

# 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



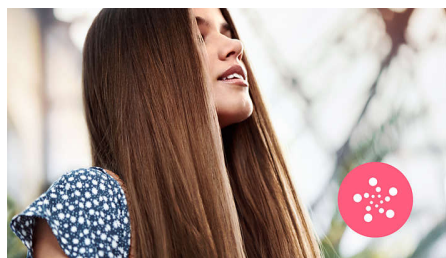
Variable settings from 160°C–230°C with clear LED indication for precise control. Lower temperatures for last minute touch ups and gentle styling. Higher temperatures for long lasting results. Enjoy precise styling for protected hair.

## 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

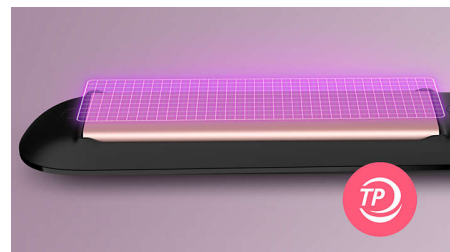


The plates can be locked together for safe and easy storage.

## 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

Voltage: 110-240 V

Cord length: 1.8 m

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

