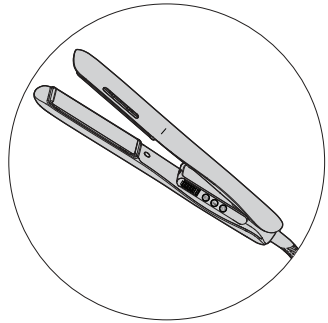


Panasonic

Operating Instructions
(Household use) Straight & Curl Straightener
Model No. EH-HV31

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Thank you for purchasing this Panasonic product.
Before operating this unit, please read these instructions completely and save them for future use.

Safety precautions

Make sure to follow these instructions.

To prevent accidents, injuries or damage to property, please follow the instructions below.

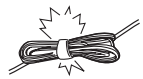
■ **The following chart indicates the degree of damage caused by improper operation.**

⚠ **WARNING**	Indicates a potential hazard that could result in serious injury or death.
⚠ **CAUTION**	Indicates a potential hazard that could result in minor injury or property damage.

The illustrations in the safety precautions may differ from the actual item.

⚠ WARNING

► Plug and Cord



- **Do not use with the cord bundled.**
  - Doing so may cause electric shock or fire.
- **Do not damage the cord or plug.**
  Do not damage, modify, or forcibly bend, pull, or twist the cord.
  Also, do not place anything heavy on or pinch the cord.
  - Doing so may cause burn, electric shock, or fire due to a short circuit.
- **Do not use when the plug or cord is damaged (small cracks, inner wires visible, etc.) or hot.**
  - Doing so may cause burning, electric shock, or fire due to a short circuit.
- **Never use the appliance if the plug fits loosely in a household outlet.**
  - Doing so may cause burning, electric shock, or fire due to a short circuit.
- **Do not connect or disconnect the plug to or from a household outlet with a wet hand.**
  - Doing so may cause electric shock or injury.
- **Do not wrap the cord tightly around the main body when storing.**
  - Doing so may cause breakage to the wire of the cord, or result in burning, electric shock, or fire due to a short circuit.



⚠ WARNING

- **Regularly clean the plug to prevent dust from accumulating.**
  - Failure to do so may cause fire due to insulation failure caused by humidity.
    Disconnect the plug and wipe it with a dry cloth.
- **Fully insert the plug.**
  Always ensure the appliance is operated on an electric power source matched to the rated voltage indicated on the appliance.
  - Failure to do so may cause electric shock or fire.
- **If the supply cord is damaged, it must be replaced by the manufacturer, its service agent or similarly qualified persons in order to avoid a hazard.**
  - Failure to do so may cause an accident or injury.

► In case of an abnormality or malfunction

- **Immediately stop using the unit and remove the plug if there is an abnormality or malfunction.**
  - Failure to do so may cause fire, electric shock or injury.

  <Abnormality or malfunction cases>
  - The main unit stops occasionally or the cord or the plug is abnormally hot.
  - The main unit is deformed or smells of burning.
  - Immediately request inspection or repair at an authorized service center.

► This product

- **Do not leave the appliance unattended with the power connected or after use while the iron plate is still hot.**
  - Doing so may cause fire, burn, discoloration or deformation of objects nearby.
- **Never modify, disassemble, or repair.**
  - Doing so may cause ignition or injury due to abnormal operation.
    Contact an authorized service center for repair.
- **Do not store within the reach of children or infants. Burn hazard. Keep appliance out of reach from young children, particularly during use and cool down.**
  - Otherwise, electric shock or injury may be caused.
- **Do not use the unit with a wet hand.**
  - Doing so may cause electric shock or fire due to a short circuit.
- **Do not apply hair spray or flammable hair product to the main body or hair while using the appliance.**
  - Doing so may cause fire, electric shock or burn.

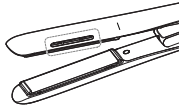
⚠ WARNING

- **Do not immerse this appliance into water. Do not use this appliance on bathing or shower. Do not use this appliance near bathtubs, showers, basins or other vessels containing water.**
  - Doing so may cause electric shock.



This symbol with prohibition sign in red on the appliance means “Do not use this appliance near water”.

- **Do not block or insert any foreign objects like hairpins into the ion outlets.**
  - Doing so may cause burn, electric shock, or fire.



- **For additional protection, the installation of a residual current device (RCD) having a rated residual operating current not exceeding 30 mA is advisable in the electrical circuit supplying the bathroom. Ask your installer for advice.**
  - Failure to do so may cause an accident or injury.
- **When the appliance is used in a bathroom, unplug it after use since the proximity of water presents a hazard even when the appliance is switched off.**
  - Failure to do so may cause an accident or injury.
- **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.**
  - Failure to do so may cause an accident or injury.

⚠ CAUTION

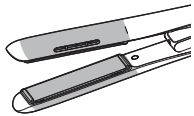
► Plug and Cord

- **Always unplug the unit by holding the plug instead of the cord.**
  - Failure to do so may cause breakage to the wire of the cord, or result in burning, electric shock, or fire due to a short circuit.
- **Disconnect the plug from the household outlet after use.**
  - Failure to do so may cause electric shock or fire due to electrical leakage resulting from insulation deterioration.

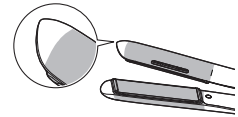
⚠ CAUTION

► Precautions

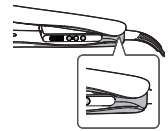
- **Do not use or store the appliance while the cord is twisted.**
  - Doing so may cause the wire in the cord to break with load, and thus lead to burn, electric shock, short circuit or fire.
- **Do not drop or subject to shock.**
  - Failure to do so may cause electric shock or fire.
- **Do not use the appliance for any purpose other than the care of your own hair. (Do not use on pets, etc.)**
  - Doing so may cause burning.
- **Do not use the appliance with permanent liquids applied to your hair.**
  - Doing so may cause hair or skin trouble.
- **Do not use the appliance on infants.**
  - Doing so may cause burning.
- **Do not let the heating part come in contact with your skin (e.g. ears, the forehead and the back of the neck).**
  - Doing so may cause burning.



- **Do not use the appliance on the same bundle of hair for more than 2 times.**
  - Doing so may cause burn or damage you hair.
- **Do not touch the shaded areas when in use or right after use since they will be hot.**
  - Doing so may cause burn.



- **Hold the appliance so the fingers do not touch the shaded areas during use.**
  - Failure to do so may pinch the fingers and cause injury.

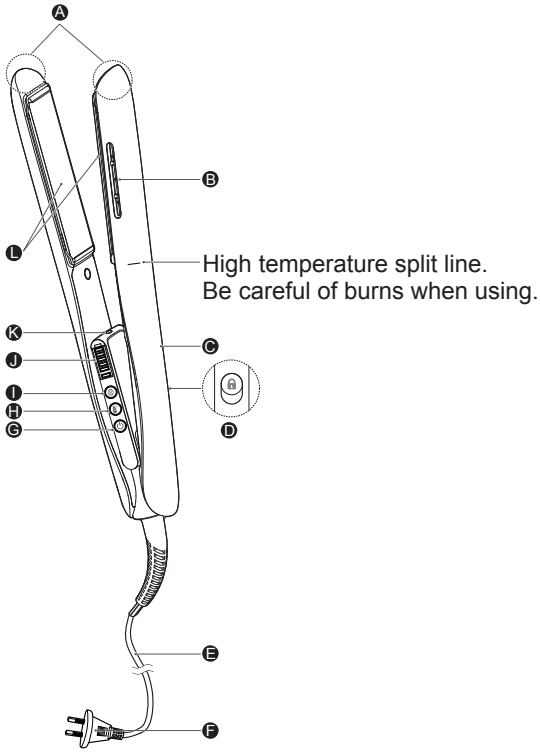


- **Slide the appliance down entirely through your hair without stopping. Only use the appliance on clean, dry and tangle-free hair. Recommended temperature for use depends on each hair type of condition. (Page 10)**
  - Failure to do so may cause burn or damage your hair.
- **Always place the appliance on a heat-resistant, stable flat surface.**
  - Failure to do so may cause fire, burns or discoloration or deformation of surrounding objects.

Intended use

- Styling will hold for 1 day only. Hair will return to its normal condition after shampooing.
- Not suitable for those with extremely frizzy or curly hair.
- Some types of wigs and hair extensions may discolor or deteriorate due to the heat.
- This product should be placed away from high temperature or direct sunlight.
- The effect of ionization and hairdressing may differ from person to person.

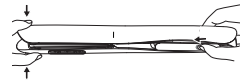
Parts identification

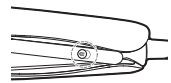


Ⓐ Press plate tips
Ⓑ Ion outlets
Ⓒ Handle
Ⓓ Open/close lock
Ⓔ Cord
Ⓕ Plug
Ⓖ Power switch
Ⓗ Temperature setting
Ⓘ 185 °C express
Ⓙ Display screen
Ⓚ Lamp
Ⓛ Iron plate

About open/close lock

- Slide the open/close lock to lock and unlock.
- Press and hold the open/close lock with one hand, and pinch the press plate tips with the other hand to close the iron plates and then unlock them.



Locked position	Unlocked position
	

► Note

- Do not force to open when locked. This may damage the product.

* The Straight & Curl Straightener is referred to as “Straightener” for short.

About the temperature control system

Temperature modes

1 **185 °C express (185)**
- Adjusts the temperature directly to 185 °C. The indicator glows red in this mode.
  To exit this mode, press it again. The red indicator turns off.

2 **Temperature setting (°F)**
- 5-gear temperature modes
  Switches among 130 °C, 150 °C, 170 °C, 190 °C and 210 °C.

► Note
- The product restarts or recovers from a power failure with the last temperature gear just before the shutdown or power failure.

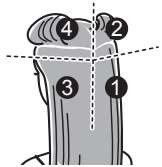
Auto power-off function

The product powers off automatically if there is no button action for 30 minutes.

Tips for optimal styling results

1 **Brush your hair to ensure it is lying in the same direction.**

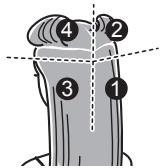
2 **Bundle and pin to hold your hair in the order shown in the illustration.**
- If you have thick hair, separating the hair into more blocks will make the styling easier.



3 **Practice with the power off.**
- Please practice with the power off until you get used to it.

Styling order

Start styling from the bottom on the back of your head in the order of ❶ to ❷ [❸ to ❹ as well].



- The hairdressing effect of different individuals may vary according to the degree of curl and the type of hair.

About hair-straightening products

- Do not use the straightener immediately after a home straight perm liquid is used. Doing so may damage your hair. (The straightener may be used 3-4 days after a straight perm liquid and it may also be used 3-4 days after having your hair treated at a beauty parlor.)

About dyeing products

- Dyeing places great stress on the hair. After dyeing, please wait for 2 or 3 days before using the straightener. If you use a temporary dye, wash it out and dry your hair before use.
- It takes some time after dyeing for the color to settle. In the case of the temporary dye, the dye can dirty the straightener if it is not fully washed out. Also, your hair cannot be straightened when it is wet.

Before use

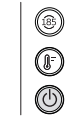
Heating the iron plate

1 **Release the open/close lock.**



2 **Insert the plug into the household outlet.**

3 **Press the power switch to turn on the straightener.**

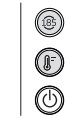


- Confirm that the temperature setting lamp for 130 °C is blinking.

► **Note**

- Do not use the straightener if all the temperature setting lamps are blinking.

4 **Set a temperature by using the temperature setting switches according to the characteristics and condition of your hair.**



Indicator	Temperature	Hair type	Hair condition
○ 210	Approx. 210 °C	Wavy	Less damaged
○ 190	Approx. 190 °C		
○ 185	Approx. 185 °C		
○ 170	Approx. 170 °C		
○ 150	Approx. 150 °C	Straight	Damaged
○ 130	Approx. 130 °C		

- Confirm that the temperature setting lamp has changed.

• When the selected temperature setting lamp stops blinking (and glows), the straightener has reached the selected temperature.
(Note that the time taken to reach operating temperature may vary depending on the operating environment.)

► Note

• A temperature level of more than 190 °C is high and may damage your hair.
We recommend that you avoid continuous lengthy use of this level, and only use it if your hair is in a suitable condition.
• After switching on the straightener, it reaches the operating temperature (approx. 100 °C) after about 15 seconds.

How to use

Straightening

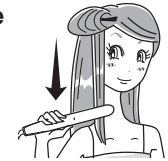
1 **Hold a bundle of hair with a width of approximately 5 cm.**
• Do not take much hair as it may be difficult to straighten your hair.



2 **Clamp the bundle of hair with the press plate facing inwards.**
• Clamp the bundle of hair in the center of the iron plate.



3 **With the hair clamped, move the straightener straight toward the hair ends.**
• Move the straightener slowly (at a speed slower than ordinary brushing).



• If you find the hair hard to straighten, slide the straightener while holding the press plate tips.
• After straightening, style your hair using hair cream, wax, etc.

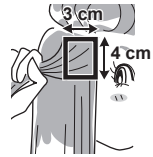
Curling

<For inward curls>

1 **Hold a bundle of hair with a width of approximately 3 cm.**
• Do not take much hair as it may be difficult to style your hair.

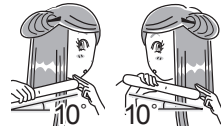


• Hold a bundle of hair in a square approximately 3 cm in width and 4 cm in length.



2 Tilt the main body 10° and clamp the bundle of hair.

- Clamp the bundle of hair in the center of the iron plate.
- Clamp the hair just above the point at which you want to make curls.
- Tilt the main body 10° towards the back-of-the-head.



3 After clamping a bundle of hair, rotate the main body through an angle amounting to slightly more than a half-rotation (180°).

- Rotate the main body with both hands.
- Rotate the main body inwards.



- After the half-rotation, ensure that the hair tips protrude towards the back-of-the-head.



<For outward curls>

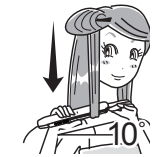
Rotate the main body outwards.

- The only difference is the direction in which you rotate the main body.
  Otherwise, follow the steps for inward curls.



4 Slide it perfectly straight.

- Move the straightener slowly (at a speed slower than ordinary brushing).



Recommended speeds (from scalp to hair ends)	
Semi-long	Approx. 4 - 5 sec.
Long	Approx. 7 - 8 sec.

- For a more defined curl, make a full rotation (360°) of the main body and slide it towards the hair ends.
- For an effective curl, move the straightener slowly at a steady speed while clamping a small bundle of hair.

• Grip the root of an already created curl with your hand. Then move it up and down. It will give you a more defined curl.
  Do not detangle the finished curls until the hair cools down.
• After curling, style your hair using hair cream, wax, etc.





Ion technology

Ions are particles generated by the combination of negatively charged oxygen atoms and moisture in the air. An odor may be smelt when the product is working. This odor is harmless to health.

► Notice

The effect on the hair differs from person to person. It may be hard to achieve the effect of ions on the following people.

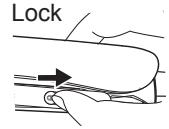
Curly hair	Wavy hair
	

- People with curly hair
- People with strong wavy hair
- People with smooth hair that can be easily set
- People who have had a straightening perm within 3 to 4 months
- People with short hair

After use

1 **Remove the plug from the household outlet.**

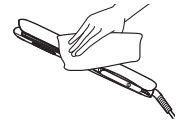
2 **Shut the iron plate and lock the open/close lock.**



Cleaning

Clean the straightener after it has cooled and with the plug removed from the household outlet.

- Do not touch the main body until it has cooled down.
- To clean the appliance, use a cloth that has been soaked in soap and water and well wrung out.



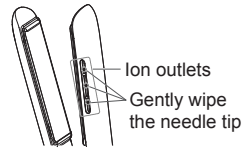
• Do not use substances such as alcohol, nail polish remover or detergent (hand soap).
Doing so may crack or discolor the surface of the straightener, even cause a malfunction.
• Storing the appliance with make up or hair care products still adhered may result in degradation in the plastic and discoloration or cracking, which may in turn prevent the appliance from working properly.



At least once every half a year

Ion outlets

To output sufficient ions
1. Clean it with commercially available cotton swabs.
2. Target the cotton swab at the tip of the ion needle, and then gently rotate the cotton swab two or three times.



► Notes

Baby cotton swabs are recommended.

Troubleshooting

Problem	Possible cause	Action
Noise is heard from the ion outlets.	Dust, styling products, etc. are adhered to the ion outlets.	Clean the ion outlets to remove any adherents.
All temperature setting lamps keep blinking.		Immediately stop using and consult an authorized service center.

If the problems still cannot be solved, contact a service center authorized by Panasonic.

Specifications

Product name	Straight & Curl Straightener
Product model	EH-HV31
Power source/ Power consumption	110 - 240 V ～ 44 W 50 - 60 Hz
Iron temperature	Approx. 130 °C to 210 °C

This product is intended for household use only.

MEMO

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