

# PHILIPS

## Hair Dryer

### 5000 Series

2300W

ThermoShield technology

Mineral ionic & 2x ionic care\*

3 heat & 2 speed settings



BHD538/20



## 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

# Specifications

**Attachments**

Nozzle: 11 mm  
Volume diffuser

**Technical specifications**

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

**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



\* vs. BHD350 in top setting  
\*\* ThermoShield setting  
\*\*\* vs. basic dryer  
\*\*\*\* Tested in Philips lab with nozzle in top setting  
\*\*\*\*\* Mineral Ionic after 6 months UV exposure