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Learn more.



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2015 - 2016
BEAUTY CARE PRODUCTS CATALOGUE

HAIR CARE

Panasonic Beauty



NEW PRODUCTS LINEUP

FIVE MODELS VERSATILE STYLING

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



2 WAY

For weekday straight styles & weekend curls

Straight & Curl Straightener
EH-HV20



6 WAY

Change your style every day

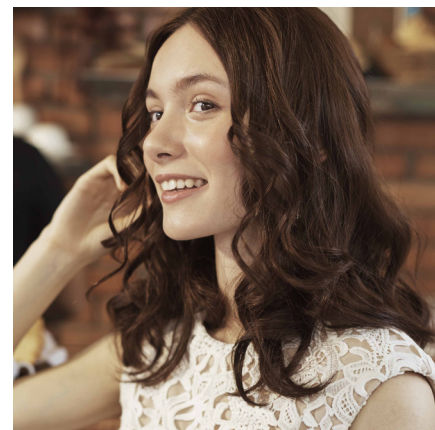
Multi-styling Straightener
EH-HV51



WIDE PLATE

Speedy super-straight styling

Hair Straightener
EH-HS41



PORTABLE

Style anywhere, anytime

Straight & Curl Straightener
EH-HV10



BRUSH

Easily create large curls and volume

Styling Brush Iron
EH-HT40

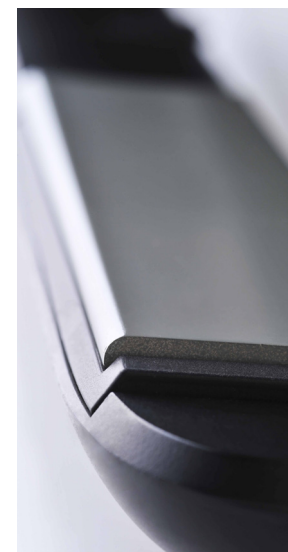


**GLOSSY,
PERFECTLY-STYLED
HAIR IN MINUTES.**

Efficient styling with color-fade prevention

KEY FEATURES

SPEEDY STYLING & LONG-LASTING RESULTS



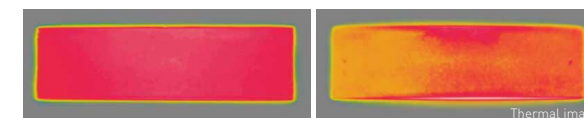
Even heat distribution plate

(EH-HV20, EH-HV51, EH-HS41)

Even heat distribution plate means better styling results.

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 longer.



Even heat distribution

Conventional

Maximum temperature setting: 230°C

(EH-HV20, EH-HV51, EH-HS41)

Faster styling with temperature settings up to 230°C. Choose the setting that's right for your hair.

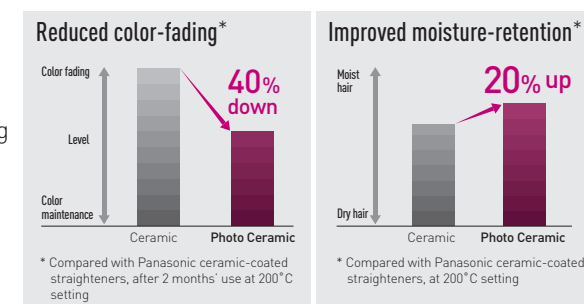
COMBAT COLOR-FADING WHILE YOU STYLE

Color care photo ceramic plate

(EH-HV20, EH-HV51, EH-HS41, EH-HV10)

Color-friendly photo ceramic plate for color-fade prevention

Besides reducing color-fading by 40%, the photo ceramic coating on the plate reduces moisture loss by 20%.





2 WAY

Straight & Curl Straightener EH-HV20

- 105mm extra-long plate
- Even heat distribution plate means better styling results
- Color care photo ceramic plate for color-fade prevention
- Ready to use in 15 seconds



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

Speedy straightening and long-lasting results combined with color-fade prevention

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-HV51

- Even heat distribution plate means better styling results
- Color care photo ceramic plate for color-fade prevention
- Ready to use in 15 seconds
- Automatic temperature safety lock



5 Attachments 5 Temperature Settings 230°C Maximum Temperature 2-meter Swivel Cord Universal Voltage



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



Connecting the attachment

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

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.

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.



WIDE PLATE

Hair Straightener
EH-HS41

- Wide plate for fast-straightening
- Even heat distribution plate means better styling results
- Color care photo ceramic plate for color-fade prevention
- Ready to use in 15 seconds
- Automatic temperature safety lock

5 Temperature Settings 230°C Maximum Temperature 2-meter Swivel Cord Universal Voltage



For straight hair that always looks great

Wide plate for fast-straightening

With plate 70%* wider than conventional models, this hair-straightener delivers even speedier straightening. If you have frizzy, thick or long hair, you'll find it much easier to style using EH-HS41.

* Compared to conventional model



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.

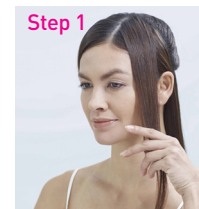
Automatic temperature safety lock

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



How to style your hair

Super-straight styling



Take a strand of hair about 5cm wide.



Clamp the strand between the plates, with the pressing plate against the inner side of the strand.



Slide the straightener straight down the strand of hair at a slow, even speed.



PORTABLE

Straight & Curl Straightener EH-HV10

- Color care photo ceramic plate for color-fade prevention
- Compact size and storage cap
- Ready to use in 40 seconds

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-HV10-K



Pink
EH-HV10-VP



White
EH-HV10-W





BRUSH

Styling Brush Iron EH-HT40

- Brush & clip get beautiful curls even with layered hairstyles
- Static electricity suppressin brush safe and easy to use
- Soft large curls 32mm barrel

2 Temperature settings

180°C
Maximum temperature

2-meter swivel cord



Easily create large curls and volume

By using the clip or not you can achieve a variety of styles.



Hair-catching clip

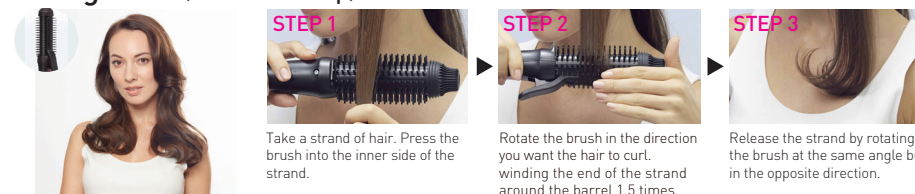
Enjoy curls of different styles from large airy curls to cute tight curls.

Safe and easy to use

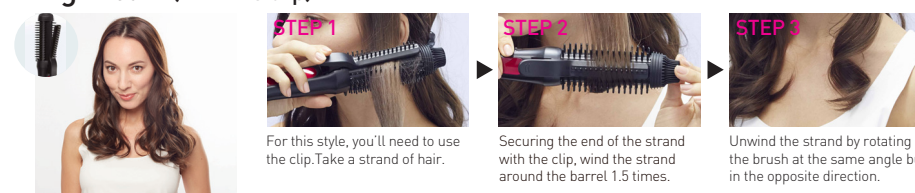
You can use the iron like a hairbrush, holding each strand of hair in place with your hand as you style it. This makes styling easy, even for beginners.

How to style your hair

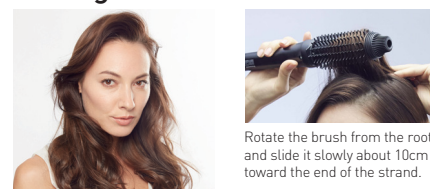
Large curl (Without the clip)



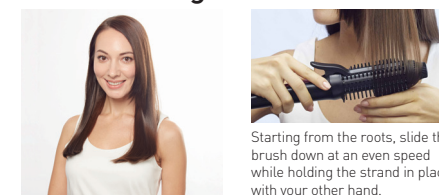
Tight curl (With the clip)



Adding volume at the crown



Natural straight



SPECIFICATION

	EH-HS95	EH-HV20	EH-HV51	EH-HS41	EH-HV10	EH-HT40
						
Max temp	200°C	230°C	230°C	230°C	210°C	180°C
Temperature settings	Off-150-170-180-190-200	Off-180-200-230	Off-140-160-180-200-230	Off-140-160-180-200-230	Off-210	Off-140-180
Body size (W x H x D)	41mm x 290mm x 45mm	33mm x 290mm x 33mm	45mm x 290mm x 42mm	50mm x 285mm x 40mm	28mm x 230mm x 32mm	67mm x 298mm x 52mm
Plate size	Length: 85mm Width: 24mm	Length: 105mm Width: 27mm	Length: 85mm Width: 24mm	Length: 85mm Width: 40mm	Length: 68mm Width: 18mm	Barrel Ø: 32mm
Plate material	Photo ceramic coating	Photo ceramic coating	Photo ceramic coating	Photo ceramic coating	Photo ceramic coating	Alumite coating
Even heat distribution plate	No	Yes	Yes	Yes	No	No
Universal voltage	No	Yes	Yes	Yes	Yes	No
Ready to use in* * Reach to 100°C	30 sec	15 sec	15 sec	15 sec	40 sec	60 sec
Power cord length	1.7m	2m	2m	2m	1.7m	2m
Auto switch off	After 60 min	No	After 60 min	After 60 min	No	No
Floated plate	Yes	No	Yes	Yes	No	No
Lock system	Yes	Yes	No	No	with Cap	No
Hair-catching clip	No	No	No	No	No	Yes
Attachments	-	-	5 attachments Medium curl/Large curl/ Extra large curl/ Super straight/Volume up	-	Cap	-