PHILIPS

Straightener

5000 Series

ThermoShield technology

50% faster straightening

35% smoother floating plates

2x ionic care

BHS530

Style with less heat damage*

with ThermoShield technology

Style your hair with ThermoShield technology. For a consistent temperature from hair root to tip, less heat damage, and healthy looking hair. Intensity your hair shine with 2x ionic care to create lots of beautifully, frizz-free styles.

Easy to use

- Easy to read innovative temperature display
- 105 mm long plates for fast and easy straightening
- Heat resistant roll out mat included
- Fast heat-up time, ready to use in 30 sec
- Cool tip for easier and safer use

Beautifully styled hair

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

Care and protect

- Argan-oil infused ceramic plates for smooth gliding
- 35%*** smoother floating plates for gentle styling
- 2 x ionic care*** for frizz-free-shiny hair
- 50% faster straightening**
- ThermoShield technology for less heat damage

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.

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.

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.

2x ionic care
This powerful ionic system intensifies your hair's shine with 2x the ionic care per styling session. Charging you hair with millions of negative ions per cubic centimeter eliminates static, conditions your hair and smoothens its cuticles. So you can enjoy 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?

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.

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 360° temperature wheel and LED display gives you absolute temperature control.

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.

Heat resistant roll out mat
The convenient heat resistant roll-out mat helps you style anywhere, it also keeps your straightener securely stored at home or while traveling.

Specifications

Accessories
Heat resistant roll-out mat

Technical specifications
Voltage: 110-240 V
Cord length: 1.8 m
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

Design
Colour: Light pink metallic

Features
Swivel cord
Ready to use indicator
Material plates: Ceramic Argan oil infused
Storage hook
Plate lock

Service
2-year worldwide guarantee

Caring technologies
Floating plates

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* Same styling result achieved with lower heat exposure at 180°C vs HP8361 at 210°C
* *vs HP8361
* **vs BHS677