

PHILIPS

Hair Dryer

5000 Series

2300W

ThermoShield technology

Mineral ionic & 2x ionic care*

3 heat & 2 speed settings



BHD538/23



Fast drying with no heat damage** with ThermoShield technology

ThermoShield technology gives you ultimate protection from heat damage, by actively controlling the air temperature of the dryer to an optimum level.

Beautifully styled hair

- Precise control with 6 heat and speed settings
- Slim nozzle for touch-ups and detailed styling
- Handle twists and folds for easy storage

Care and protect

- A powerful motor creates air speeds of up to 110 km/h****
- 2x ionic care* for shiny, frizz-free hair
- Reduces UV damage*****, for smoother hair

Powerful drying

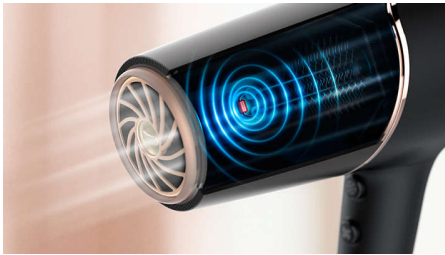
- 20%*** faster drying with a powerful 2300W airflow
- Cool air setting to finish your style

ThermoShield technology

- ThermoShield technology for ultimate heat protection

Highlights

ThermoShield technology



The overheat detect sensor actively optimizes and controls the air temperature, protecting your hair from damage** caused by overheating. Enjoy a stress-free drying experience with ThermoShield technology.

20%*** faster drying



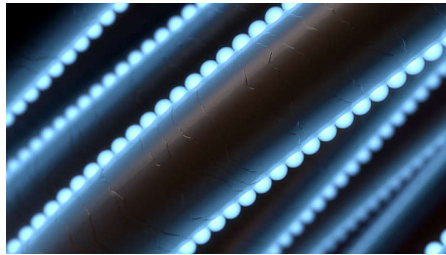
A more powerful airflow of 2300W makes drying 20%** faster, while still protecting your hair.

110 km/h air speed****



This hairdryer's high-performance motor has been developed for the professional market. It generates an air speed of up to 110 km/h****, for fast drying and impressive styling.

Mineral ionic care



Mineral ions reduce surface damage***** which can be caused by UV rays, making your hair smoother and more versatile.

2x ionic care*



This powerful ionic system generates up to 40 million ions per drying session, intensifying your hair's shine. So you can enjoy glossy, frizz-free hair.

6 heat and speed settings



Easily pick the combination of heat and speed that works best for your hair and style. Six different settings ensure precise control for tailored styling.

Cool air setting



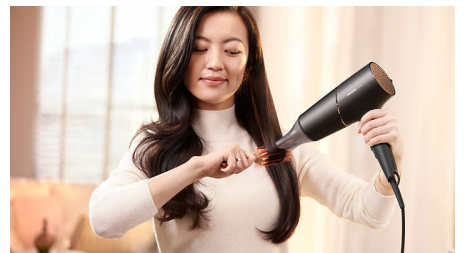
The cool air setting provides a burst of cold air to finish and hold your style.

Twisting foldable handle



The compact design with twisting foldable handle makes it easy to pack, store and take the hair dryer with you anywhere you go.

11 mm styling nozzle



The slim nozzle precisely focuses the air, for quick touch-ups and perfecting small details of your style.

Specifications

Attachments

Nozzle: 11 mm
Volume diffuser

Technical specifications

Cord length: 1.8 m
Voltage: 220 V
Wattage: 2300 W
Motor: DC
Color / Finishing: Charcoal & Rose Champagne

Features

Foldable handle
Storage hook
Heat/Speed settings: 6
Cool Shot

Service

2-year worldwide warranty

Caring technologies

Ionic technology: 2x ions*
ThermoShield technology
Mineral ionic care

