

Philips SmartCare
Hairdryer

1500W
ThermoShield Technology
Ionic



BHC203/01



Smart active protection for healthy & strong hair

Designed for damaged hair



Philips SmartCare dryer features innovative and unique ThermoShield Technology which actively adjusts the drying temperature to prevent hair and scalp from over heating for healthy and shiny hair.

Hair care technology
- ThermoShield provides active temperature protection
- Dual ionic outlet with 2X ionic care*
- Radiance diffuser to provide extra care for damaged hair

Beautifully styled hair
- Separate cool shot button to easily set your style
- 1500W for gentle drying

Easy to use
- 6 flexible speed & temperature settings
- Concentrator for quick drying and easy styling
- Foldable handle for easy storage

PHILIPS

Hairdryer
1500W ThermoShield Technology, Ionic

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Highlights

ThermoShield Technology



ThermoShield is an innovative Philips technology that provides smart and superior protection to your hair. The sensor diagnoses continuously heat of air and constantly adjusts temperature for fast and healthy drying. When ThermoShield sensor is activated, the LED light turns on automatically. You may then feel regular temperature change with no more hot spot, and your hair and scalp are actively protected from over heating.

2X ionic care *



Instantly release 2 times ions for shiny, frizz free hair. Negative ions eliminate statics, condition hair and scalp, and smooth down hair cuticles to deliver smooth and shiny look. Dual ionic outlet, one being in the center of dryer and the other close to opening, ensures even ion distribution with air flow and great conditioning effect.

1500W for gentle drying



This 1500W hairdryer creates the optimum level of airflow and gentle drying power, for beautiful results every day.

6 speed & heat settings



The speed and heat required can be easily adjusted to create the perfect style. Six different settings ensure full control for precise and tailored styling.

Cool shot to set style



A must-have professional function for hair dryer. Air cools down to environment temperature when keep pressing cool shot button, which helps to fix the style more quickly. Temperature goes up when release the button.

Concentrator

The concentrator works by focusing the flow of air through the opening onto specific areas. This results in a quick drying and more precise styling.

Radiance diffuser

Designed to bring extra care especially for sensitive hair like colored & damaged. The diffuser has been developed to soften the airflow and evenly spread the heat. Combined with the Thermoshield technology, Philips provides you optimal care.

Foldable Handle



This hairdryer has foldable handle, making it easy to pack, store and take with you anywhere you go.

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Specifications

Technical specifications
- Wattage: 1500 W
- Cord length: 1.5 m
- Voltage: 220 V

Features
- Storage hook

Service
- 2-year guarantee

Accessories
- Attachments: Nozzle, Radiance Diffuser

Design
- Color: Pearl white
- Decoration line: Metallic purple

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* Compared to predecessor Philips hairdryer HP8210