

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.

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

Ease of use

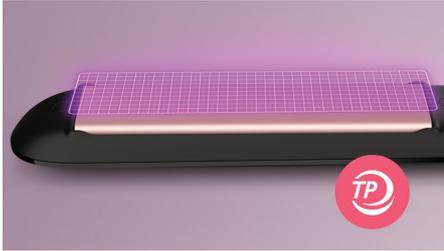
- 6 LED temperature settings for precise control
- 100 mm long plates for fast and easy straightening
- Fast heat-up time, ready to use in 30 sec
- Auto shut-off for safe use
- Key-lock function for safe and easy storage
- Universal voltage for worldwide use



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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



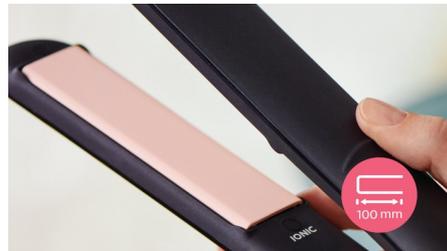
Choose from a temperature range from 160°C up to 230°C to secure long-lasting results while minimising the risk of hair damage.

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.



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Philips Green Logo

Philips Green Products can reduce costs, energy consumption and CO2 emissions. How? They offer a significant environmental improvement in one or more of the Philips Green Focal Areas — Energy efficiency, Packaging, Hazardous substances, Weight, Recycling and disposal and Lifetime reliability.

Specifications

Technical specifications

Styling temperature: 160°C - 230°C

Type of temperature control: Slider with LED indicator

Long plates: 28 x 100 mm

Heat-up time: 30 sec

Voltage: 110-240 V

Cord length: 1.8 m

Features

Material plates: Keratin-infused ceramic plates

Storage hook

Swivel cord

Plate lock

Ready-to-use light

Service

2-year worldwide guarantee

