

Rowenta®



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Pro Power+ Hair Dryer, Long-Lasting AC Motor
Salon results, 2x longer life* *compared to a standard DC motor
CV7243F0

Salon results, 2200 W of pro-grade drying power and ionic technology

For salon-quality looks with 2200 W of pro-grade drying power, the Rowenta Pro Power+ offers a full drying and styling package. The pro-grade AC motor has a lifespan up to 2x as long compared to a standard DC motor—delivering ultra-fast drying performance. Ionic technology leaves your hair smooth, manageable, and radiant. The versatile 6 mm concentrator and volume diffuser provide everything needed for fresh-from-the-salon looks day after day.

**compared to a standard DC motor*

EDITORIAL DESCRIPTION

The hair dryer offering professional performance at home

Discover fast and professional drying with the Pro Power+ Hair Dryer by Rowenta. The pro-grade AC motor lasts up to 2x longer than standard DC motors, ensuring premium quality daily. With 2200W of power, it delivers outstanding drying and ultra-fast results. Ionic technology and Tourmaline coating leave your hair smooth and glowing with shine.

ETAILING DESCRIPTION

Rowenta Pro Power + Hair Dryer, Long-Lasting AC Motor, CV7243F0

- **SALON-LEVEL PERFORMANCE:** Our pro AC motor lasts 2x longer (compared to a standard DC motor) with 2200W of power for ultra-powerful drying performance
- **DURABLE AND LONG-LASTING:** Professional-grade durability with an AC motor that lasts 2x longer than a standard DC motor, reliable day after day
- **ENDLESS HAIRSTYLE POSSIBILITIES:** 6mm concentrator for precise airflow, and volume diffuser for sculpting well-defined, voluminous curls
- **STUNNING SHINE:** Ionic technology reduces static and frizz for gorgeous, salon-quality, manageable hair with radiant shine
- **15-YEAR REPAIRABILITY AT A FAIR PRICE:** We recommend repairing your product at our network of 6,200 repair centers worldwide so it can last longer
- **RADIANT HAIR:** Tourmaline-coated blow-dryer for perfect drying, silky-smooth results, and a gorgeous glow. 3 temps/speeds for easy styling adjustment
- **FULL STYLING CONTROL:** 6 speed/temp settings (3 temps, 2 speeds) for customized drying and easy adjustment of airflow and heat during styling
- **ERGONOMIC:** Advanced design offers a comfortable grip for ultimate comfort and easier styling sessions

PRODUCT BENEFITS



Salon-level performance

2200 W of power ensures outstanding drying in no time for salon-level results at home.

Durable hair dryer

Discover professional-grade durability with an AC motor that lasts 2x longer, for a long-lasting product you can rely on.



Endless possibilities

The 6mm concentrator delivers precise airflow for straight blow-outs. The volume diffuser sculpts well-defined curls with added volume.

Stunning shine

Achieve a fresh-from-the-salon look daily with negative ions that reduce static and frizz, leaving your hair soft, manageable & shiny.



Full styling control

3 temperatures/2 speeds for easy adjustment of airflow and heat during the styling session.

Smooth and soft results

The Tourmaline coating is the key to silky-smooth results with a gorgeous touch of glow that never fails to turn heads.



Comfortable and easy to use

The advanced ergonomic design offers a comfortable grip and easier styling sessions every time.

Repairable at fair price - 15 years

- 6200 approved repairers worldwide



**compared to a standard DC motor*

PRODUCT PHOTOS

Other product packshots - H2



Product benefits - Picture with captions



Video carousel



Packaging 3D



IFU



PRODUCT FEATURES

MAIN FEATURES

➤ Motor type	Professional motor (AC)
➤ Ionic function	YES
➤ Accessories included	Thin concentrator + diffuser
➤ Temperature/speed settings	6

TECHNICAL SPECIFICATIONS

➤ Colours	IVOIRINE
➤ Voltage	220-240 V
➤ Power cord length	1.8 m
➤ Energy Consumption - Off mode	0 W

RESULT/ USAGE

➤ Power	2200 W
➤ Speed settings	2
➤ Temperature settings	3
➤ Temperature/speed settings	6
➤ Cool air shot	YES
➤ Grid coating	Tourmaline
➤ Concentrator	1
➤ Concentrator dimension	6 mm
➤ Diffuser type	Standard
➤ Diffuser	Yes
➤ Accessories included	Thin concentrator + diffuser

ERGONOMY/COMFORT OF USAGE

➤ Ionic function	YES
➤ Removable grid	YES
➤ Motor type	Professional motor (AC)

HAIR RESPECT AND ERGONOMY

➤ Ionic function	YES
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NEED

➤ Blow dry	Yes
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HAIR RESULT

➤ Fast drying	Yes
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OTHERS

➤ Ionic function	YES
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➤ Country of origin	China
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LOGISTICS DATA

CMMF : 1830009097

EAN CODE	PCS / PARCEL	PCS / LAYER	LAYER / PALLET	PCS / PALLET	PCS / CONTAINER
EAN ST : 3121040090978 EAN UC :	6	36	2	72	C20 : 3 030 C40 : 6 300 HQ4 : 7 410

	UNPACKED PRODUCT	PACKED PRODUCT	STANDARD PARCEL	PALLET
DIMENSIONS (D x W x H)	210 x 92 x 296 (mm)	320 x 110 x 225 (MM)	347 x 337 x 471 (MM)	1 200 x 800 x 1 076 (MM)
WEIGHT	0.8 (KG)	1,315 (KG)	7,89 (KG)	94,68 (KG)

RELATIONS

CMMF : 1830009097

Switch (replace)	
Switch (is replaced by)	2025-07-02

Cross-sell	
Accessories	
Linked to finished products	