

# PHILIPS

## Hairdryer

1600W

Foldable

IonBoost

HP4944/00



## Great results with ionic care wherever you go

Don't leave home without it. The TravelCare Ionic is small enough to fit into any travel bag. Foldable, easy to use yet featuring 1600W of drying power and ionic care, it should be top of any packing list.

### Easy to use

- Dual voltage for worldwide use
- 1.8 m power cord
- Travel pouch included
- Easy storage hook for convenient storage
- Foldable handle for easy portability

### Beautifully styled hair

- Narrow concentrator for focused airflow
- 1600W for gentle drying
- Three flexible settings for more control
- Cool Shot sets your style

### Less Hair Damage

- More Care with ion conditioning for shiny, frizz-free hair

# Highlights

## Ionic Care



Ionic conditioning enables anti-static drying. Charged negative ions eliminate static hair, condition the hair and smooth down the hair cuticles to intensify the hair's shine and glossiness. The result is smooth and frizz-free hair that shines beautifully.

## 1600W for gentle drying



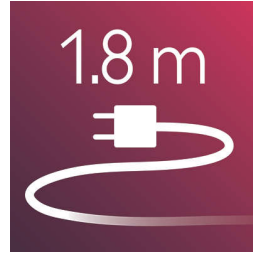
This 1600W hairdryer creates the optimum level of airflow and gentle drying power, for beautiful results every day.

## Foldable handle



This hairdryer benefits from a foldable handle. The result is a small, compact hair dryer that will easily pack into the smallest spaces and you can take virtually anywhere.

## 1.8 m cord



1.8 m power cord

## Three flexible settings



The speed and heat required can be easily adjusted to create the perfect end result. Three flexible settings ensure precise and tailored styling.

## Cool Shot



A must-have professional function for hair stylists. The Cool Shot button provides an intense burst of cold air. It is used after styling to finish and set the style.

## Dual voltage



Dual voltage for worldwide use

## Easy storage hook



The rubberised hook is located at the base of the handle and provides another storage option, particularly convenient for use in the home or when staying at a hotel.

## Narrow concentrator

The concentrator of the hair dryer works by focusing the flow of air through the opening onto specific areas. This results in precise styling and is great for touch ups or to finish a hair style.

## Travel pouch

This hairdryer comes with a travel pouch for use when travelling. The stylish pouch is designed to contain the hairdryer and accessories and help protect it from damage.



# Specifications

## Technical specifications

Color/finishing: black and gold

## Features

Foldable handle  
Cool shot  
Dual voltage  
Hanging loop

## Service

2-year guarantee

