PHILIPS

Straightener

5000 Series

ThermoShield technology

50% faster straightening

Ionic care for shiny hair

Argan-oil-infused plates

BHS510/50

Style with less heat damage*

with ThermoShield technology

Style your hair with ThermoShield technology. For a consistent temperature from hair root to tip that results in less heat damage. And lots of beautiful, frizz-free styles and intense shine.

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

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

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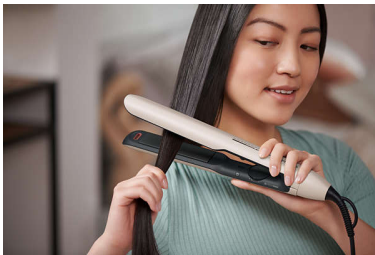- Floating plates for gentle styling

Highlights

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?

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.
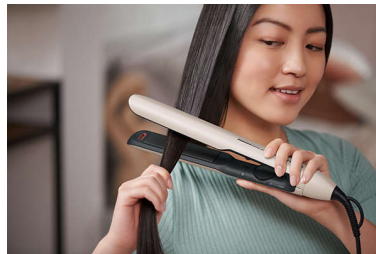
ThermoShield technology

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.

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.

Fast heat-up time

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

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.

Floating plates

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.

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.

Innovative temperature display

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

Specifications

Accessories

Heat resistant roll-out mat

Technical specifications

Cord length: 1.8 m

Voltage: 110-240 V

Heat-up time: 30 sec

Plate size: 25x105 mm

Heat settings: 12

Type of temperature control: Temperature dial,

with LED indicator

Styling temperature: 120℃ – 230℃

Auto shut off: Yes, after 30 mins

Design

Colour: Pale pink

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

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