

PHILIPS



7000 Series Hair Dryer

ThermoShield Advanced

30% Faster drying*

25% more consistent heat

Water ion, mineral ion, 8 x ion



BHD720/13

30% Faster*. Lighter**. Ultimate hair protection. With ThermoShield Advanced Technology

The Philips 7000 Series Hair Dryer delivers professional results, fast. Millions of ions intensify your hair's shine, while ThermoShield Advanced Technology senses the temperature to protect hair from overheating.

Easy to use

- Volume diffuser with magnetic nozzle
- Magnetic styling nozzle attaches effortlessly

Ease of use

- Adjustable heat and fan speed for any hair and style
- Now 20% lighter** for comfortable styling

Care for your hair

- Ionic care system with 8 x***** more ions
- Water ions bring moisture to your hair
- Mineral ions protect against UV rays*****
- Intelligent Hot and Cold Mode for year-round comfort

Fast drying experience

- Performs better than a 2300 W dryer*****

Sustainability

Highlights

ThermoShield Advanced



Dual-sensor system continuously reads the temperature in your room and actively adjusts the drying temperature 24,000 times*** per session to protect your hair from overheating. Enjoy a 25% more consistent**** drying temperature in any environment.

Powerful airflow



Innovative fan blades and a specially designed heater work their magic for dry hair in just 4 minutes*****.

Water ion



Add moisture for soft, healthy-looking hair. Water ion technology generates over 1000 times more water content than without an ioniser.

Mineral ions



Keep your hair smooth and versatile. Mineral ion technology protects your hair against surface damage that can be caused by UV rays*****.

Ionic care system



Ions intensify your hair's shine for frizz-free, glossy styling. Our powerful ionic system generates up to 80 million ions each drying session.

Now 20% lighter**



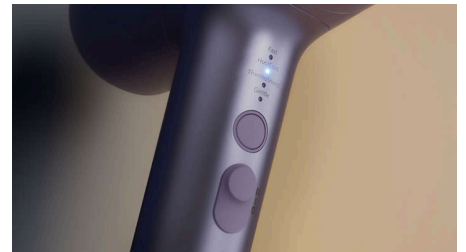
The ergonomic design of the hair dryer is now 20% lighter** so you can be stylish and comfortable at the same time.

Intelligent Hot and Cold Mode



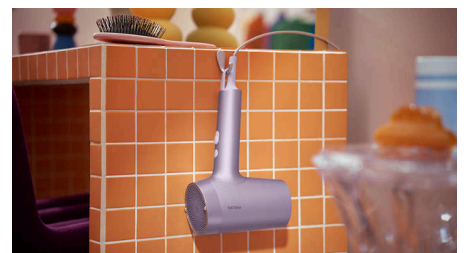
Keep comfortable throughout the year. Intelligent Hot and Cold Mode automatically sets the best drying temperature for the season*****. Blow drying with hot/cold mode can also preserve your hair's natural shine.

8 heat and speed settings



Take control of your style with 4 heat settings and 2 fan speeds on the intuitive LED panel. Use the Cool Shot button for an intense burst to set your style, a must-have professional function for expert hair styling.

22% less energy used*****



The hair dryer uses 22% less energy while delivering professional drying and styling results*****.

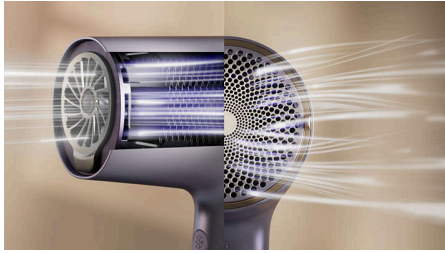
Hair Dryer

7000 Series

BHD720/13

Highlights

Better than a 2300 W dryer*****



Improved airflow, air pressure and heat transfer means that this 1800 W hair dryer performs even better than a standard 2300 W hair dryer.

Magnetic styling nozzle



Aim hot air right where you need it. The slim styling nozzle attaches magnetically, snapping perfectly into place for quick touch-ups and details.

Magnetic volume diffuser



Style your curly hair effortlessly with our uniquely shaped diffuser. Enjoy stress-free use with our magnetic attachment nozzle that just makes sense.

Specifications

Attachments

Nozzle: 11 m
Magnetic diffuser

Technical specifications

Wattage: 1800 W
Voltage: 220-240 V
Motor: DC
Cable length: 1.8 m

Features

Storage hook
Heat/Speed settings: 8

Service

2 year worldwide warranty

Caring technologies

Ion technology: 8 x ions, Water ion, Mineral ion



* vs Philips basic dryer BHD002
** vs Philips MoistureProtect HP8280
*** based on average drying time of 4 minutes
**** vs Philips BHD510
***** based on medium (40 cm)-length Caucasian hair in a lab environment, at the highest speed and heat settings. Actual result might vary.
***** Mineral ionic after 6 months of UV exposure
***** vs HP8232/20 in the top setting
***** vs Philips MoistureProtect HP8281, comparing the drying time in the highest heat and speed setting
***** Philips MoistureProtect HP8280 in the highest setting