

## IMPORTANT SAFETY INSTRUCTIONS

When using electrical appliances, especially when children are present, basic safety instructions should always be followed, including the following:

Polythene bags over product or package may be dangerous. To avoid danger of suffocation, keep this wrapper away from babies and children. This bag is not a toy.

**DANGER:** When the unit is used in a bathroom, unplug it after use since the proximity of water presents a hazard even when the unit is switched off.

**WARNING:** Do not use this appliance in or near bathtubs, showers, basins or other vessels containing water.

- Do not immerse in water or other liquids.
- Do not reach for an appliance that has fallen into water. Unplug immediately.
- Take care to avoid contact between the hot surfaces of the unit and the skin, paying particular attention to the face, neck and hands.
- This appliance is not intended for use by persons (including children) with reduced physical, sensory or mental capabilities, or lack of experience or instruction concerning use of the appliance by a person responsible for their safety.
- Children should be supervised to ensure they do not play with the appliance.

**IMPORTANT:** Always unplug the appliance when not in use or before cleaning. Do not leave unattended when plugged in or switched on.

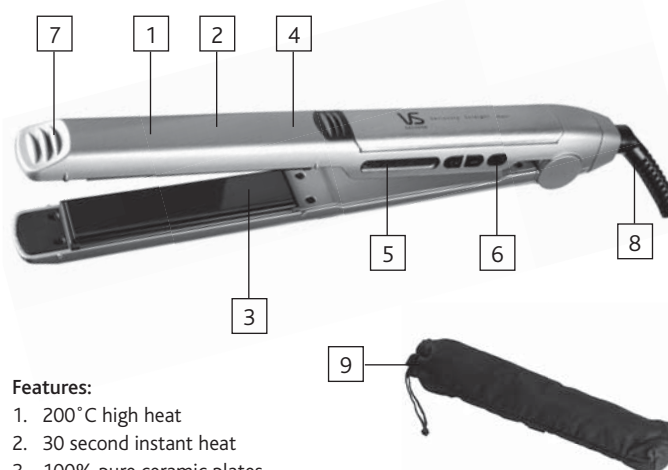
Do not place on any heat sensitive surface and always allow to cool before storing away.

- Do not use any attachments other than those supplied by Conair Australia Pty Ltd.
- Use this appliance only for its intended use and as described in this instruction booklet.
- This appliance is not intended for commercial use.
- Never drop or insert any object into an opening.
- Never block the air openings of the appliance or place on a soft surface such as a bed or couch, where the air openings may be blocked. Keep the air openings free of lint and other debris.
- Do not use outdoors or operate where aerosol (spray) products are being used or where oxygen is being administered.
- Keep the cord away from heated surfaces.
- Do not use an extension cord with this appliance.
- 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.
- After use do not wrap the cord around the appliance as in time this may cause the cord to fracture. Coil cord loosely by the side of the appliance in storage.
- Always ensure that the voltage to be used corresponds to the voltage marked on the unit.
- For additional protection, the installation of a residual current device (RCD) with a rated operating current not exceeding 30mA is advisable in the electrical current circuit supplying the bathroom. Ask your installer for advice.

**NB:** This appliance has a safety automatic shut-off system, which will automatically turn the appliance off if left switched on accidentally for 72 minutes. If this occurs please wait for appliance to cool. Switch the appliance off and unplug the power cord.

## Seriously Straight Hair Straightener

VS Sassoon's Seriously Straight Hair Straightener is a professional straightener that delivers perfect hair from root to tip. The CeramicTEC™ advanced ceramic heating technology provides an ultra fast heat up and consistent high heat to 200°C. The pure ceramic technology™ with 100% pure ceramic plates delivers even heat distribution and retains maximum heat, for a silky, smooth finish.



### Features:

1. 200°C high heat
2. 30 second instant heat
3. 100% pure ceramic plates
4. CeramicTEC™ advanced ceramic heating technology
5. LED display with 5 variable temperature settings
6. On/off switch
7. Cool touch tips
8. Professional swivel power cord
9. Protective carry pouch with velcro strap for tidy storage of power cord

### How to use your Seriously Straight Hair Straightener:

For use on dry hair only.

- Remove all packaging and sale labels before use.
- Wash and condition your hair as usual. Ensure that hair is dry, combed through and tangle-free.
- A plastic cover has been placed over the plug to protect it from damage. Remove the plastic cover before inserting into power outlet.
- Plug the appliance into a suitable power outlet and press the on/off button. The LED display will turn on.
- Select the desired temperature using the temperature button. Please see 'How to use the variable temperatures' for more information.
- To turn appliance off, press the on/off button again and the LED display will turn off. Unplug the appliance from the power outlet and allow to cool before storing.

### IMPORTANT:

Hair that has been heavily bleached or chemically treated should only use the low heat settings on this product. Please consult your hairdresser on using heated appliances if you have any concerns about the condition of your hair.

## How to use the variable temperature settings

The 5 variable temperature settings/digital heat control provide variable heat for many different hair types. These settings allow you to choose the required temperature setting according to your particular need and hair type.

**NB:** The heat-up time will vary depending on which temperature setting you select. It is suggested to use the lower heat settings when using the appliance for the first time.

**WARNING:** This appliance is suitable for average use on the medium high heat setting of 170°C. The 185°C and 200°C maximum high heat settings are not suitable for hair that has been chemically treated, bleached or damaged.

**DO NOT USE THIS PRODUCT ON HEAT DAMAGED OR CHEMICALLY TREATED HAIR ON THE HIGHER HEAT SETTINGS.**

Temperature Setting Guide	
Variable Temperature Control Settings	Hair Type
Power/Low setting - 140°C	Delicate, thin, easy-to-straighten
Medium setting - 155°C	Average to thick, treated hair
Medium/High setting - 170°C	Normal and/or wavy hair
High setting - 185°C	Thick or curly hair
Maximum setting - 200°C	Hard to straighten, thick curly hair

### What is the CeramicTEC™ advanced ceramic heating technology?

CeramicTEC™ advanced ceramic heating technology features a microprocessor controlled professional ceramic heater for perfect results by intelligently maintaining a high heat level. The internal ceramic heater allows for ultra fast heat up and consistent heat delivery. This system provides consistent styling power so that every strand of hair is set with the same level of heat and comes out the same way, for a perfect, flawless finish.

### What is Pure Ceramic Technology?

Pure Ceramic Technology™ delivers fast, efficient and superior styling results. 100% pure ceramic plates retain an even maximum temperature for a longer period of time and provide quicker results than non-ceramic styling tools. Hair damage is minimised, as heat is distributed evenly from the styling appliance, avoiding harmful hotspots, leaving the hair with the ultimate healthy looking shine.

**NB:** This appliance has an automatic safety cut off system which will automatically turn the appliance off if left on accidentally for 72 minutes. If this occurs, please wait for appliance to cool. Switch the appliance off and unplug the power cord. Plug the power cord in and switch the appliance on.

#### User Maintenance

Your straightener is designed for household use and is virtually maintenance-free. No lubrication is needed. If cleaning becomes necessary, disconnect the appliance from the power outlet. Allow the straightener to cool and wipe exterior with a cloth. If any abnormal conditions occur, unplug the appliance, allow to cool and return it to your place of purchase.

#### Three-Year Warranty

Conair Australia Pty Ltd. will repair or replace (at our option) your appliance free of charge for thirty six months from the date of purchase if the appliance is defective in workmanship or materials.

This warranty is an additional benefit and does not affect your legal rights. To obtain service under this warranty, please fill in and return the Warranty Registration as instructed.

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instruction booklet  
Seriously Straight Hair Straightener

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