

# PHILIPS

## Hairdryer

1600W

Foldable

IonBoost

Europe's  
**No.1**  
Hairdryer Brand  
2006-2011\*

\*Based on independent 2011  
cumulated volume sales data for  
17 European countries

HP4944/00



## Great results with ionic care wherever you go

Don't leave home without it. The TravelCare Ionic is small enough to fit into any travel bag. Foldable, easy to use yet featuring 1600W of drying power and ionic care, it should be top of any packing list.

### Less Hair Damage

- More Care with ion conditioning for shiny, frizz-free hair

### Beautifully styled hair

- Narrow concentrator for focused airflow
- 1600W for gentle drying
- Three flexible settings for more control
- Cool Shot sets your style

### Easy to use

- Dual voltage for worldwide use
- 1.8 m power cord
- Travel pouch included
- Easy storage hook for convenient storage
- Foldable handle for easy portability

# Highlights

## Ionic Care



Ionic conditioning enables anti-static drying. Charged negative ions eliminate static hair, condition the hair and smooth down the hair cuticles to intensify the hair's shine and glossiness. The result is smooth and frizz-free hair that shines beautifully.

## 1600W for gentle drying



This 1600W hairdryer creates the optimum level of airflow and gentle drying power, for beautiful results every day.

## Foldable handle



This hairdryer benefits from a foldable handle. The result is a small, compact hair dryer that will easily pack into the smallest spaces and you can take virtually anywhere.

## Three flexible settings



The speed and heat required can be easily adjusted to create the perfect end result. Three flexible settings ensure precise and tailored styling.

## Cool Shot



A must-have professional function for hair stylists. The Cool Shot button provides an intense burst of cold air. It is used after styling to finish and set the style.

## Dual voltage



Dual voltage for worldwide use

# Specifications

## Technical specifications

Color/finishing: black and gold

## Features

Foldable handle  
Cool shot  
Dual voltage  
Hanging loop

## Service

2-year guarantee

