PHILIPS

Straightener

7000 Series

ThermoShield technology

Mineral ionic care

50% faster straightening

Heat resistant roll out pouch

BHS732/00

Protect and style with less heat damage*

with ThermoShield technology and mineral ions

Protect and style with ThermoShield technology for less heat damage with a consistent temperature, and mineral ions for reducing UV impact. For styles that are beautiful, healthy looking and frizz-free.

Easy to use
- 105 mm long plates for fast and easy straightening
- Easy to read innovative temperature display
- Style button for quick temperature setting
- Cool tip for easier and safer use
- Fast heat-up time, ready to use in 30 sec

Beautifully styled hair
- Temperature range from 120°C up to 230°C
- Straighten or curl for various styles

Care and protect
- ThermoShield technology for less heat damage
- Mineral ion lowers UV damage
- 50% faster straightening**
- Ionic care for shiny, frizz-free hair
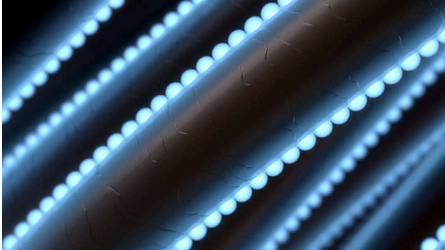- Argan-oil infused ceramic plates for smooth gliding

Highlights

ThermoShield technology

ThermoShield technology lets you style with less heat damage. Its' sensor regulates the temperature so that from root to end, your hair gets the ultimate even styling it deserves.

Mineral ionic care

Mineral ions helps to reduce the negative impact of UV, it lowers hair surface damage. Less UV damage keeps hair smooth and versatile.

Wide temperature range

Choose between temperature range from 120°C up to 230°C to secure long-lasting result while minimizing risk of hair damage.

50% faster straightening

Smooth plates help the straightener glide smoothly through the hair, so you can spend less time styling and more time enjoying the same great result.

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.
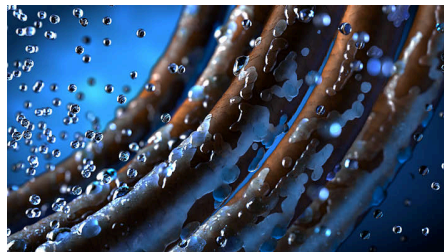
Argan-oil infused plates

The straightener uses ceramic plates infused with argan oil to make styling fast and effortless, with a gliding action that feels as silky smooth as your hair looks.

Create your favourite styles

From sleek and chic straight hair to effortlessly casual waves, or head-turning curls - you can do it all. What will it be today?

Water ions bring moisture to hair

Philips water ions technology generates more than 1000+ times more water content than without ionizer and bring moisture to hair, for soft and healthy-looking hair.

35% smoother floating plates

35% smoother plates with floating technology for gentle gliding with every stroke. The advanced ceramic floating plates move to adjust the pressure on the hair. This ensures even heat and pressure on the hair for good styling performance.

105 mm long plates

The longer 105 mm plates enable better contact with the hair to help you achieve perfect straightening results easier and in less time.

Innovative temperature display

The unique combination of temperature dial and LED display gives you precise temperature control.

Style button

At the touch of one button, you can select the preset 210°C temperature for quick straightening.

Cool tip

The tip of the styler is made from a special heat insulating material to keep it cool; you can safely hold it while you're styling for optimal ease of use.

Fast heat-up time

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

Specifications

Accessories

Heat-resistant roll-out pouch

Technical specifications

Cord length: 2 m

Voltage: 110-240 V

Heat-up time: 30 sec

Plate size: 25x105 mm

Heat settings: 12

Type of temperature control: Temperature wheel, with LED indicator

Styling temperature: 120°C - 230°C

Auto shut off: Yes, after 30 mins

Preset mode temperature: 210°C

Off mode power: < 0.5 W

Design

Color: Teal Metallic

Features

Swivel cord

Ready to use indicator

Material plates: Ceramic Argan oil infused

Storage hook

Plate lock

LED display

Service

2-year worldwide guarantee

Caring technologies

Ionic Care

Floating plates

* Same styling result achieved with lower heat exposure at 180°C vs HP8361 at 210°C
* **vs HP8361
* *vs HP8361