

	Market/Region	UK/IE
	Launch date	
	Spares market issue date	
	SKU	460563-01
	EAN/UPC	5025155087084
	Superceded SKUs [optional]	
Category	Category	HairCare
	Sub-category	Supersonic
	Range	Dyson Supersonic™ hair dryer
SKU details	Local name	Special edition Dyson Supersonic™ hair dryer
	Description	Dyson Supersonic™ hair dryer in Blue Blush with Dyson-designed Blue Blush presentation case
	Summary	
	Serial prefix	2CM
	Guarantee/warranty text	Dyson 2 - year guarantee
	Colourway	BLUE BLUSH
	Colour picker eligible	
	Badge text [optional]	
Prices	Price [without tax]	
	Tax class	
	Proposition 65 eligible [US only]	
3rd party links	BazaarVoice ID	
	IntelligentReach ID	
	PayPal credit eligible	
	PayPal interest enabled [if Yes above]	
	Amazon installments eligible	
Attributes / Specifications	Box height	175mm
	Box length/depth	399mm
	Box width	198mm
	Box weight	3.51kg
	Product height	76.97mm
	Product length/depth	288.30mm
	Product width	97.84mm
	Product weight inc cable and plug	0.68kg
	Cord length with plug	2.80m
	Cord length without plug	2.62m
	Negative ions	Help reduce static
	Power/ Heat settings	4 heat, 3 speed
	Product specific attribute	
	Product specific attribute	
	Product specific attribute	
	Product specific attribute	
	Product specific attribute	

Trade up card	Trade up description	Special edition Dyson Supersonic™ hair dryer in Blue Blush
	Highlight 2 [old TUC layout] Highlight 3 [old TUC layout]	Dyson Supersonic™ hair dryer in Blue Blush with Dyson-designed Blue Blush presentation case
	Tools dropdown text	6 accessories included
Tool/Spare	SKU	970265-06
	Web name	Styling concentrator
	Description	Style your hair one section at a time with precise, controlled airflow.
	For sale	
	Whats in the box	YES
	Trade up text [new TUC layout]	
	Accessory	
	Price Tax class	
Tool/Spare	SKU	970266-09
	Web name	Diffuser
	Description	Disperses air evenly to stimulate natural drying, helping to reduce frizz.
	For sale	
	Whats in the box	YES
	Trade up text [new TUC layout]	
	Accessory	
	Price Tax class	
Tool/Spare	SKU	EPN 352787-02 / SPN 969749-03
	Web name	Gentle air attachment
	Description	Diffuses the air, creating a gentle, cooler air flow.
	For sale	
	Whats in the box	YES
	Trade up text [new TUC layout]	
	Accessory	
	Price Tax class	
Tool/Spare	SKU	969748-05
	Web name	Wide tooth comb attachment
	Description	Helps shapen and lengthen curly and texturised hair as it dries.
	For sale	
	Whats in the box Trade up text [new TUC layout]	YES

	Accessory Price Tax class	
Tool/Spare	SKU	971618-02
	Web name	Flyaway attachment
	Description	Our latest technology hides flyaways in one pass. For a smooth, shiny finish.
	For sale	
	Whats in the box	YES
	Trade up text [new TUC layout]	
	Accessory	
	Price	
	Tax class	
Tool/Spare	SKU	
	Web name	
	Description	
	For sale	
	Whats in the box	
	Trade up text [new TUC layout]	
	Accessory	
	Price	
	Tax class	
Tool/Spare	SKU	EPN 420922-05 / SPN 971098-07
	Web name	Blue Blush Presentation case
	Description	Protects and neatly stores your Dyson Supersonic™ hair dryer.
	For sale	
	Whats in the box	YES
	Trade up text [new TUC layout]	
	Accessory	
	Price	
	Tax class	

Styling attachments

Magnetic styling attachments for easy fitting and 360° rotation.

Flyaway attachment

The ideal finishing tool for sleek, straight styles. Hides flyaways under longer

Styling concentrator

The wider, thinner design of the re-engineered Styling concentrator creates

Diffuser

Re-engineered to disperse air more evenly around your curls, the Diffuser si

Gentle air attachment

Engineered to be kinder to fine hair and sensitive scalps, the new Gentle air

Wide-tooth comb

Engineered for curly and textured hair, the new Wide-tooth comb attachme

Key controls

3 precise speed settings

High – for fast drying and styling

Medium – for regular drying

Low – for diffusing

4 precise heat settings

100°C fast drying and styling

80°C regular drying

60°C cooler drying and diffusing

28°C constant cold

Cold shot

28°C cold shot, to set your hair after styling.

s a high-velocity blade of air that's perfect for styling. And because the air is focused, you ca

mulates natural drying, helping to reduce frizz and define curls and waves. Longer prongs all

attachment diffuses the air, creating a gentle, cooler airflow – while still drying hair fast.

low you to style more hair with greater control – and reach deeper into the hair.