

# PHILIPS

## Straightener

### 7000 Series

ThermoShield technology

Mineral ionic care

50% faster straightening

Heat resistant roll out pouch



BHS732/00



## Protect and style with less heat damage\*

with ThermoShield technology and mineral ions

Protect and style with ThermoShield technology for less heat damage with a consistent temperature, and mineral ions for reducing UV impact. For styles that are beautiful, healthy looking and frizz-free.

#### Care and protect

- ThermoShield technology for less heat damage
- Mineral ion lowers UV damage
- 50% faster straightening\*\*
- Ionic care for shiny, frizz-free hair
- 35%\*\*\* smoother floating plates for gentle styling
- Argan-oil infused ceramic plates for smooth gliding

#### Beautifully styled hair

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

#### Easy to use

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

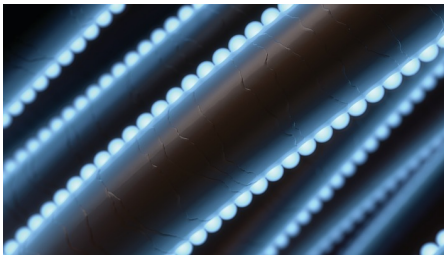
# Highlights

## ThermoShield technology



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

## Mineral ionic care



Mineral ions helps to reduce the negative impact of UV, it lowers hair surface damage. Less UV damage keeps hair smooth and versatile.

## 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.

## 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.

## 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 between temperature range from 120°C up to 230°C to secure long-lasting result while minimizing 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 easier and in less time.

# Specifications

## Technical specifications

Styling temperature: 120°C - 230°C

Heat settings: 12

Type of temperature control: Temperature wheel, with LED indicator

Plate size: 25x105 mm

Auto shut off: Yes, after 30 mins

Heat-up time: 30 sec

Voltage: 110-240 V

Cord length: 2 m

Preset mode temperature: 210°C

## Features

Material plates: Ceramic Argan oil infused

Storage hook

Swivel cord

Plate lock

Ready to use indicator

## Caring technologies

Floating plates

## Design

Colour: Teal Metallic

## Accessories

Heat-resistant roll-out pouch

## Service

2-year worldwide guarantee

