

HAIR CARE

SPECIFICATION	EH-HV21	EH-HV52	EH-HV11
Max temp	230°C	230°C	210°C
Temperature settings	Off-180-200-230	Off-140-160-180-200-230	Off-210
Body size (W x H x D)	33mm x 290mm x 33mm	45mm x 290mm x 42mm	28mm x 230mm x 32mm (Without cap)
Plate size	Length: 105mm Width: 27mm	Length: 85mm Width: 24mm	Length: 68mm Width: 18mm
Plate material	Keratin and Coconut Oil Infused Ceramic Plate	Keratin and Coconut Oil Infused Ceramic Plate	Keratin and Coconut Oil Infused Ceramic Plate
Even heat distribution plate	Yes	Yes	No
Universal voltage	Yes	Yes	Yes
Ready to use in* * Reach to 100°C	15 sec	15 sec	40 sec
Power cord length	2m	2m	1.7m
Auto switch off	No	After 60 min	No
Floated plate	No	Yes	No
Lock system	Yes	No	with Cap
Attachments	-	5 attachments Medium curl/Large curl/ Extra large curl/ Super straight/Volume up	Cap

Panasonic



NEW PRODUCTS LINEUP

THREE MODELS
VERSATILE STYLING

Great hair boosts your confidence, style and elegance.
Reinvent your look with Panasonic Beauty.

2 WAY

Straight & Curl Straightener
EH-HV21



For weekday straight styles & weekend curls

6 WAY

Multi-styling Straightener
EH-HV52



Change your style every day



PORTABLE

Straight & Curl Straightener
EH-HV11



Style anywhere, anytime



KEY FEATURES

SPEEDY STYLING & LONG-LASTING RESULTS

Even Heat Distribution Plate

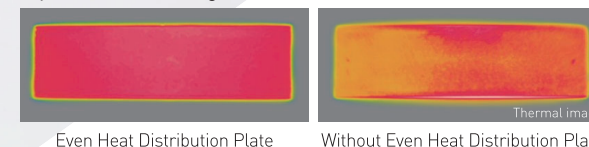
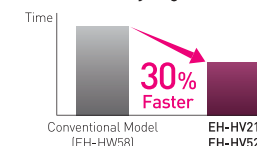
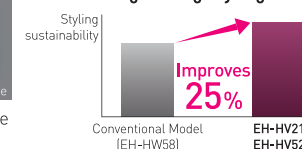
(EH-HV21, EH-HV52)

Even Heat Distribution Plate for fast and long lasting styling.

Heat is distributed uniformly over the plate, from edge to edge, so your hair is straightened more evenly.

Styling is 30% faster than with conventional models.

Styles last 25% longer.

Shorten styling time ^{*1}Long lasting styling ^{*2}

Compared with Panasonic EH-HW58 at temperature setting of 200°C

^{*1} Test on the time taken to straighten 10 hair bundles each.

^{*2} Test by curling 10 hair bundles each.

Maximum temperature setting: 230°C

(EH-HV21, EH-HV52)

Faster styling with temperature settings up to 230°C.

Choose the setting that's right for your hair.

SMOOTH SLIDING FOR EFFORTLESS STYLING

Keratin & Coconut Oil Infused Ceramic Plate

(EH-HV21, EH-HV52, EH-HV11)

Smooth sliding and preventing friction of hair cuticles.

Smooth ceramic plate infused with popular hair treatment ingredients, enables smooth and effortless sliding while reducing friction of hair cuticles.



**GLOSSY,
PERFECTLY-STYLED
HAIR IN MINUTES.**

2 WAY

Straight & Curl Straightener



EH-HV21

- Even Heat Distribution Plate for fast and long lasting styling
- Smooth sliding with Keratin & Coconut Oil Infused Ceramic Plate
- 105mm extra-long plate
- Ready to use in 15 seconds *15 seconds to reach 100°C

3 Temperature Settings

230°C
Maximum Temperature

2-meter
Swivel Cord

Universal
Voltage

This 2-way model is all you need for weekday straight styles and weekend curls

Functional and stylish design

Extra-long plate

With its 105-mm plate, this model offers speedy straightening and easy curling.

3 temperature settings

Choose the setting that suits your hair condition and your styling needs.



How to style your hair

Straightening



Divide hair into sections for easier styling. Straighten small strands of hair, one at a time.



Take a strand of hair, clamp it firmly between the plates, and draw the straightener straight down.

Tips : Don't try to straighten too much hair at once. For best results, work on one small strand at a time.



When you've finished the bottom sections, repeat the process on the top ones.

Curling



Take a strand of hair about 3cm wide. Clamp it firmly between the plates.



Holding the straightener with both hands, rotate it inwards, making at least half a turn.

Tips : For stronger curls, rotate by up to 360 degrees.
(For outwards curls, rotate the straightener in the opposite direction.)



Slide the straightener slowly down the strand of hair.

Tips : Keep the strand taut enough to create beautiful curls, tilt the straightener 10 degrees towards the back of your head.

6 WAY

Multi-Styling Straightener



EH-HV52

- 5 attachments for various stylings
- Even Heat Distribution Plate for fast and long lasting styling
- Smooth sliding with Keratin & Coconut Oil Infused Ceramic Plate
- Ready to use in 15 seconds *15 seconds to reach 100°C
- Automatic temperature safety lock



Versatile styling capabilities that let you change your look every day

One straightener, 6 styling options

With 5 attachments, this straightener lets you create a variety of styles.



Broader choice of temperature settings

There are 5 temperature settings, so you can choose the one that's right for your hair type and condition.

Automatic temperature safety lock

The buttons lock automatically to prevent accidental temperature change. To unlock, press the “-” button twice.



How to style your hair

Curling



Connecting the attachment
Using the 5 attachments, you can create a variety of straight or curled styles, and also add volume.



Take a strand of hair about 3cm wide, clamp it firmly between the plates.



Holding the straightener with both hands, rotate it inwards, making at least half a turn.
Tips : For stronger curls, rotate by up to 360 degrees.

(For outwards curls, rotate the straightener in the opposite direction.)



Slide the straightener slowly down the strand of hair.
Tips : Keep the strand taut enough to create beautiful curls, tilt the straightener 10 degrees towards the back of your head.

Straightening



Divide hair into sections for easier styling. Straighten small strands of hair, one at a time.



Take a strand of hair, clamp it firmly between the plates, and draw the straightener straight down. Repeat the same process for each strand.

Adding volume



Clamp the straightener around a strand of hair near the roots, with the volumising attachment against the inside of the strand.



Pull gently against the direction in which the strand naturally falls. Slide the straightener about 10cm along the strand, rotating it at the same time.

PORTABLE

Straight & Curl Straightener



EH-HV11

- Smooth sliding with Keratin & Coconut Oil Infused Ceramic Plate
- Compact size and storage cap
- Ready to use in 40 seconds *40 seconds to reach 100°C

210°C
Maximum Temperature

1.7-meter
Swivel Cord

Universal
Voltage



Easy straightening and curling anywhere, anytime

Compact size for easy storage

Measuring just 23.5cm including the cap, this straightener is compact enough for easy storage.

Note: Before storing in a bag or case, please make sure the plates are sufficiently cool.



How to style your hair

Straightening



Clamp a strand of hair tightly between the plates. Keeping the strand taut, slide the straightener straight down.



Run the straightener down the same strand again, in one smooth movement.



Repeat the same process for each strand.

Curling



Take a strand of hair about 3cm wide. Clamp it firmly between the plates.



Holding the straightener with both hands, rotate it inwards, making at least half a turn.
Tips : For stronger curls, rotate by up to 360 degrees.

[For outwards curl, rotate the straightener in the opposite direction.]



Slide the straightener slowly down the strand of hair.
Tips : Keep the strand taut enough to create beautiful curls, tilt the straightener 10 degrees towards the back of your head.

Product information

Available in 3 colors

Black
EH-HV11-K



Pink
EH-HV11-P



Beige
EH-HV11-E

