

# PHILIPS

## 5000

### Straightener

NourishCare Technology

SilkProtect Technology

Fragrance-free serum

BHS503/40



## Designed to style with no heat damage\*

with vitamin E and Moroccan Argan Oil serum strips

Philips straightener with NourishCare technology allows you to beautifully style your hair and nourish it too! Deep conditioning serum protects your hair from heat damage so you get gorgeous, healthy-looking hair.

#### Beautifully styled hair

- SilkProtect Technology cares for your hair
- Thorough treatment for your hair
- Detachable serum strip brackets
- Use fresh strips every session
- Ceramic infused with titanium for perfect styling results

#### Nourish and Care

- Simultaneously style and nourish your hair
- Protect your hair from heat damage
- Deep conditioning with the power of nourishing ingredients

# Highlights

## NourishCare Technology

NourishCare Technology combines vitamin E and Moroccan argan oil into one specially blended serum that nourishes your hair at the same time as you style it. So, no more pre-treatment, yet no heat damage either! Just healthy-looking, shinier hair\*\* you'll feel great about all day.

## Heat protection

The slow-releasing serum offers heat protection from the moment the straightening plates touch your hair. For better result, ensure strips are facing down towards hair ends and press the handles firmly together.

## Nutrient-rich serum

Our serum is a deeply conditioning blend of nutrient-rich ingredients suitable for different hair types. Vitamin E and Moroccan argan oil are well known for their conditioning and antioxidant properties. Together they help replenish your hair's shine to keep it looking and feeling smooth, soft and healthy.

## SilkProtect Technology

The SilkProtect technology ensures optimized temperature to minimize the heat exposure, leaving hair with a silky-smooth look.

## All-over nourishment

NourishCare technology thoroughly distributes serum to your hair, especially compared to manual pre-treatment. The serum strips apply the nourishing and protecting formula as you style, for stroke by stroke treatment giving you a light and even finish.

## Ceramic Titanium Plate System

Ceramic plates infused with titanium allow for fast heat transfer and smooth gliding through the hair, ensuring beautiful styling performance.

## Easy to keep clean

The serum strip brackets are simple to remove for cleaning and easy to click back on for your next styling session.

## Replaceable serum strips

Serum strips are effective for one styling session. Replace them each time you style. It's easy to do and only takes a moment.

# Specifications

## Accessories

**Serum strips:** 2 pairs  
**Bracket:** 1 pair

## Technical specifications

**Voltage:** Worldwide V  
**Cord length:** 1.6 m  
**Heat-up time:** 60 sec  
**Plate size:** 29x90mm  
**Temperature settings:** 190°C - 210°C

## Features

Swivel cord  
Storage hook  
Handle lock  
Ceramic titanium coating

## Service

2-year worldwide guarantee

## Nourishing technology

**NourishCare:** Moroccan Argan oil, Vitamin E

