

PHILIPS BHS336/00

Philips Kerashine Titanium Hair Straightener Bhs336/00 User Manual

Model: BHS336/00

INTRODUCTION

Thank you for choosing the Philips Kerashine Titanium Hair Straightener Bhs336/00. This appliance is designed to provide efficient and gentle hair straightening with a focus on shine and protection. Please read this user manual carefully before using the appliance and keep it for future reference. This manual contains important information regarding safety, operation, maintenance, and troubleshooting to ensure optimal performance and longevity of your hair straightener.

IMPORTANT SAFETY INFORMATION

When using electrical appliances, especially when children are present, basic safety precautions should always be followed, including the following:

- **DANGER:** Keep out of reach of children. As with most electrical appliances, electrical parts are electrically live even when the switch is off.
- Always unplug the appliance immediately after use.
- Do not use while bathing or in a shower.
- Do not place or store appliance where it can fall or be pulled into a tub or sink.
- Do not place in or drop into water or other liquid.
- If an appliance falls into water, unplug it immediately. Do not reach into the water.
- Do not use this appliance near water.
- Do not use this appliance with wet hands.
- Always check the appliance for damage before use. Do not use if the appliance, plates, or cord are damaged.
- This appliance is not intended for use by persons (including children) with reduced physical, sensory or mental capabilities, or lack of experience and knowledge, unless they have been given supervision or instruction concerning use of the appliance by a person responsible for their safety.
- Children should be supervised to ensure that they do not play with the appliance.

- Keep the appliance and its cord away from heated surfaces.
- Never block the air openings of the appliance or place it on a soft surface, such as a bed or couch, where the air openings may be blocked. Keep the air openings free of lint, hair, and the like.
- Never use while sleeping.
- Never drop or insert any object into any opening.
- Do not use outdoors or operate where aerosol (spray) products are being used or where oxygen is being administered.
- Do not use an extension cord with this appliance.
- Always store the appliance in a location free from moisture.
- Do not wrap the cord around the appliance.

PRODUCT FEATURES

The Philips Kerashine Titanium Hair Straightener Bhs336/00 is equipped with advanced features for effective and safe hair styling:

- **Kerashine Titanium Plates:** Advanced ceramic titanium plates ensure fast and even heat transfer for remarkable shine and ultra-smooth gliding, leaving your hair visibly silky and lustrous with every stroke.
- **SilkProtect Technology:** Intelligently optimises temperature to minimize heat exposure while straightening, protecting your hair from damage and leaving it irresistibly smooth and healthy-looking.
- **Ionic Care System:** Charged negative ions actively eliminate static electricity and frizz while intensifying natural shine, giving you salon-quality results with smooth, glossy, and manageable hair.
- **Dual Temperature Settings:** Features two adjustable heat settings at 190°C and 210°C with universal voltage compatibility, allowing you to customise styling based on your hair type and use the straightener anywhere in the world.
- **Quick & Convenient:** Heats up in just 60 seconds for fast styling, equipped with a generous 1.6m cord for comfortable reach and a key-lock function for safe storage and travel portability.

SETUP

1. **Unpacking:** Carefully remove the hair straightener from its packaging. Retain the packaging for storage or future transport.
2. **Initial Inspection:** Inspect the appliance for any visible damage. Ensure the plates are clean and free from debris, and the power cord is intact. If any damage is observed, do not use the appliance and contact customer support.
3. **Power Connection:** Plug the appliance into a suitable electrical outlet. Ensure the voltage specified on the appliance matches your local mains voltage. The appliance features universal voltage for worldwide use.



Image: The Philips Kerashine Titanium Hair Straightener Bhs336/00, showcasing its sleek design and purple color. This

image illustrates the overall appearance of the product.

OPERATING INSTRUCTIONS

1. **Preparation:** Ensure your hair is clean, dry, and detangled before use. Apply a heat protectant spray if desired.
2. **Power On:** Plug the straightener into an electrical outlet. The power indicator light will illuminate.
3. **Select Temperature:** Choose your desired temperature setting (190°C or 210°C) using the temperature control. The straightener will heat up rapidly, reaching the selected temperature in approximately 60 seconds.
4. **Straightening Hair:**
 - Divide your hair into small, manageable sections.
 - Take one section and place it between the heating plates, close to the roots.
 - Gently close the plates and glide the straightener slowly and evenly down the hair section, from root to tip. Avoid holding the straightener in one place for too long to prevent heat damage.
 - Repeat this process for all sections of your hair until the desired style is achieved.
5. **Key-Lock Function:** The straightener features a key-lock function for safe storage. To activate, press and hold the lock button. To unlock, press and hold again.
6. **Power Off:** After use, unplug the appliance from the electrical outlet. Allow the straightener to cool down completely before storing.



Image: Close-up view of the Philips Kerashine Titanium Hair Straightener's heating plates. This image highlights the smooth, ceramic titanium surface designed for efficient heat transfer and gentle gliding.

MAINTENANCE AND CLEANING

Proper maintenance ensures the longevity and optimal performance of your hair straightener.

1. **Cleaning the Plates:** After each use, ensure the appliance is unplugged and completely cool. Wipe the heating plates with a soft, damp cloth to remove any hair product residue. Do not use abrasive cleaners or

harsh chemicals.

- 2. **Cleaning the Body:** Wipe the exterior of the straightener with a soft, dry cloth.
- 3. **Storage:** Store the appliance in a dry, safe place, away from moisture and direct sunlight. Use the key-lock function to keep the plates closed for compact and safe storage. Do not wrap the power cord tightly around the appliance, as this can damage the cord.
- 4. **Cord Care:** Regularly check the power cord for any signs of damage. If the cord is damaged, it must be replaced by the manufacturer, its service agent, or similarly qualified persons to avoid a hazard.

TROUBLESHOOTING

If you encounter issues with your Philips Kerashine Titanium Hair Straightener, refer to the following common problems and solutions:

Problem	Possible Cause	Solution
Appliance does not turn on.	Not plugged in correctly; power outlet malfunction; appliance fault.	Ensure the power cord is securely plugged into a working electrical outlet. Test the outlet with another appliance. If the problem persists, contact customer support.
Appliance does not heat up.	Temperature setting not selected; internal fault.	Ensure a temperature setting (190°C or 210°C) has been selected. Allow up to 60 seconds for heating. If still no heat, contact customer support.
Hair is not straightening effectively.	Hair is too wet; sections are too large; incorrect technique.	Ensure hair is completely dry before straightening. Work with smaller, thinner sections of hair. Glide the straightener slowly and evenly. Increase temperature if necessary (up to 210°C).
Hair feels static or frizzy.	Lack of ionic care; product residue on plates.	The appliance features an Ionic Care System to reduce frizz. Ensure plates are clean. Consider using a hair serum or anti-frizz product.

SPECIFICATIONS

Feature	Detail
Model Number	BHS336/00
Plate Material	Ceramic Titanium
Max Temperature Setting	210°C
Temperature Settings	190°C, 210°C
Heat-up Time	60 seconds
Cord Length	1.6 meters
Power Source	Corded Electric
Universal Voltage	Yes
Item Weight	390 g

Feature	Detail
Color	Purple
Included Components	Straightener

WARRANTY AND SUPPORT

Philips products are manufactured to the highest standards and undergo rigorous quality checks. This product is covered by a manufacturer's warranty against defects in materials and workmanship from the date of purchase. The specific terms and duration of the warranty may vary by region.

For detailed warranty information, product registration, or technical support, please visit the official Philips website or contact Philips customer service in your region. Please have your product model number (BHS336/00) and proof of purchase ready when contacting support.

You may also consider extended warranty options available from authorized retailers, such as the Onsitego 1 Year or 2 Year Extended Warranty plans mentioned during purchase.