

STRAIGHT UP™

Ceramic Straightening Brush

USER MANUAL



IN STYLER.

IMPORTANT SAFETY INFORMATION

WARNING: TO REDUCE THE RISK OF SERIOUS INJURY, READ ALL INSTRUCTIONS AND WARNINGS COMPLETELY BEFORE USING THIS PRODUCT.

The STRAIGHT UP has been carefully engineered for both effectiveness and safety. However, basic safety precautions should always be followed when using any device, especially when children are present.

- **STRAIGHT UP IS NOT INTENDED FOR USE BY CHILDREN.**
- **KEEP AWAY FROM WATER.**
- **DANGER:** As with most electrical appliances, electric parts are live even when the switch is off.

WARNING TO REDUCE THE RISK OF BURNS, FIRES, ELECTRICAL SHOCK, DEATH, INJURY OR DAMAGE TO PROPERTY:

1. **ALWAYS UNPLUG UNIT IMMEDIATELY AFTER USE.**
2. **DO NOT** use while bathing or showering.
3. **DO NOT** place or store STRAIGHT UP where it can fall or be pulled into a tub, toilet or sink, or any other water source.
4. **DO NOT** use STRAIGHT UP near water.
5. **DO NOT** place or drop into water or other liquid.
6. If STRAIGHT UP falls into water, **DO NOT REACH INTO THE WATER!** Unplug device immediately.
7. Unplug this appliance before cleaning.
8. Counterfeit versions of STRAIGHT UP do exist. To

ensure you have purchased a genuine product and to reduce risk of burns, electrical shock and malfunctions, purchase from authorized dealers only.

9. Use STRAIGHT UP for its intended purpose as described in this manual. **DO NOT** use attachments not recommended by the manufacturer.
10. **NEVER** operate STRAIGHT UP if it has a damaged cord or plug, if it is not working properly, if it has been dropped or damaged, or if it has been dropped in water. If the power supply cord or plug is damaged, STRAIGHT UP must be replaced by the manufacturer or an authorized service agent in order to avoid hazard.
11. Keep this product and the cord away from water and heated surfaces. **DO NOT** wrap the cord around STRAIGHT UP.
12. STRAIGHT UP should never be left unattended when plugged in.
13. **NEVER** use while sleeping.
14. **NEVER** drop or insert any object into any opening or hole on STRAIGHT UP.
15. **DO NOT** use an extension cord with STRAIGHT UP.
16. **DO NOT** operate with a voltage converter.
17. This product is designed for hair styling. **DO NOT** use for any other purpose.
18. This product is a personal care device and is **NOT** intended for commercial use. This appliance is for household use only.
19. **DO NOT** use outdoors or operate where aerosol (spray) products are being used or where oxygen is being administered.
20. Always store this appliance and cord in a moisture free area.
21. **DO NOT** plug or unplug this appliance when your hands are wet.
22. **DO NOT** use this product if any parts become dam-

- aged. Inspect STRAIGHT UP prior to beginning hair styling to ensure all parts are secure in their place.
23. **DO NOT** subject this product to excessive force or shock that may result in malfunction, shorter lifespan or distorted parts.
 24. **DO NOT** tamper with this product's components. Doing so may cause unnecessary damage. This product contains no user-serviceable parts.
 25. **DO NOT** use liquid cleaners, aerosol cleaners or any cleaner containing alcohol, detergent, abrasive or corrosive materials.
 26. **DO NOT** use STRAIGHT UP if you are 12 years old or younger.
 27. 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.
 28. Children should be supervised to ensure that they do not play with the appliance.

SAVE THESE INSTRUCTIONS.

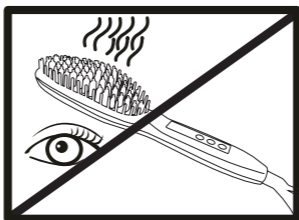
KEEP THIS MANUAL IN A SAFE PLACE FOR FUTURE REFERENCE AND MAKE SURE ANYONE WHO USES THIS PRODUCT ALSO READS THIS MANUAL.

READ ALL INSTRUCTIONS BEFORE USING YOUR STRAIGHT UP. NO ASSEMBLY REQUIRED. FOR HOUSEHOLD USE ONLY.

WARNING:



Possible electric shock. Do not immerse in water or use while bathing. Do not use this appliance near water. Do not use this appliance near bathtubs, showers, basins or other vessels containing water.



**CAUTION:
THIS PRODUCT CAN
BURN EYES**



**KEEP AWAY FROM
CHILDREN**

STRAIGHT UP™

For safety, turn the ON/OFF switch off and unplug after and when not in use.

WARNING: Only use STRAIGHT UP on clean, dry hair! STRAIGHT UP should NEVER be used with any type of synthetic hair extension. STRAIGHT UP can be used on real human hair extensions ONLY, with the following precautions: If your real human hair extensions are sewn in, you can use STRAIGHT UP up to the scalp. If your real human hair extensions are glued in, make sure you start with STRAIGHT UP below the glue.

GETTING STARTED

Prior to use, run a comb or brush through clean, dry hair to make hair smooth and tangle free.

Plug into an electrical outlet and HOLD DOWN the Power Button until the Digital Temperature Display is illuminated. STRAIGHT UP will always turn on at 230°F. Use the +/- Buttons to select the desired temperature. The Digital Temperature Display will flash until the selected temperature is achieved.

230°C	High	For thick, curly, or coarse hair
220°C		
210°C		
198°C	Medium	For medium textured hair
188°C		
176°C		
165°C	Low	For fine, thin, or color treated hair

STRAIGHT UP™

FEATURES



65 Ceramic Heated Plates

Straighten and smooth as they glide through hair

Cool Tip Ionic Bristles

Style hair close to roots without burning

+/- Buttons
7 Heat Settings from 165°C to 230°C

Digital Temperature Display

Automatic Shut Off
45 minutes after discontinued use

Power Button

Professional Swivel Cord

DIRECTIONS FOR USE

- Separate a section of hair to be straightened.
- Place your STRAIGHT UP close to the roots of the section of hair with the bristles facing away from the face.
- Hold the hair firmly and brush from root to ends making sure the section of hair is secured in the bristles.
- Repeat steps 1-3 for each section of hair until all hair is straightened.
- When desired look is achieved, press and HOLD DOWN the Power Button to turn off your STRAIGHT UP. Wait until it is completely cooled down before handling or storing.

MAINTENANCE

The STRAIGHT UP requires minimal maintenance. If cleaning is necessary, unplug the unit from the power source and wait for the unit to cool completely. Wipe the exterior of the unit with a cloth. Do not attempt repairs. If a repair is required, unplug the unit, allow it to cool, and return it for repair to an authorized service representative.

STORAGE

To store your STRAIGHT UP, unplug and wait for it to cool completely. Store out of the reach of children and in a safe and dry location. Do not pull on cord at electrical source or wrap cord around the unit.



ONE (1) YEAR LIMITED REPLACEMENT WARRANTY STATEMENT

If your product becomes defective due to faulty material or workmanship within a period of 1 year from the date of purchase, we warrant to do the following:

- **For New Zealand Consumers:** We will replace the product with a new product, free of charge, or repair the product at our cost, at our discretion.
- **For Australian Consumers:** Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure.

Your warranty is subject to the following conditions:

- **DO NOT** operate the appliance with a damaged plug or cord, or if the unit has been dropped, damaged or dropped in water. To avoid the risk of electric shock, do not disassemble or attempt to repair the appliance on your own. If the supply cord is damaged, **it must be replaced by a qualified electrician in order to avoid a hazard.** Incorrect re-assembly or repair can cause a risk of electric shock or injury to persons when the appliance is used.
- The item has not been misused, abused, neglected, altered, modified or repaired by anyone.
- The item has been subjected to fair wear and tear
- The item has not been used for trade, professional or hire purposes.
- The item has not sustained damage through foreign objects, substances or accident.

Your warranty does not cover;

- Components that are subject to natural wear and tear caused by normal use in accordance with operating instructions.
- Unauthorised/improper maintenance/handling or overload is excluded from this warranty.
- For guarantee claims, you will need to submit a proof of purchase in the form of a valid receipt that displays date and place of purchase.

This warranty does not replace but is in addition to your statutory rights.

This warranty does not apply to accessories supplied with the item.

This warranty applies only to the original purchaser and may not be transferred.

Replacement items will be covered by the limited warranty for the balance of the warranty period from the date of the original purchase.

Please note:

Only the defective product or parts returned to place of purchase will be replaced under this warranty.

Australia Contact

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