



EC by Wilfa Flow Straightener

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Fast-heating ionic straightener for smooth, frizz-free styling

- Ionic system for less frizz and smoother hair
- 4 heat settings for all hair types and 30 sec heat-up
- Floating plates for even pressure and easy gliding
- PFAS-free Proture™ coating for smoother styling

PRODUCT DETAILS

Flow hair straightener is designed to make your everyday styling easier, whether your hair is fine, thick, straight or curly. The PFAS-free Proture™ coated plates heat up in just 30 seconds and, together with ionic technology and temperature control, help you achieve smoother, shinier results with less frizz.

Ionic system for less frizz and smooth hair

With ionic technology, the straightener helps reduce static, frizz and flyaways, leaving your hair softer, sleeker and easier to style. Glide it through the hair for straight lengths, soft waves or defined curls with a smoother, shinier finish.

Choose the right temperature for your hair

Choose between 5 heat settings – 150 °C, 170 °C, 185 °C, 200 °C and 230 °C – so you can match the temperature to your hair type and styling needs. Use the lower temperatures for fine, coloured or fragile hair, and the higher settings when you need extra power for thick or coarse hair.

With more control over the heat, it's easier to achieve smooth, long-lasting results without unnecessary stress on your hair.

Temperature control

Flow uses smart temperature control to keep the plates at an even, consistent heat while you straighten and style. This helps reduce the risk of overheating, so your hair looks smoother and shinier and feels easier to style from root to tip.

Ready to style in just 30 seconds

Flow heats up to 150 °C in just 30 seconds, so you can start styling quickly. Perfect for busy mornings, last-minute plans or quick touch-ups before you head out.

Floating plates for even straightening

Floating plates move slightly as you style, so they adjust to each section of hair for more even pressure and smoother gliding. This helps reduce pulling and unnecessary heat on the same spots, leaving your hair looking sleeker and feeling softer after styling.

Produre™ – durable coating

Produre™ is Wilfa’s innovative PFAS-free coating, offering protective and anti-frizz hair styling. Made from durable materials that do not degrade into microplastics or release harmful substances. The coating maintains its smooth surface and protective qualities over time, without losing its easy glide effect, ensuring long-lasting quality on the product.

Auto-off

For added safety, the hair straightener switches off automatically after 1 hour.

360° swivel cord for flexibility

Designed for flexibility, the 360° swivel cord makes styling easy from any angle without the cord twisting or getting in the way. With a 3-metre cord, you have more freedom to move, making it easier to style your hair where the mirror and light are best. Use the hanging loop on the base of the cord for easy storage.

Lockable handle for easy storage and travel

The lockable handle makes Flow easy to store and pack, whether it’s in your bathroom drawer, gym bag or suitcase. Simply lock the plates together, pop it in the included travel bag and you’re ready to take the straightener anywhere.

Practical travel bag

The included travel bag keeps everything organised at home or in your weekend bag and protects the straightener when you’re on the move.

Included in the box:

- Hair straightener
- Travel bag

Specs

Product Attributes

EAN:	7044876060075
Manufacturer number:	606007
Product weight:	0.45 kilograms