INSTRUCTIONS FOR:

1) Separate a section of hair to be straightened.

2) Place Simply Straight™ close to the roots of selected hair.

Repeat steps 1-3 for each length of hair until the desired area is straightened.

Allow the hair to cool down before applying styling product. After use, press the “On/ Off” button to turn “Off”, then unplug your Simply Straight™. Wait until Simply Straight™ is completely cooled down before handling or storing.

NOTE: Place the product as shown in Picture 2. Use the produce slowly & carefully to avoid contact with skin or Scalp always look caution when using your free hand near Simply Straight™.

TEMPERATURE SETTING:

When powered “On” and heating up, Simply Straight™ will display the rise in temperature on the LCD display until the desired temperature is reached.

To change between Celsius/Fahrenheit press “-” and “+” at the same time. The LCD display will immediately change units.

AUTO SHUT-OFF:

Your Simply Straight™ has an automatic shut off feature for safety. If the appliance is not used for more than 60 minutes continuously, then it will automatically switch “Off”. If you wish to continue using the appliance after this time, simply press the “On/Off” button to turn back “On”.

STORAGE:

When not in use, your Simply Straight™ is easy to store. Please be sure Simply Straight™ is cooled down completely before storage. Store in a cool, dry place. Keep out of reach of childen. Do not jerk or strain cord at plug connections.

CLEANING:

Never run Simply Straight™ under water or submerge in water. Unplug Simply Straight™ and allow to cool down before cleaning. Clean Simply Straight™ with a soft, dry cloth to wipe away residue or dust. A lightly damp cloth may be used with caution.

SERVICING OF DOUBLE-INSULATED APPLIANCES:

In a double-insulated appliance, two systems of insulation are provided instead of grounding. No grounding means is provided on a double-insulated appliance, nor should a means for grounding be added to the appliance. Servicing a double-insulated appliance requires extreme care and knowledge of the system, and should be done only by qualified service personnel. Replacement parts for a double-insulated appliance must be identical to the parts they replace. A double-insulated appliance is marked with the words “DOUBLE INSULATION” or “DOUBLE INSULATED”. The symbol (square with a square) may also be marked on the appliance.

This product is selected for household use only. Use on AC (alternating Current) 120V systems only. Contact us in case of any problems.
IMPORTANT SAFETY INSTRUCTIONS

PLEASE BE SURE TO READ AND UNDERSTAND ALL DIRECTIONS AND WARNINGS BEFORE USING SIMPLY STRAIGHT™

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

READ ALL INSTRUCTIONS BEFORE USING.

DANGER: TO REDUCE THE RISK OF ELECTROCUTION:
1. Always unplug this appliance immediately after using.
2. Do not use while bathing.
3. Do not place or store appliance where it can fall or be pulled into a tub or sink.
4. Do not place in or drop into water or other liquid.
5. Do not reach for an appliance that has fallen into water. Unplug immediately.

SAVE THESE INSTRUCTIONS

DO NOT RETURN THIS PRODUCT TO THE STORE:

For questions or concerns, please reach out to our Customer Service team...

Online: www.buySimplyStraight.com
Email: simplystraight@rephelpdesk.com
Toll Free Phone: 1-800-357-0538

Polarized Plug:

IMPORTANT: Simply Straight™ is intended for household use. As a safety feature, the plug will fit in a polarized outlet only one way. If the plug does not fit fully in the outlet, reverse the plug. If it still does not fit, contact a qualified electrician. Do not attempt to defeat this safety feature.

Getting Started:

Before Use: Gently brush through hair with your normal brush so it is smooth and free of tangles.

IMPORTANT: Only use on CLEAN, DRY hair! Do Not use on hair extensions. Do Not use with hair products (gels, creams, etc.).

• Plug into a receptacle outlet and HOLD DOWN the “On/Off” button until the display is illuminated.
• Press “+” or “-” buttons to select the desired temperature.
• Simply Straight™ will display the temperature as it heats up.