

Ultimate Experience Air Motion, Hair Dryer, Ergonomic Lightweight Design, Coanda Effect
Smooth motion, effortless styling
CF8C20E0

Smooth motion, effortless styling

Air Motion by Rowenta is a high-performance hair dryer designed for ultimate comfort, with a curved and ultra-lightweight design that's 2x lighter** and preferred by 100% of women*. Discover a hair dryer ensuring perfect results day after day: A high-speed motor delivering ultra-powerful air speed up to 170 km/h, a smoothing comb with the Coanda effect for frizz-free, ultra-shiny smoothing and much more.

**compared to their usual product. External test, tested by 30 women, France, 2024 **vs Rowenta Compact pro CV69 range*

compared to their usual product. External test, tested by 30 women, France, 2024 **vs Rowenta Compact pro CV69 range *vs Powerstraight brush at 160°C settings*

EDITORIAL DESCRIPTION

The hair dryer offering smooth motion for effortless drying and styling

Discover a new way of drying and styling for gorgeous looks day after day: the Ultimate Experience Air Motion Hair dryer by Rowenta. Air Motion is ultra-lightweight and comfortable—2x lighter** with a curved and ergonomic design preferred by 100% of women* polled. Comfort is matched by efficiency, with ultra-powerful airspeeds up to 170 km/hour and a smoothing comb with the Coanda effect that leaves your hair smooth and shiny with less-frizz.

ETAILING DESCRIPTION

Rowenta Ultimate Experience Air Motion, Hair Dryer, Lightweight Design, Coanda Effect, CF8C20E0

- EFFORTLESS DRYING AND STYLING: 100% of women prefer Air Motion for its ergonomic design* at only 300 g [*compared to their usual product. External test, tested by 30 women, France, 2024
- POWERFUL DRYING PERFORMANCE: A hair dryer with high-speed motor technology for ultra-powerful air speeds up to 170 km/h—ensuring quick, efficient drying, and flawless styling every time
- SMOOTHING RESULTS: The Coanda effect for natural straightening—86% of women say they have less frizz* [*compared with their usual product. External test, tested by 30 women, France, 2024].
- GENTLE HEAT SMOOTHING : Thanks to the Coanda effect of our comb that smooths hair with warm air, achieve natural smoothing that uses 50% less heat*** (**vs Powerstraight brush at 160°C settings)
- 15-YEAR REPAIRABILITY: Low-cost parts available in our 6200 repair centers worldwide, for quick repair over many years—part of our commitment to help protect the environment and cut down on waste
- RADIANT SHINE: Ionic technology delivers millions of anti-static ions to leave hair smooth and manageable—for a sleek and shiny finish enhanced with radiant glow
- PERSONALIZED SETTINGS: 9 speed/temperature combinations for customized drying, with the most recent settings memorized when the hair dryer is turned off and kept in place for the next drying session
- LONG-LASTING RESULTS: The cold-air shot sets the style in place at the end of the blow-drying session for long-lasting results and gorgeous style
- STYLING ANYWHERE AND ANYTIME: The compact design and included pouch let you take your hair dryer with you everywhere you go and store it effortlessly when at home
- WHAT'S IN THE BOX: Ultimate Experience Air Motion hair dryer, concentrator, smoothing comb, travel/storage pouch

PRODUCT BENEFITS

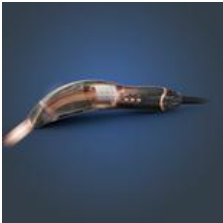


Effortless styling

Discover an improved experience offering effortless styling in total comfort—with a 2x lighter** and ergonomic design preferred by 100% of women.*

Powerful drying results

High-speed motor technology delivers ultra-powerful air speeds up to 170 km/h—for ultra-fast and efficient drying and smoothing results day after day.



Natural smoothing results

The Coanda effect offers precise airflow for natural smoothing results—with less frizz for 86% of women and softer, shinier hair.

Gentle heat smoothing

Get natural smoothing results with 50% less heat***, to preserve your hair thanks to Coanda effect. ***vs Powerstraight brush at 160°C settings



Radiant shine

Ionic technology delivers millions of anti-static ions to reduce frizz, for silky-smooth, manageable hair enhanced with radiant shine.

Easy settings

Achieving full controlled and personalized drying sessions with 9 speed/temperature combinations and memorized settings.



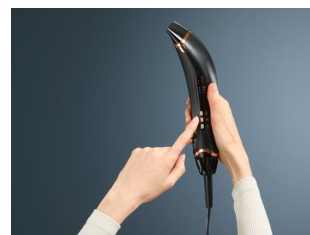
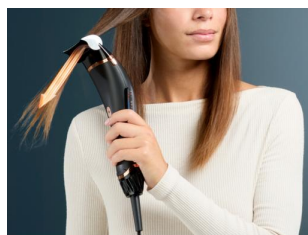
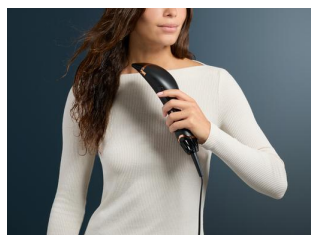
Long-lasting style

The cold-air shot feature sets the style in place at the end of the blow-drying session for long-lasting results and gorgeous style.

Anywhere and anytime

The compact design and included pouch are ideal for taking your hot air brush with you everywhere you go and storing it effortlessly when at home.





High-speed motor for ultra-fast air speeds

Discover the new shape of drying with Air Motion. This hair dryer is equipped with high-speed motor technology for ultra-powerful air speeds up to 170 km/h—ensuring ultra-fast and efficient drying and smoothing results day after day.

5 mm concentrator for high-precision styling

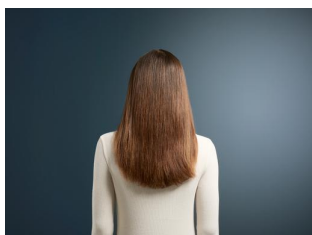
Use the ultra-thin 5 cm concentrator for the perfect drying finish and ultra high-precision styling.

Smoothing comb with the Coanda effect

The Coanda effect uses a single redirected airflow to draw hair into the comb, keep it in place, and smooth the strand while drying. This result is natural smoothing, shiny and frizz-free hair—with 86% of women describing reduced frizz.**

Customized settings of temperature and air speed

Customized drying and styling: perfect results on every hair type with 9 speed/temperature combinations for easy styling with total control. The most recent settings are memorized when turned off and automatically restored for next time.



Cold-air shot for style that lasts all day long

The cold-air shot sets the style in place at the end of the blow-drying session for long-lasting results and gorgeous style.

Ionic effect for smooth results with radiant shine

Ionic technology delivers millions of anti-static ions, reducing static and leaving your hair smooth and manageable—for a sleek and shiny finish enhanced with radiant glow.

compared to their usual product. External test, tested by 30 women, France, 2024 **vs Rowenta Compact pro CV69 range *vs Powerstraight brush at 160°C settings*

PRODUCT PHOTOS

Other product packshots - H2



Premium banner desktop



Slider Desktop



Product benefits - Picture with captions



Video carousel



Packaging 3D



IFU



PRODUCT FEATURES

RESULT/ USAGE

➤ Power	1 300 W
➤ Speed settings	3
➤ Air flow settings	3
➤ Cool air shot	YES
➤ Accessories 1:	concentrator 5mm
➤ Accessories 2:	smoothing comb

HAIR RESPECT AND ERGONOMY

➤ Ionic function	YES
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ERGONOMY/COMFORT OF USAGE

➤ Pouch	YES
➤ Removable grid	YES
➤ Premium gift box	Yes

TECHNICAL SPECIFICATIONS

➤ Voltage	220-240 V
➤ Power cord length	1,8 m
➤ Colours	black gama + chrome cuivre d'été
➤ Additional included accessories	Cleaning brush
➤ Energy Consumption - Off mode	0.25 W

➤ Country of origin	China
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LOGISTICS DATA

CMMF : 1830009449

EAN CODE	PCS / PARCEL	PCS / LAYER	LAYER / PALLET	PCS / PALLET	PCS / CONTAINER
EAN ST : 3121040094495 EAN UC :	6	60	6	360	C20 : 4 920 C40 : 10 212 HQ4 : 11 850

	UNPACKED PRODUCT	PACKED PRODUCT	STANDARD PARCEL	PALLET
DIMENSIONS (D x W x H)	300 x 86 x 59 (mm)	375 x 180 x 71 (MM)	388 x 372 x 228 (MM)	1 200 x 800 x 1 502 (MM)
WEIGHT	0.426 (KG)	1,012 (KG)	6,074 (KG)	385,44 (KG)

RELATIONS

CMMF : 1830009449

Switch (replace)	
Switch (is replaced by)	
Cross-sell	
Accessories	
Linked to finished products	