

INSTRUCTIONS FOR USE:



step 1

1 Separate a section of hair to be straightened.



step 2

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



step 3

3 Hold the hair firmly and brush down from root to tip.

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 step 2. Use Simply Straight™ slowly and carefully to avoid contact with skin or scalp. Always use caution when using your free hand near Simply Straight™.

TEMPERATURE SETTINGS:

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 Centigrade to Fahrenheit, press "+" and "-" at the same time. The LCD display will immediately change units.

AUTO SHUT OFF:

Your Simply Straight™ has an automatic safety shut off feature.

If the unit is not used for more than 60 minutes continuously, it will automatically switch off. If you wish to continue using the unit after this has happened, press the "On/Off" button back to "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 children. 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. Use 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 intended for household use only.
Use on AC (Alternating Current) 120V systems only.

Model: SSMC4
120V AC 60Hz 50W
Conforms to UL STD 859



Due to continued product enhancements, product image may differ slightly from actual product purchased.

Surface temperatures of Simply Straight™ may vary from what is shown on the display.

LIMITATION OF LIABILITY

Liability limited to the purchase price of this product. Supertek Canada Inc. shall not be liable for any incidental or consequential damages or any implied warranty on this product.

Supertek™

Distributed by:
Supertek Canada Inc.
Mont-Royal, Qc H4T 1X2

Customer Service: 1-800-304-8354

Simply Straight™

Ceramic Straightening Brush

Instruction Guide

Share Your Hair!

simplystraight.ca



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:

- Always unplug this appliance immediately after using.
- Do not use while bathing.
- Do not place or store appliance where it can fall or be pulled into a tub or sink.
- Do not place in or drop into water or other liquids.
- Do not reach for an appliance that has fallen into water. Unplug immediately.



WARNING: Do not use this appliance near bathtubs, showers, basins or other vessels containing water.

WARNINGS CONTINUED: To reduce the risk of burns, electrocution, fire, or injury to persons:

- Appliances should never be left unattended when plugged in.
- Close supervision is necessary when this appliance is used by, on, or near children or individuals with certain disabilities.
- Use this appliance only for its intended use as described in this manual. Do not use attachments not recommended by the manufacturer.
- Never operate this appliance if it has a damaged cord or plug, if it is not working properly, or if it has been dropped, damaged, or dropped into water. Return the appliance to a service center for examination and repair.
- Keep the cord away for heated surfaces. Do not wrap the cord around the appliance.
- Never block the air openings of the appliance or place it on a soft surface, such as a bed or couch, where the air openings may be blocked. Keep the air openings free of lint, hair and the like.
- Never use while sleeping.
- Never drop or insert any object into any opening or holes.
- Do not use outdoors or operate where aerosol (spray) products are being used or where oxygen is being administered.
- Do not use an extension cord with this appliance.
- This straightening brush is hot when in use. Do not let eyes or bare skin touch heated surfaces.

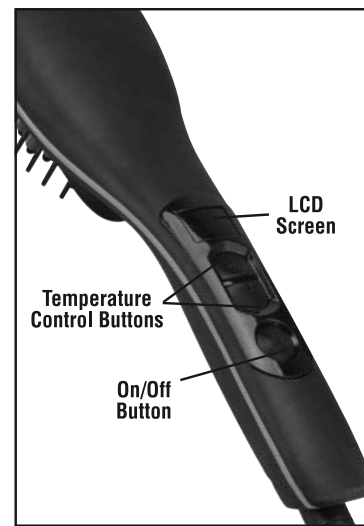
SAVE THESE INSTRUCTIONS

For questions or concerns, please call our Customer Service Team

Online: simplystraight.ca

Email: client@supertek.ca

Toll Free Phone: 1-800-304-8354



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: Comb 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 an electrical outlet, and HOLD DOWN the “On/Off” button until the display is illuminated.
- Press “+/-” buttons to select the desired temperature.
- Simply Straight™ will display the temperature as it heats up.

Temp.	Range	Hair Type
185°C (365°F)	LOW	Recommended for delicate, fine, or coloured hair
210°C (410°F)	MEDIUM	Recommended for natural hair
232°C (450°F)	HIGH	Recommended for thick or curly hair

• Surface Temperatures of Simply Straight™ may vary from what is shown on the display.