PHILIPS

Straightener

5000 Series

ThermoShield technology

50% faster straightening

35% smoother floating plates

2 x ionic care

BHS530/00

Style with less heat damage*

with ThermoShield technology

Style your hair with ThermoShield technology. For a consistent temperature from hair root to tip, less heat damage and healthy looking hair. Intensity your hair shine with 2 x ionic care to create lots of beautifully, frizz-free styles.

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

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

Care and protect
- Argan oil- infused ceramic plates for smooth gliding
- 2 x ionic care*** for frizz-free shiny hair
- 50% faster straightening**
- ThermoShield technology for less heat damage
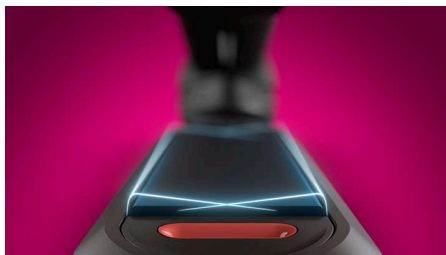- 35%*** smoother floating plates for gentle styling

Highlights

ThermoShield technology

ThermoShield technology lets you style with less heat damage. Its sensor regulates the temperature so that your hair gets the ultimate, even styling it deserves from root to tips.

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.

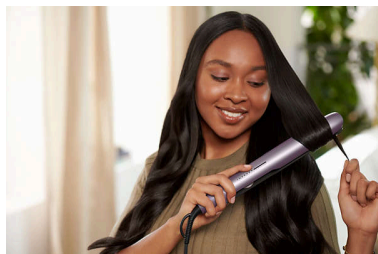### 35% smoother floating plates

35% smoother plates with floating technology for gentle gliding with every stroke. 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.

2 x ionic care

This powerful ionic system intensifies your hair's shine with 2 x the ionic care per styling session. Charging you hair with millions of negative ions per cubic centimetre eliminates static, conditions your hair and smoothens its cuticles, so you can enjoy frizz-free hair with a vibrant shine.

Argan oil-infused plates

The straightener uses ceramic plates infused with argan oil to make styling fast and effortless, with a gliding action that feels as silky smooth as your hair looks.

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?

Wide temperature range

Choose from a temperature range from 120°C up to 230°C to secure long-lasting results while minimising the risk of hair damage.

105 mm long plates

The longer 105 mm plates enable better contact with the hair to help you achieve perfect straightening results more easily and in less time.

Innovative temperature display

The unique combination of 360° temperature wheel and LED display gives you absolute temperature control.

Cool tip

The tip of the styler is made from a special heat insulating material to keep it cool; you can safely hold it while you're styling for optimal ease of use.

Fast heat-up time

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

Heat-resistant roll-out mat

The convenient heat-resistant roll-out mat helps you style anywhere. It also keeps your straightener securely stored at home or whilst travelling.

5000 Series

Straightener

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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: 25 x 105 mm

Heat settings: 12

Type of temperature control: Temperature wheel, with LED indicator

Styling temperature: 120°C - 230°C

Auto shut-off: Yes, after 30 mins

Design

Colour: Light pink metallic

Features

Swivel cord

Material plates: Ceramic Argan oil infused

Storage hook

Plate lock

Ready-to-use indicator

Service

2-year worldwide guarantee

Caring technologies

Ionic Care: 2 x ions

Floating plates

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

* *vs HP8361

* **vs BHS677