

# PHILIPS

ThermoProtect  
straightener

StraightCare  
Essential

ThermoProtect technology

Ionic care for shiny hair

Keratin-infused plates

6 LED temperature settings

BHS378/00



## 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 to prevent 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 use
- Universal voltage for worldwide use
- Fast heat-up time, ready to use in 30 sec
- 100 mm 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

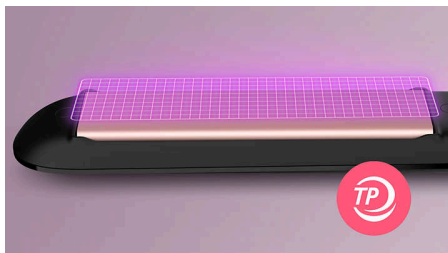
# StraightCare Essential

ThermoProtect straightener

BHS378/00

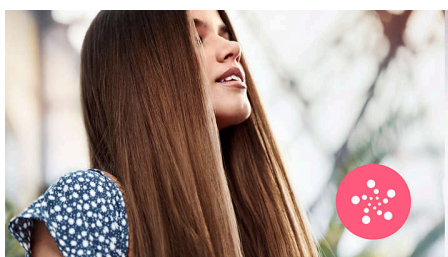
## Highlights

### ThermoProtect technology



ThermoProtect technology distributes heat evenly across the plates, preventing overheating to protect your hair.

### Ionic care



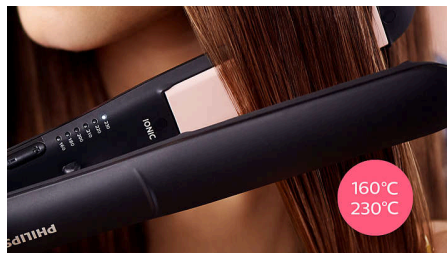
Charged negative ions eliminate static, condition the hair and smooth down the hair cuticles to intensify the hair's shine and glossiness. The result is smooth, frizz-free hair with vibrant shine.

### Keratin ceramic plates



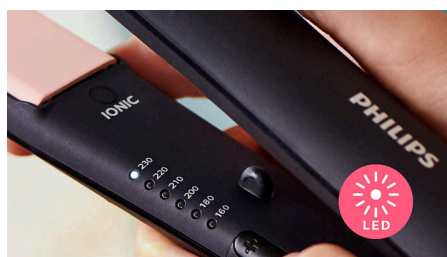
Keratin-infused ceramic plates glide smoothly through your hair, for quick and easy styling.

### Temperature range



Choose from a temperature range from 160°C up to 230°C to secure long-lasting results while minimising the risk of hair damage.

### 6 LED temperature settings



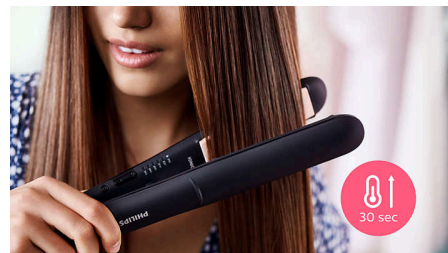
Variable settings from 160°C–230°C with clear LED indication for precise control. Lower temperatures for last-minute touch-ups and gentle styling. Higher temperatures for long-lasting results. Enjoy precise styling for protected hair.

### 100 mm long plates



The longer 100 mm plates enable better contact with the hair to help you achieve perfect straightening results more easily and in less time.

### Fast heat-up time



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

### Auto shut-off



The styler has an automatic shut-off function for safe usage. It automatically switches off after 60 minutes.

### Key-lock function



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

### Universal voltage



Compatible with 110–240 volts. Can be used wherever you travel in the world.

## 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: 28 x 100 mm

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

