

CHOOSING YOUR HAIRDRYER

High Airflow is more crucial to drying time than High Air Temperature.



What is Tourmal Ionic?

When heated, tourmaline (a natural mineral) emits negatively charged ions. This effect is commonly referred to as Ionic.

This Ionic effect heats the hair more evenly, rather than just the outside of the hair. The water droplets on the hair are also affected by the Ionic effect and are reduced to micro-droplets which are absorbed by the hair. As a result of the ionic effect, the hair suffers less heat damage and remains shinier and healthier.

What are Watts?

Wattage (or Watts) is the way in which we measure or list the power consumption of an electrical appliance.

The wattage rating only gives the amount of power used to run the appliance.

Hairdryers have two sources of power consumption - the motor (drives the fan to create airflow) and the heating element (heats the air as it travels through the dryer).

These two sources combined give the total wattage of the dryer. Traditionally the heating element consumes most of the power, in fact up to 95% of the power can be used to heat the airflow, while only 5% is used to create the airflow!

From this you can see the wattage rating on a dryer is not going to tell you how powerful the airflow will be. The only way you can find this out is to try each dryer and see which ones have the highest airflow and thus the quickest drying time.