

# Intelligent

**The trusted independent experts for hand dryers  
and washrooms since 2012.**



GHD PLATINUM+™

# GHD'S ULTIMATE SMART STYLER THAT PREDICTS YOUR HAIR'S NEEDS



Breakthrough **Ultra-zone™ technology** intelligently predicts your hair's needs and constantly adapts to ensure the optimum temperature of 185°C is maintained at all times. It monitors heat 250 times per second and recognises your hair type and the speed at which you are styling to control heat more effectively than ever before! Now thanks to platinum+, get head-turning results with 75% shinier and 70% stronger hair.\*

\*proven to increase shine vs naturally dried hair, reduced breakage vs a styler at 230°C.





# GHD PLATINUM+™

## ULTIMATE RESULTS

### Custom created plates

Ceramic floating plates with ultra gloss coating for instant frizz-free styling and 75% more shine.\*\*

## PERSONALISED ONE STROKE STYLING

### Ultra-zone™ predictive technology

Predicts your hair's needs to control heat more effectively, for ultimate results with 70% stronger hair and 2x more colour protection.\*

## EASE OF USE

### Swivel cord

For extra ease and flexibility when in use.

## UNCOMPROMISING STYLE

### Unique patented wishbone hinge

For the ultimate snag-free glide and glossy finish.

## #NOTJUSTASTRAIGHTENER

### Sleek rounded design

For snag-free and versatile styling, quickly and easily.

\*reduced breakage and 2x more colour protection vs. a styler working at 230°C. \*\*proven to increase shine vs. naturally dried hair.



GHD MAX

# GHD'S WIDE PLATE STYLER FOR SLEEK, STRAIGHT STYLING IN HALF THE TIME

Introducing new **ghd max**. Styling just got quicker and easier for long, thick or curly hair, enabling sleek styling with minimum effort and less damage. Featuring **70% larger plates\*** and **Dual-zone technology** so you can style your hair in half the time\*\* with no extreme heat.



\*vs ghd Original. \*\*July'20. 80% of 140 consumers agreed vs their current styler.





# GHD MAX

## MAXIMUM RESULTS

### High gloss plate coating

For super smooth glide with 80% more shine.<sup>††</sup>

## #NOTJUSTASTRAIGHTENER

### Sleek rounded design with curved edges

For snag-free, easy versatile styling with less breakage.<sup>\*\*\*</sup>

## EASE OF USE

### Swivel cord

For extra ease and flexibility when in use.

## HIGH PERFORMANCE ADVANCED STYLING

### Dual-zone™ technology

Patented heater system with 2 dynamic sensors that control heat across both wide plates to maintain the optimum temperature of 185°C at all times.

## TIME-SAVING TRANSFORMATION

### 70% larger ceramic floating plates\*

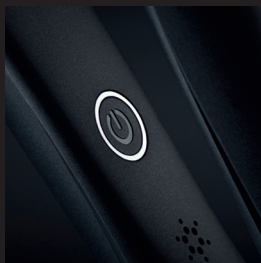
Perfect for styling long, thick and curly hair in half the time.<sup>\*\*</sup>

\*vs ghd original. \*\*July'20. 80% of 140 consumers agreed vs their current styler.  
\*\*\*vs a wide plate styler at 210 C. †technical test in a lab on brunette hair, measured vs naturally dried hair. ††technical test in a lab on frizzy hair, vs naturally dried hair.

GHD GOLD®

# THE GOLD STANDARD OF STYLING

Introducing **ghd gold®**. Featuring Dual-zone technology, which delivers sleeker, smoother and healthier-looking hair.\* Expect nothing less than transformative results.



\*December'20. Over 71% of 79 consumers agreed vs their current styler.





#NOTJUSTASTRAIGHTENER

Sleek rounded design

For snag-free, easy versatile styling.

EASE OF USE

Swivel cord

For extra ease and flexibility when in use.

HIGH PERFORMANCE  
ADVANCED  
STYLING

Dual-zone technology

2 dynamic sensors control heat across both plates to maintain the optimum temperature of 185°C at all times.

LUXE  
RESULTS

Ceramic contoured floating plates

With high gloss coating for frizz-free styling with enhanced shine.



GHD MINI

# THE SPECIALIST TOOL FOR PRECISION STYLING

Professional slim plate styler, **ghd mini** for styling short hair and fringes. Featuring ceramic heat technology to constantly monitor and maintain the optimum styling temperature of 185°C. No matter what your hair type or style is, you can achieve sleek and smooth results, with no extreme heat.





# GHD MINI

## #NOTJUSTASTRAIGHTENER

### Slender rounded barrel

For perfect tight curls and waves, snag-free and easily.

## PEACE OF MIND

### Sleep mode

Switches off if not used for 30 minutes.

## EASE OF USE

### Swivel cord

For extra ease and flexibility when in use.

## SLEEK PRECISE RESULTS

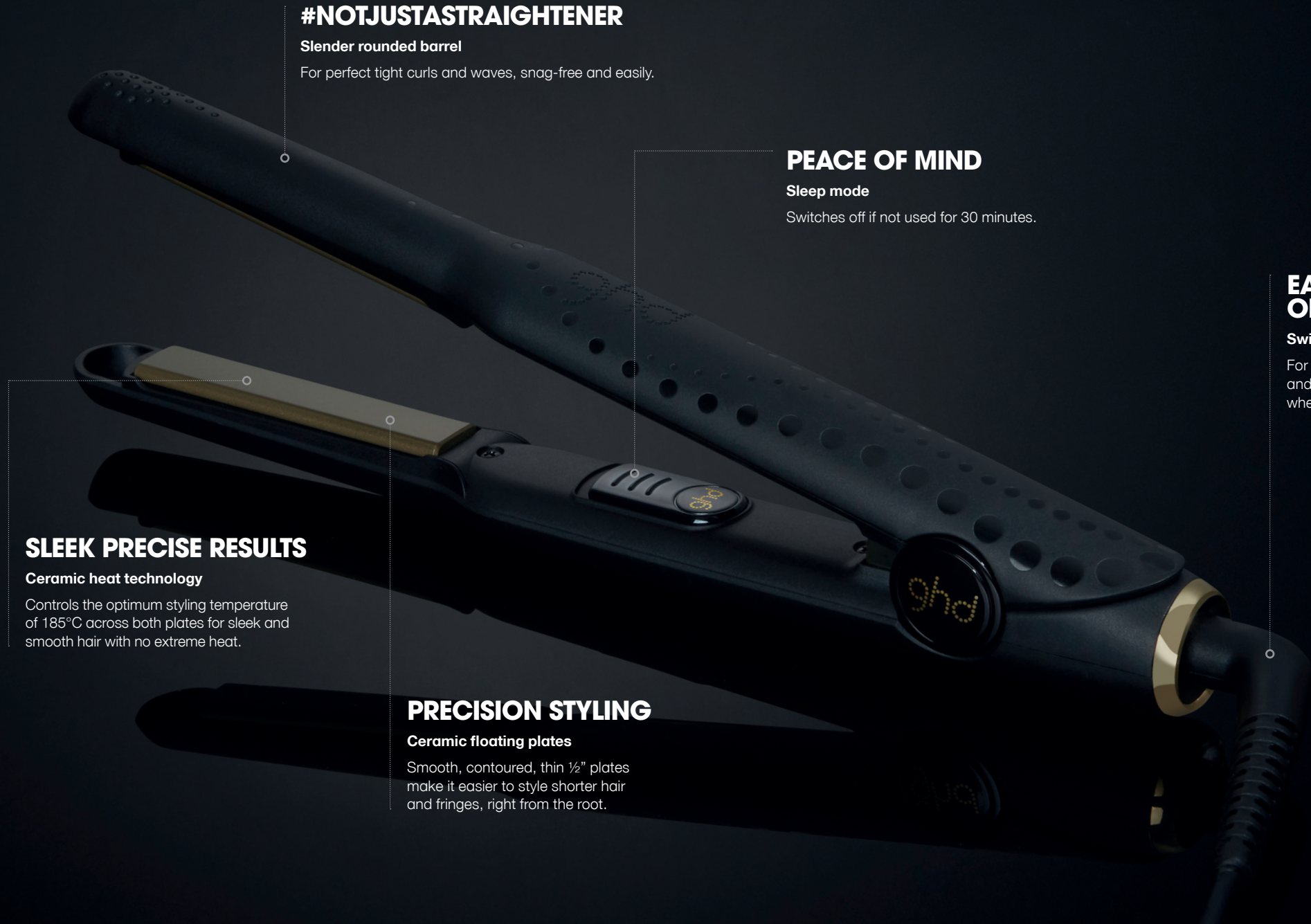
### Ceramic heat technology

Controls the optimum styling temperature of 185°C across both plates for sleek and smooth hair with no extreme heat.

## PRECISION STYLING

### Ceramic floating plates

Smooth, contoured, thin 1/2" plates make it easier to style shorter hair and fringes, right from the root.





# LIGHTER, FASTER...

GHD HELIOS™



**Introducing ghd's lightest and fastest professional hair dryer for ultimate styling control.**

When you're looking for quick, sleek and smooth results, ghd helios puts the power of a salon blow-dry in your hands. Used by stylists across the globe, ghd helios is the go-to for professional styling – lighter, faster and smoother than ever!

# ...FOR ULTIMATE STYLING CONTROL



## FASTER & ULTRA-POWERFUL DRYING

### 2200 Watt brushless motor

Maximise drying performance so you can style hair faster.\* The 2200 Watt brushless motor and waveform heater with ghd's bespoke contoured nozzle create a concentrated airflow travelling at 120km/h to speed up your styling routine.

## SMOOTH & SHINY RESULTS

### Advanced ionic technology

Reduces frizz & flyaways\*\* to deliver an impeccable finish with smooth, shiny results.\*\*

## PRECISION & ULTIMATE STYLING CONTROL

### Aeroprecis™ technology

A combination of internal aerodynamic design with our bespoke contoured nozzle. This delivers concentrated temperature & airflow distribution, enabling intuitive styling giving you more precise control and hair alignment\*\* for compelling styling results.

## ERGONOMIC DESIGN

### Lightweight feel

Optimised design to distribute the weight evenly for easy handling and a seamless, effortless experience.

## STYLING FREEDOM

### Variable controls

Featuring 3 variable power & temperature controls.

## FINISHING TOUCHES

### Luxurious design

Contrasting metallic accents and a colour coordinated silicon loop perfect for keeping helios stored neatly and safely.

## LASTING STYLES

### Cool shot button

Featuring a cool shot button for a quick blast of air to fix your look in place.

GHD AIR®

# SALON FINISH



You're not impatient – you just have things to do and you always want to look great while doing them. **ghd air®** is your perfect styling partner. Its powerful motor delivers high-pressure airflow for drying in half the time.\* The advanced ionic technology reduces frizz and flyaways, for a sleek, salon-style finish. It really is that simple.

\*vs. regular consumer hairdryers.







**GHD AIR®**

## **SALON RESULTS**

### **Professional AC motor**

Powerful 2100 Watt professional-strength motor and patented removable air filter deliver high pressure air flow for fast drying.

## **STYLING CONTROL**

### **Precision nozzle**

Featuring precision nozzle for a concentrated airflow.

## **LASTING STYLES**

### **Cool shot button**

Featuring a cool shot button for a quick blast of air to fix your look in place.

## **STYLING FREEDOM**

### **Variable controls**

Featuring 3 variable power & temperature controls.

**GHD CURVE®**

# GORGEOUS, SHINY, LONG-LASTING CURLS

Easily create curls and waves with the **ghd curve®** professional range of wands and tongs. Developed by ghd scientists and featuring our breakthrough Ultra-zone™ technology, now you can have gorgeous, healthy-looking curls that last - every day of the week.





**GHD CURVE®**

**ghd curve®  
classic wave wand**  
Professional wand with oval  
shaped barrel for undone  
texture or Hollywood waves.

**ghd curve®  
creative curl wand**  
Professional wand with a  
unique tapered barrel for  
a range of looks, from tight,  
textured curls to soft,  
tousled waves.

**ghd curve®  
classic curl tong**  
Professional tong with  
26mm medium barrel for  
glamorous and perfectly  
defined curls.

**ghd curve®  
soft curl tong**  
Professional tong with  
32mm large barrel  
for soft tumbling curls  
and volume.

**GHD RISE™**

# ALL RISE FOR 2X MORE VOLUME\*

Our 1<sup>st</sup> volumising hot brush for instant and effortless volume - from root lift to added body through the lengths.\*\*



\*vs. naturally dried hair. \*\*consumer testing, 111 women, June 2019





## CONTROLLED STYLING

Cool soft tip

## SOFT & AERATED VOLUME

32mm barrel

A larger barrel diameter compared to standard barrel sizes in curlers, the perfect size to add body, fullness and bounce through the lengths of hair.

## PEACE OF MIND

Sleep mode

Automatically switches off after 30 minutes with built in safety stand.

## EASE OF USE

Swivel cord

For extra ease and flexibility when in use.

## HEALTHIER STYLING

Ultra-zone™ predictive technology

Heater technology spans the 32mm barrel, responding to hair's needs and ensuring a constant optimum temperature of 185°C, helping to achieve healthier looking and long lasting voluminous results\*\* with no extreme heat.

## MAXIMUM ROOT LIFT

5mm smooth touch bristles

At the optimal length to create gentle styling tension, allowing close contact to the roots for maximum lift and smooth gliding through hair for tangle free styling.\*\*

## MINIMUM EFFORT

Slimline design & ultra lightweight

Allows for quick and easy styling.