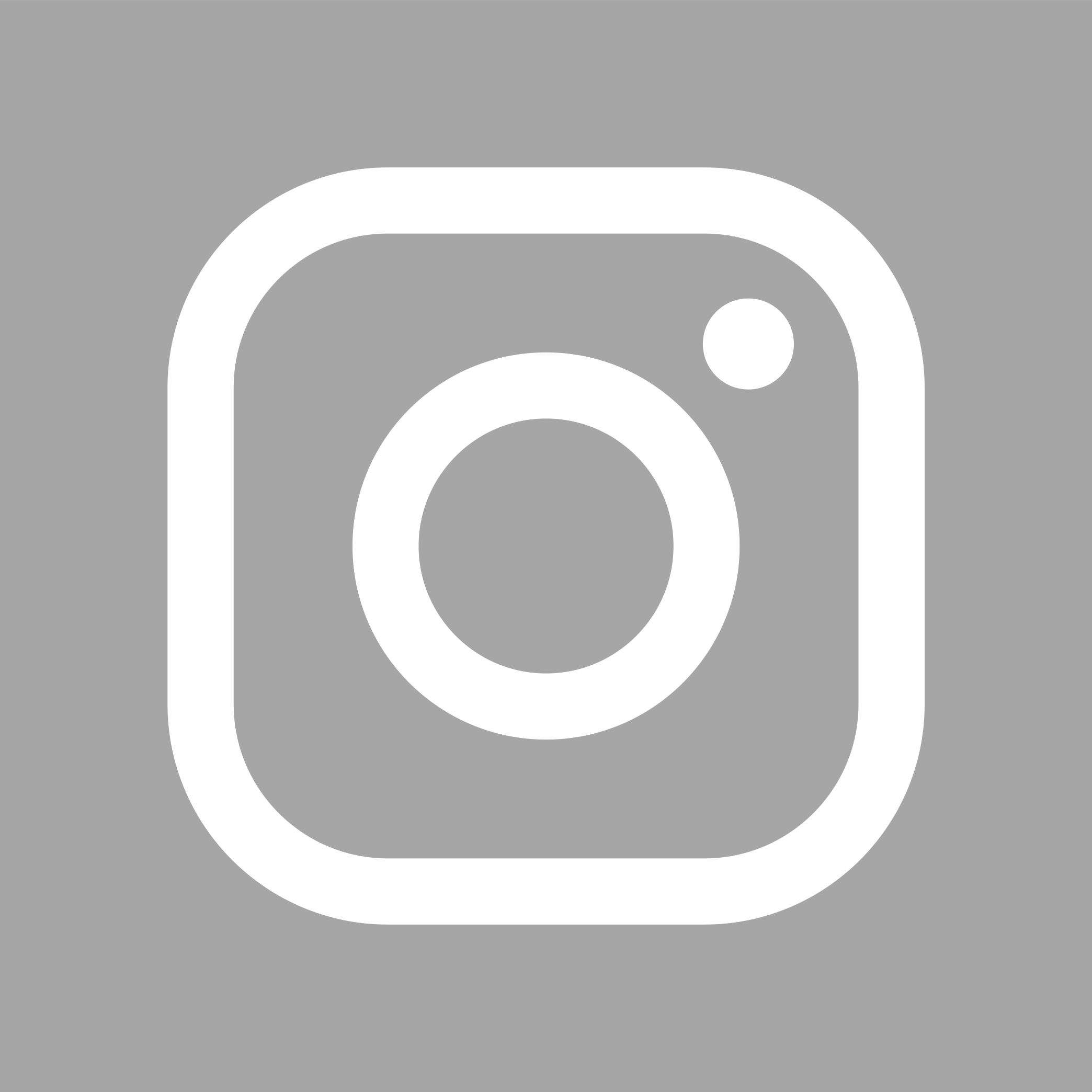
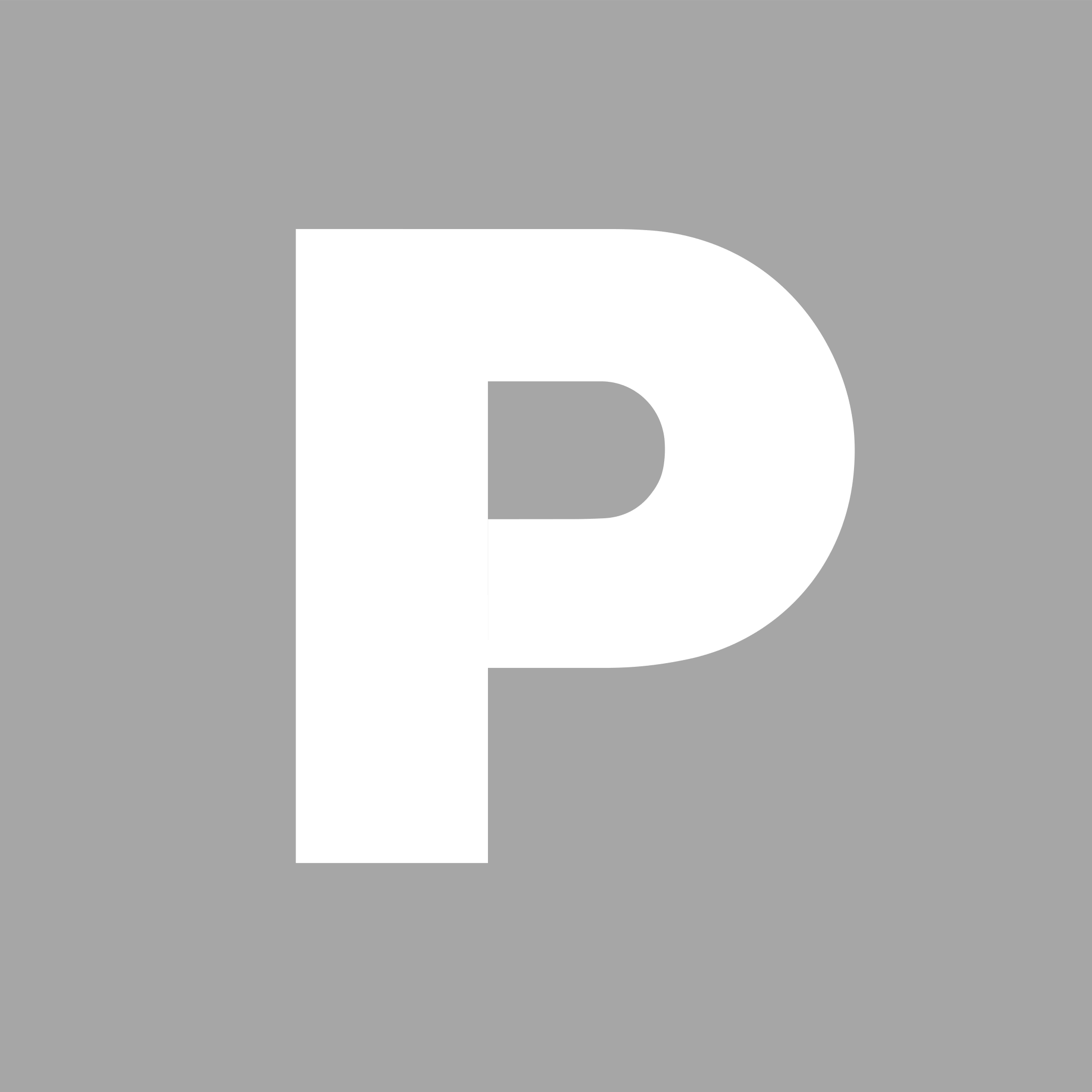
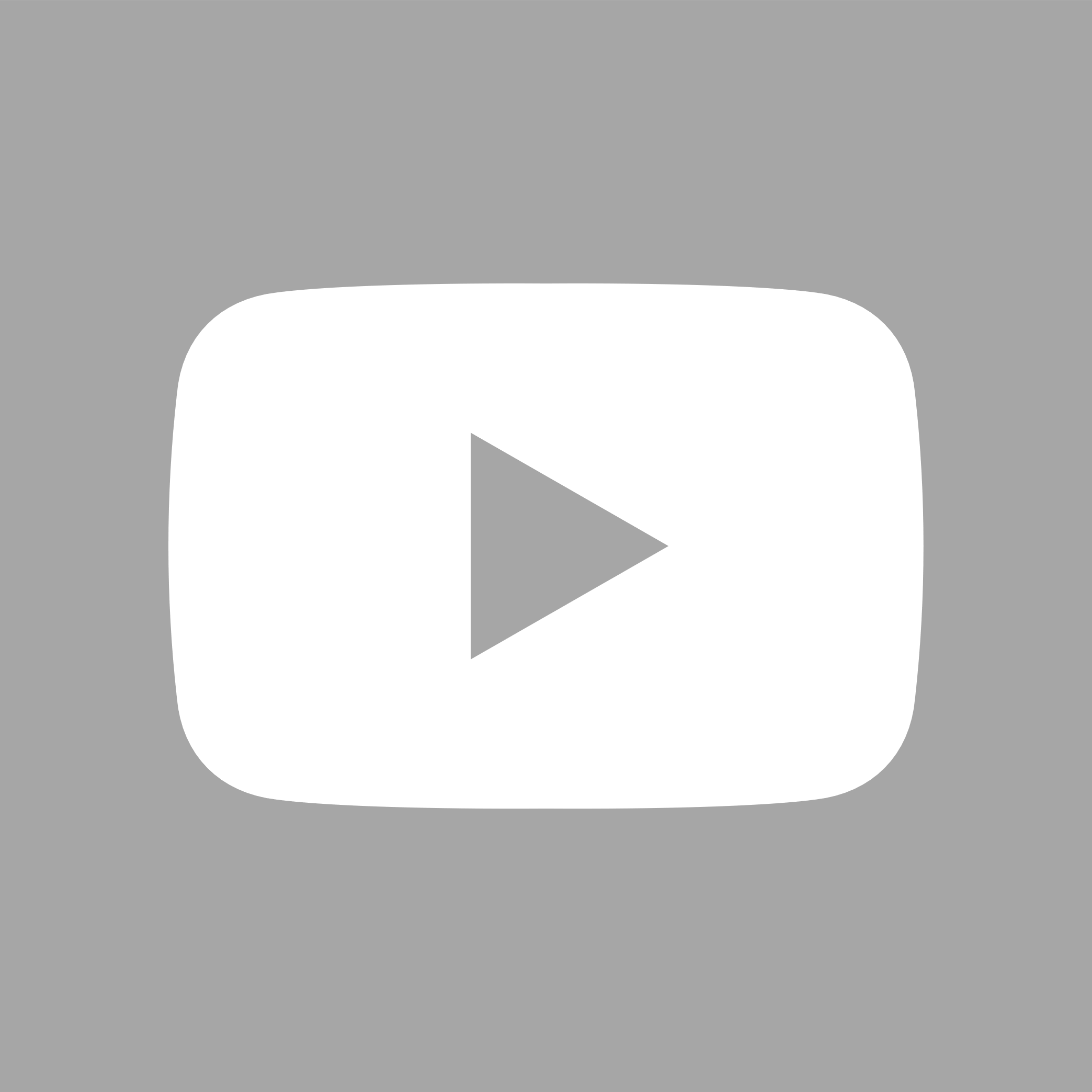
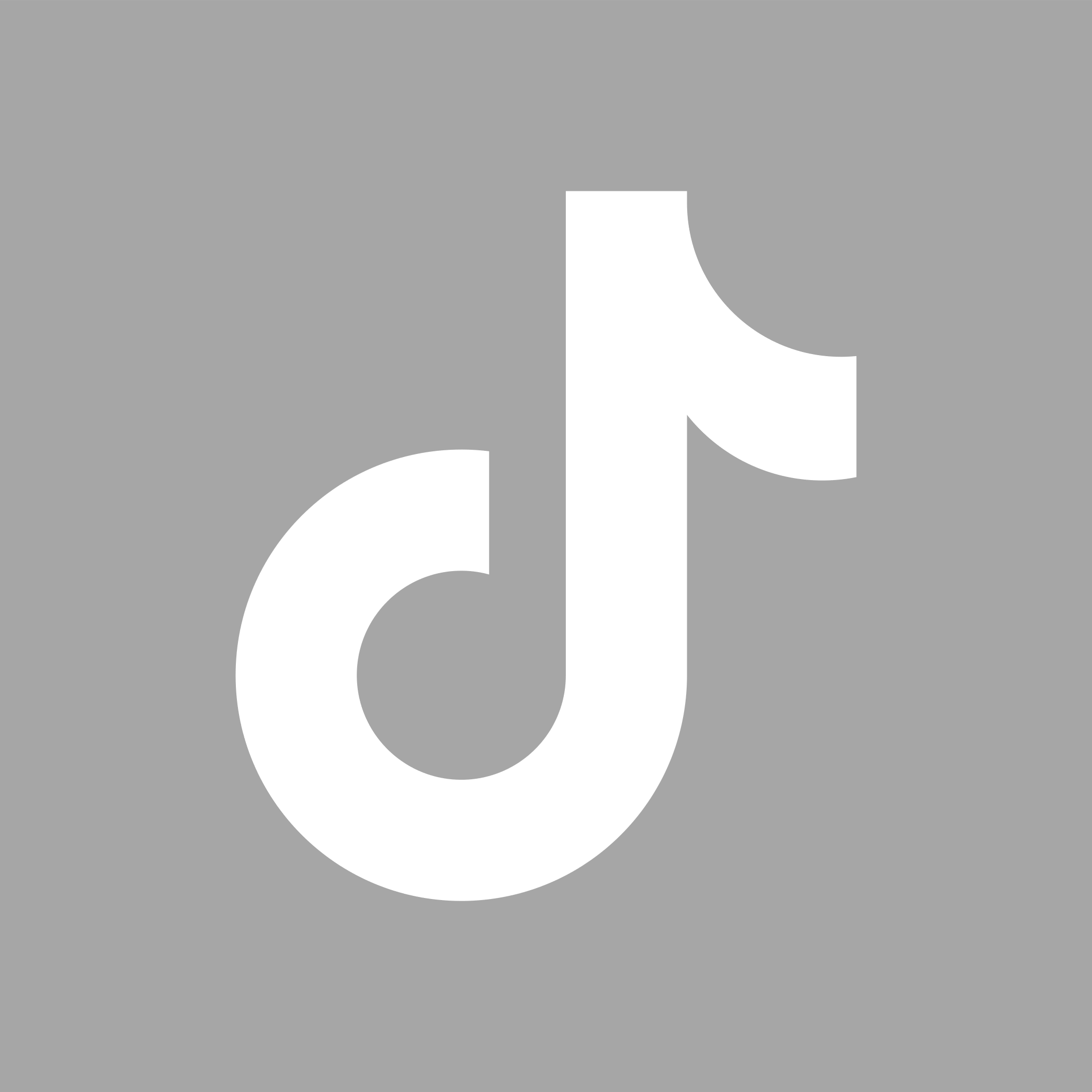
Introducing the revolutionary Panasonic nanoe™ MOISTURE+ and Mineral EH-NA0J Hair Dryer, creating stronger hair from root to tip[[1]](#footnote-2)

[](https://www.instagram.com/panasonicpersonalcare/)[](https://www.panasonic.com/)[](https://twitter.com/PanasonicEurope)[](https://www.youtube.com/@PanasonicEuropeYouTubeChannel)[](https://www.tiktok.com/@panasonicpersonalcare)

September 2024

**A person holding a hair dryer

Description automatically generated**A red and white logo

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To help achieve your most **luscious, hydrated locks**, Panasonic is proud to introduce the **nanoe™ MOISTURE+ and Mineral EH-NA0J Hair** **Dryer**. Traditional hair dryers can leave hair feeling dry and brittle, but the **revolutionary nanoe™ MOISTURE+ technology** is here to change the game.

**Innovative nanoe MOISTURE+ and Mineral Technology**

Panasonic’s patented nanoe™ technology draws moisture from the air to create tiny, moisture rich particles that are small enough to penetrate the shafts of your hair. It also supresses static electricity, meaning rogue fly-aways are a thing of the past, with hair left smooth, more manageable, with less frizz and improved shine.

Now, the new innovative nanoe™ MOISTURE+ and Mineral technology of the EH-NA0J locks in hydration for **stronger hair from root to tip[[2]](#footnote-3)**. As a result, not only is the hair enriched to reduce damage, there’s also no need to put up with dull, faded hair, as the unique system **protects hair colour from fading[[3]](#footnote-4).** It is designed to deeply moisturise the hair while simultaneously protecting your colour from the effects of heat styling, environmental factors, and everyday wear and tear. What’s more, it helps to keep your hair colour vibrant**[[4]](#footnote-5)**, ensuring that your locks look salon-fresh for longer.

Expect softer and smoother hair with every use, as the **nanoe™ MOISTURE+ technology** instantly reduces frizz, static and flyaway hairs[[5]](#footnote-6). Plus, the new compact design of the EH-NA0J means that the outlet is closer to the hair than previous models, making it easier to infuse with moisture. The **Mineral technology** improves hair quality by enhancing the adhesion of cuticles and reducing friction damage from daily brushing.

**Award-winning sleek design**

Recognised globally as one of the most prestigious design awards, the EH-NA0J has also recently been honoured with an iF DESIGN AWARD thanks to the new lightweight, compact design.

Plus, because the EH-NA0J is a versatile tool, it comes equipped with a built-in quick dry nozzle, as well as a styling nozzle to target specific areas, and a diffuser nozzle.

**Variation of modes**

The **Scalp Care Mode** uses gentle airflow at a lower heat for comfortable and effective drying without using harsh temperatures, and the **Hair Tip Care Mode** controls the airflow for a smooth finish to the ends. In addition to caring for your hair, the nanoe™ MOISTURE+ and Mineral EH-NA0J Hair Dryer can also be used in **Skin Care Mode** to encourage nano-sized steam particles to deeply moisturise the face, perfect for a post-blow dry pamper.

The EH-NA0J is also equipped with various modes, including **a Hot & Cold Alternating Mode**, that gently stretches and relaxes the hair with hot air, then switches to a colder air temperature to ensure the surface of the hair remains smooth, allowing you to easily tame your tresses and set your style.

**Intelligent Sensors**

The **Intelligent Sensing System** of the EH-NA0J always avoids excessive heat by keeping air temperature at the best temperature to dry hair, providing optimal drying while safeguarding your hair's health. With this advanced technology, you can enjoy peace of mind knowing that your hair is being cared for, resulting in softer, smoother, and healthier-looking locks.

To discover more about the unique nanoe™ MOISTURE+ and Mineral EH-NA0J Hair Dryer, watch here: [EH-NA0J nanoe™ MOISTURE+ and Mineral video| Hair Dryer EH-NA0J - YouTube](https://www.youtube.com/watch?v=38sol5xRX70)

Or visit the Panasonic Personal Care [Instagram](https://www.instagram.com/panasonicpersonalcare/), [TikTok](https://www.tiktok.com/@panasonicpersonalcare) or [Online Wellbeing](https://www.panasonic.com/eu/haircare-wellbeing/) pages.

**A light bulb from a ceiling

Description automatically generatedAbout the Panasonic Group**

Founded in 1918, and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. The Group reported consolidated net sales of Euro 54.12 billion (8,496.4 billion yen) for the year ended March 31, 2024. To learn more about the Panasonic Group, please visit : <https://holdings.panasonic/global/>.

**A group of people sitting on the floor playing with toys

Description automatically generatedCreate Today. Enrich Tomorrow.**

Holistic Wellbeing for People, Society, and the Planet - Our goal is to bring balance to People, Society and the Planet through our innovative solutions & products; promoting overall wellbeing for everyone by creating a healthier, simpler and more balanced way of living.

[Find out more >](https://www.panasonic.com/uk/consumer/create-today-enrich-tomorrow/holistic-wellbeing/social-wellbeing.html)

**A green forest with white text

Description automatically generated**

**Panasonic Group Environmental Initiatives**

The Panasonic Group has set forth its long-term environmental vision, "Panasonic GREEN IMPACT," with the aim of achieving both a better life and a sustainable global environment for all. Under PGI, Panasonic Group strives towards achieving virtually net zero CO2 emissions from its own operations by 2030, and aims to create an impact of more than 300 million tons (\*1) of reduced and avoided CO2, which is equivalent to about 1 percent of the current global total of approximately 31.7 billion tons (\*2) by 2050. The group also works on business activities to realize a circular economy in which resource efficiency contributes to decarbonization and reduces the consumption of limited natural resources.

\*1: CO2 Emission factor based on 2020

\*2: 31.7 billion tons of energy-derived CO 2 emissions in 2020 (Source: IEA)

[Panasonic GREEN IMPACT - About Us - Panasonic Holdings](https://holdings.panasonic/global/corporate/panasonic-green-impact.html)

1. Labratory test of the effect on hair tips, SGS, Japan December 2023; labratory test of fly-away hair, SGS Proderm, Germany, May 2023; 5-week home use test (N=152 women), UK December 2023. [↑](#footnote-ref-2)
2. Labratory test of the effect on hair tips, SGS, Japan December 2023; labratory test of fly-away hair, SGS Proderm, Germany, May 2023; 5-week home use test (N=152 women), UK December 2023. [↑](#footnote-ref-3)
3. Laboratory test of colour fading via spectrometer, SGS, Japan December 2023. [↑](#footnote-ref-4)
4. 5-week home use test (N=152 women), UK December 2023. [↑](#footnote-ref-5)
5. Labratory test of fly-away hair, SGS Proderm, Germany, May 2023. [↑](#footnote-ref-6)