

## **Panasonic Beauty Refines Its Approach, Emphasizing Natural Beauty Through Innovative Technology with the Launch of the nanocare Hair Dryer EH-NA0J**

**Petaling Jaya, 2 May 2024**—In alignment with the renewal of Panasonic Beauty’s branding, which aims to provide exceptional care for hair, skin, and body, Panasonic has today also introduced the new **nanocare Hair Dryer EH-NA0J**, showcasing its continued innovation in beauty solutions.

“Panasonic Beauty is the only Japanese consumer appliance brand active in the beauty sector in Southeast Asia. Today, we are excited to unveil a new Panasonic Beauty tagline, “Natural Beauty. Innovative Technology.”. This signifies the brand renewal that reinforces our foundational mission - enhancing natural beauty through advanced science and technology, paired with a steadfast commitment to Japanese quality and excellence. This refreshed focus highlights Panasonic Beauty’s commitment to revealing the natural beauty of our customers,” said **Keisuke Nishida, Managing Director of Panasonic Malaysia**.

Panasonic’s unique **nanoe™** technology draws moisture from the air to create tiny, moisture-rich particles that are small enough to penetrate the shafts of your hair. It suppresses static electricity, meaning rogue flyaways are a thing of the past, with hair left smooth, more manageable, less frizz, and improved shine.

Whereas traditional hair dryers can leave hair feeling dry and brittle, the new nanocare Hair Dryer EH-NA0J uses Panasonic’s innovative new **nanoe™ MOISTURE+ and Mineral technology**, which delivers 18x\* more moisture compared to previous nanocare models. This means it locks in hydration to reduce hair dryness, so there’s no need to put up with dull, faded hair. What’s more, it protects hair colour from fading\*\* and helps to keep your hair colour vibrant, ensuring that your locks look salon-fresh for longer.

Expect softer and smoother hair with every use, as the **nanoe™ MOISTURE+ technology** instantly reduces frizz, static and flyaway hairs. Plus, the new compact design of the EH-NA0J means that the outlet is closer to the hair than previous models, making it easier to infuse moisture. The **Mineral technology** improves hair quality by enhancing the adhesion of cuticles and reducing friction damage from daily brushing.

The **Scalp Care Mode** uses gentle airflow at a lower heat for comfortable and effective drying without harsh temperatures, and the **Hair Tip Care Mode** controls the airflow for a smooth finish to the ends. In addition to caring for your hair, the nanocare Hair Dryer EH-NA0J can also be used in **Skin Care Mode** to encourage nano-sized steam particles to deeply moisturise the face, perfect for a post-blow dry pamper.

The EH-NA0J is also equipped with various modes, including a **Hot & Cold Alternating Mode**, that gently stretches and relaxes the hair with hot air, then switches to a colder air temperature to ensure the surface of the hair remains smooth, allowing you to easily tame your tresses and set your style.

The **Intelligent Sensing System** of the EH-NA0J always avoids excessive heat by keeping air temperature at the best temperature to dry hair, providing optimal drying while safeguarding your hair's health. With this advanced technology, you can enjoy peace of mind knowing that your hair is being cared for, resulting in softer, smoother, and healthier-looking locks.

Because the EH-NA0J is also a versatile tool, it comes equipped with a built-in **Quick Dry Nozzle**, a **Styling Nozzle** to target specific areas, a **Diffuser** as well as an **Air Boost Nozzle** focused airflow that reaches the roots of your hair. Ideal for individuals with thick hair or those with hard-to-dry roots.

Together with its newly refined brand, Panasonic Beauty reaffirms its role as a leader in combining traditional Japanese beauty principles with advanced technology. This commitment is further highlighted by the nanocare Hair Dryer EH-NA0J's recent iF DESIGN AWARD win, which recognises both its functional excellence and its sleek, user-friendly design.

Panasonic Beauty is hosting a pop-up event for customers to discover more about the nanocare Hair Dryer EH-NA0J and its unique nanoe™ MOISTURE+ and Mineral technology. The event is from 30 April 2024 to 5 May 2024 at One Utama Shopping Centre, Oval Concourse, Lower Ground Floor.

Alternatively, for more information, please visit [Panasonic Beauty nanocare Official Website](#) or follow [Panasonic Beauty Official Instagram](#).

*Notes:*

\* Compared to the conventional nanoe™ model

\*\* Effects may vary depending on the colourant and the individual

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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](http://www.panasonic.com.my) or call our Customer Care Centre at 03-7953 7600.

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