PHILIPS

Sublime Ends Straightener

StraightCare

with SplitStop technology

for split ends prevention

2x Ionic Conditioning

Keratin infusion



BHS677

Put your hair in the spotlight

Up to 95% split-free ends*

Premium sublime ends straightener is our first straightener designed to protect your fragile ends. Thanks to our premier SplitStop Technology and floating plates you can enjoy beautifully styled hair with healthy looking ends!

Beautifully styled hair

- Keratin infusion for better care
- 2x stronger ionic conditioning for vibrant shine

Proven to prevent split ends

- SplitStop Technology for ultimate split ends prevention
- UniTemp sensor for beautifully styled hair with less heat
- Floating plates for gentle styling
- Advanced Ceramic for smooth gliding and damage prevention
- 14 digital temperature settings for absolute control

Ease of use

- Heat-resistant cap for safe immediate storage
- Extra Long plates (105mm) for fast and easy straightening
- Cool Tip to easily create curls and waves
- Fast heat up time, ready to use in 15 sec
- Auto shut-off for safe usage

Highlights

SplitStop Technology



Our secret to ultimate split ends prevention is the new SplitStop Technology. It is a unique combination of UniTemp sensor and our advanced ceramic floating plates to respect the health of your hair. The UniTemp sensor protects your hair from being exposed to unnecessary high heat and our styling plates guarantee minimal friction for ultimate split ends protection.

UniTemp Sensor



The UniTemp sensor protects your hair from being exposed to unnecessary high heat by providing a more consistent styling temperature for improved performance: Get the same results with a 20°C lower heat setting**. Create the perfect style with healthy-looking ends full of life.

Keratin infusion



Keratin is the hair's essential ingredient which makes them strong, healthy and gorgeous looking. The ceramic is enriched with keratin to even better take care of your hair.

Ionic Conditioning 2x stronger



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. 2x stronger ionic conditioning comes from an advanced ionizer which releases two times more ions compared to a standard ionizer, enabling every strand of hair to be cared for from all angles.

Floating plates



The advanced ceramic floating plates move to adjust the pressure on the hair. This protects the hair shaft from being damaged and reduces the possibility of split ends.

Soft heat protection cap



The special soft heat protection cap has multiple benefits, the most important being that it is made of silicon-rubber, a heat-resistant material. After usage, slide the cap on your straightener to enable safe immediate storage. It will also protect your straightening plates from scratching as well as locking your straightener while stored.

105mm long plates



The straightening plates have a professional length of 105mm, leading to faster and easier straightening.

Advanced Smooth Ceramic



The smooth advanced ceramic coated plates prevent damage to your hair during styling with ultra-smooth gliding.

Digital temperature settings



Digital display with 14 temperature settings up to 230°C gives you absolute control to adjust temperature to your hair type for damage prevention.

Specifications

Technical specifications
Cord length: 1.8 m
Heat-up time: 15 sec
Heater Type: High-performance heater
Maximum temperature: 230 °C
Plate size: 25x105 mm
Voltage: 110-240 V

Features
Auto shut-off: After 30 minutes
Ceramic coating
Hanging loop
Swivel cord

Caring technologies
Ionic Care

Service
Guarantee: 2 - Year Worldwide Guarantee

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* after simulating 2 years of straightening usage at 200°C of average European, split-free hair
* * hair temperature & consumer test compared with HP8344