for worldwide use
- Fast heat-up time, ready to use in 30 sec
- 100mm long plates for fast and easy straightening

Beautifully styled hair

- Ionic care for shiny, frizz-free hair
- Temperature range from 160°C up to 230°C

Care for your hair

- ThermoProtect technology
- Keratin ceramic plates for smooth gliding and shiny hair

Highlights

100mm long plates

The longer 100mm plates enable better contact with the hair to help you achieve perfect straightening results easier and in less time.

6 LED temperature settings



Variable settings from 160°C-230°C with clear LED indication for precise control. Lower temperatures for last minute touch ups and gentle styling. Higher temperatures for long lasting results. Enjoy precise styling for protected hair.

Auto shut-off



The styler has an automatic shut-off function for safe usage. It automatically switches off after 60 minutes.

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.

Keratin ceramic plates

Keratin-infused ceramic plates glide smoothly through your hair, for quick and easy styling.

Key-lock function



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

Temperature range

Choose between temperature range from 160°C up to 230°C to secure long-lasting result while minimizing risk of hair damage.

ThermoProtect technology



ThermoProtect technology distributes heat evenly across the plates, preventing overheating to protect your hair.

Universal voltage



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

Fast heat-up time

The straightener has a fast heat-up time, being ready to use in 30 seconds.

Specifications

Technical specifications

Cord length: 1.8 m

Voltage: 110-240 V

Heat-up time: 30 sec

Type of temperature control: Slider with LED indicator

Long plates: 28X100mm

Styling temperature: 160°C - 230°C

Features

Swivel cord

Ready to use light

Material plates: Keratin-infused ceramic plates

Storage hook

Plate lock

Service

2-year worldwide guarantee

