

# 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

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

#### Care for your hair

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

#### Fast drying experience

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

#### Sustainability

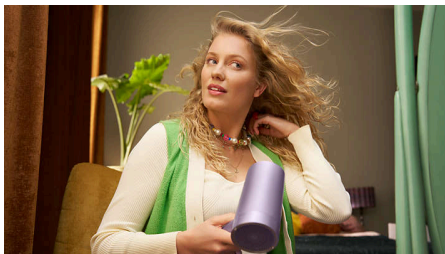
## Highlights

### 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



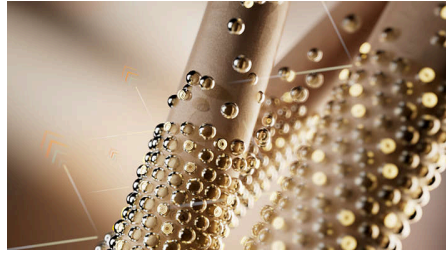
Innovative fan blades and a specially designed heater work their magic for dry hair in just 4 minutes\*\*\*\*\*.

### 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



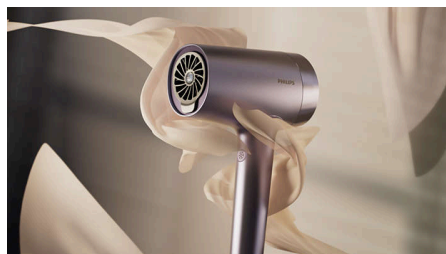
Keep your hair smooth and versatile. Mineral ion technology protects your hair against surface damage that can be caused by UV rays\*\*\*\*\*.

### 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\*\*



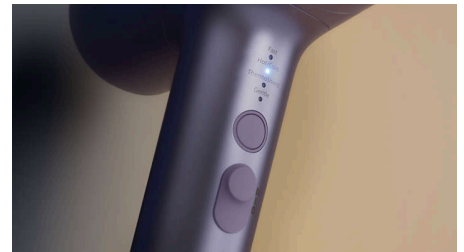
The ergonomic design of the hair dryer is now 20% lighter\*\* so you can be stylish and comfortable at the same time.

### 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