

# PHILIPS



## Straightener

### 5000 Series

ThermoShield technology  
50% faster straightening  
Ionic care for shiny hair  
Argan oil-infused plates



BHS510/00

## Style with less heat damage\* with ThermoShield technology

Style your hair with ThermoShield technology for a consistent temperature from hair root to tip that results in less heat damage, lots of beautiful, frizz-free styles and intense shine.

#### Easy to use

- 105 mm long plates for fast and easy straightening
- Fast heat-up time, ready to use in 30 sec
- Easy-to-read innovative temperature display
- 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

- Ionic care for shiny, frizz-free hair
- Argan oil- infused ceramic plates for smooth gliding
- 50% faster straightening\*\*
- Floating plates for gentle styling
- ThermoShield technology for less heat damage

# 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.

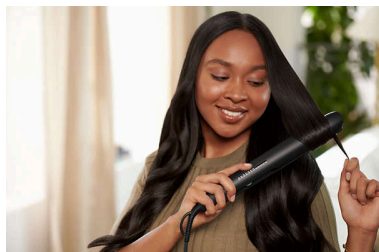
## 50% faster straightening

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.

## Ionic Care

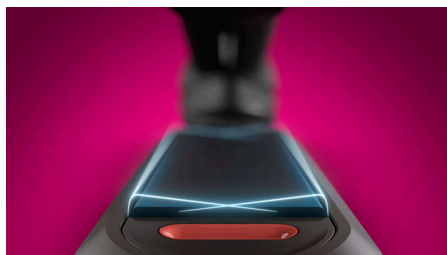
Charged negative ions eliminate static, condition the hair and smooth down the hair cuticles to intensify the hair's shine and glossiness. The result is smooth, frizz-free hair with vibrant shine.

## 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.

## Floating plates



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.

## 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 temperature dial and LED display gives you precise 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.

# 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 dial, with LED indicator

Styling temperature: 120°C - 230°C

Auto shut-off: Yes, after 30 mins

Off mode power: < 0.5 W

## Design

Colour: Black

## Features

Swivel cord

Material plates: Ceramic Argan oil infused

Storage hook

Plate lock

Ready-to-use indicator

## Service

2-year worldwide guarantee

## Caring technologies

Floating plates

