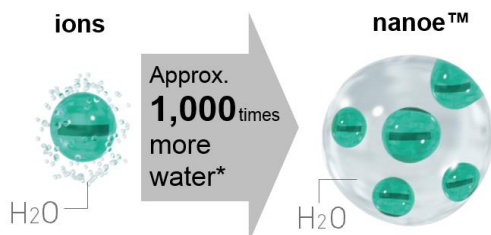


A Total Care for Hair, Scalp and Skin **nanoe™ Hair Dryer EH-NA98, Now in Trendy Navy Colour**



Kuala Lumpur, 23 May 2023 - Panasonic is introducing a new colour for its renowned nanoe™ Hair Dryer EH-NA98, which provides total care of hair, scalp and provides total care of hair, scalp and even skin. Tracing over 80 years of its hair dryer development history, Panasonic has been pursuing the ultimate hair drying comfort, evaluating huge amounts of data regarding all types of hair and usage, since the company developed its first hair dryer in 1937. Notably, the nanoe™ Hair Dryer that integrates Panasonic's patented technology has been highly acclaimed for effects that make both hair and scalp beautiful. As a result, the nanoe™ Hair Dryer has achieved a cumulative sales volume of more than 20 million units globally as of 2022. As widely known amongst the users, nanoe™ Hair Dryer EH-NA98 is the top-of-the-range premium hair dryers that realizes total care of hair, scalp and facial skin in addition to hair drying.

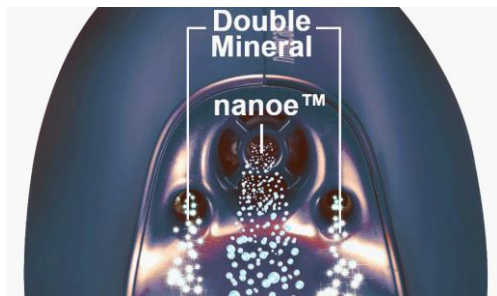
nanoe™ Moisturizes and Smoothens Hair



Panasonic's unique ultra-fine nanoe™ contains around 1,000 times the moisture held by ions. nanoe™ penetrates inside the hair and adjusts water balance, making hair shiny and smooth. It suppresses static electricity to tame flyaway hair, making it manageable. At the same time, nanoe™ moisturizes the scalp to keep it healthy, preventing the dryness that causes damage to hair.

* Relative value determined from volume

nanoe™ & Double Mineral*



What makes the EH-NA98 special is that it provides Double Mineral ion in addition to nanoe™. With an outstanding synergy, nanoe™ and Double Mineral firmly tighten the cuticle and create beautiful, damage-resistant hair. By increasing the adhesiveness of the cuticle, they reduce friction damage from brushing as well as damage from external stimuli such as ultraviolet rays.

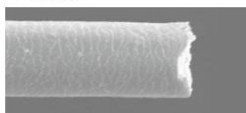
*Double mineral means mineral ions generated by two zinc electrodes.

Test Method

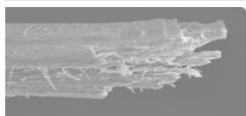
A hair tuft was washed and dried with a dryer (for around 90 seconds), then combed around 1,000 times in acceleration testing. The condition of a hair end when nanoe™ & Double Mineral were not used and for hair end when they were used are shown.

Comparison of hair ends

With nanoe™ & Double Mineral



Without nanoe™ & Double Mineral



Various Modes for Hair, Scalp and Skin

- Scalp Care Mode

In this mode, the dryer gently dries the scalp with warm air set at about 50°C.* nanoe™ adds moisture, which mitigates the dryness that contributes to skin stress, resulting in healthier scalp.

*When the ambient temperature is 23°C

- Skin Care Mode



Use this mode at the end of your drying session for around one minute. Skin becomes moisturized as nanoe™ helps it retain its moisture.

- Hot/Cold Alternating Mode



The Hot / Cold Alternating Mode was developed to automatically switch the airflow between hot air and cold air. This temperature gap will mitigate waves, line up the surface of the hair, and reflect light to make hair more lustrous by approximately 40%*.

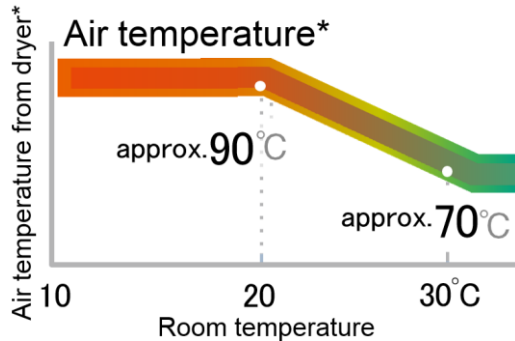
·Test Method

After hair bundles were dried with a dryer while they were being brushed, their luster levels were measured while they were held in a curved position.

This is a comparison of when the nanoe™ hair dryer was used with and without the Hot/Cold Alternating Mode.

·Effectiveness may vary among individuals.

- Intelligent Temperature Control Mode



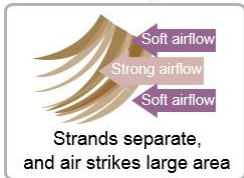
A built-in ambient temperature sensor accurately measures the surrounding air temperature and adjusts the airflow to a comfortable temperature for drying in any season.

* Indicates air temperature based on IEC standards

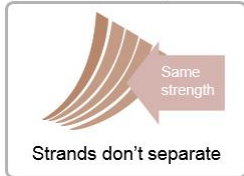
· Air temperature is approx. 90°C when the room temperature is approx. 20°C. Air temperature is approx. 70°C when the room temperature is approx. 30°C. At room temperatures between the two, air temperature changes gradually.

Quick Dry

With Quick-dry nozzle



Without Quick-dry nozzle



Panasonic's unique Quick-dry Nozzle generates strong and soft airflows to help separate hair strands, increasing the exposed surface area for fast drying.

In addition to the way the air is blown, air volume, air temperature and air pressure are all important. Panasonic's nanoe™ hair dryers attain a superb balance among these four elements to let you dry your hair quickly, gently and beautifully.

Designed for Comfort of Use

Filled with user-friendly features to ensure stress-free daily hair drying



Easy-clean filter

This dust-resistant filter can be easily wiped with a tissue.

Multi-mode

At the touch of a button, you can select any of the various air temperature modes with ease.

Sliding switch

The smooth sliding switch reduces stress on fingers and fingernails, letting you adjust air volume with a light touch.

Foldable Handle

The handle is foldable so the dryer can be conveniently and compactly stored when not in use.

Panasonic is committed to encouraging effortless beauty and enriching people's lives, by introducing a wide range of home products designed and developed under strict quality and safety controls.

Specifications

| | |
|-------------------|---------------------------------------------------------------------------------------------------------------------------|
| | EH-NA98(-A, -K, RP/3 colors) |
| nanoe™ | Yes |
| Mineral Ion | Yes (Double Mineral) |
| Settings | 3 speeds 4 modes (Hot/Cold Alternating Mode, Intelligent Temperature Control Mode, Scalp Care Mode, Skin Care Mode) |
| Wattage(at 240V) | 1800 W |
| Quick-dry nozzle | Yes (Built-in) |
| Foldable | Yes |
| Voltage | 220-240V |
| Body Size (WxHxD) | 90 x 226 x 210 mm (w/o nozzle) |
| Weight (g) | 502 g (w/o nozzle/power cord) |

*Specifications are subject to change without notice.

*The effect may vary depending on the hair condition of the person.

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About Panasonic Malaysia

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, indoor air quality, solar business, digital & video cameras, professional broadcasting equipment, system solutions, telecommunications, health & beauty care, batteries and lightings. All Panasonic products are available through our authorised dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Centre at 03-7953 7600.

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