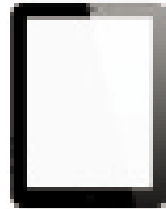


# EXTREMELY POWERFUL. INCREDIBLY LIGHTWEIGHT.

The BaBylissPRO Rapido™ is incredibly lightweight. At significantly less than 1 lb. (400 g.), this dryer weighs as little as these common, everyday items. And the POWER, PERFORMANCE and QUALITY are exceptional!



1  
CAN OF SODA



1  
MINI TABLET



1  
SMALL STACK  
OF GIFT CARDS



FERRARI  
DESIGNED  
ENGINE

IN 2010, BABYLISSPRO® AND FERRARI® COMBINED 140 YEARS OF ENGINEERING EXCELLENCE TO CREATE A POWERFUL ENGINE FOR THE WORLD'S FIRST PROFESSIONAL LUXURY DRYER. THE LATEST COLLABORATION FORMED THE BABYLISSPRO RAPIDO™, MADE IN ITALY AND POWERED BY THE MAXLIFE® PRO BRUSHLESS ENGINE. WEIGHING IN AT LESS THAN 1 LB. (400G) -- THE BABYLISSPRO RAPIDO™ IS THE LIGHTEST HIGH-PERFORMANCE DRYER IN THE WORLD.!

# BaBylissPRO RAPIDO™

EXTREMELY POWERFUL. INCREDIBLY LIGHTWEIGHT.

**CANADA**  
Dannyco Professional  
8000 Blvd Decarie, Suite 610  
Montreal (QC) Canada, H4P 2S4  
Tel: 514 736 2800  
www.dannyco.com

\*When compared to our other professional dryers. \*\*Based on higher air volume and pressure when compared to our DC motor dryers.  
\*\*\*When compared to our other professional dryers of like performance without noise-reducing filter. †Based on airflow vs. weight.

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# BaBylissPRO RAPIDO™

FERRARI DESIGNED ENGINE

NEW!



INTRODUCING THE...

**LIGHTEST HIGH-PERFORMANCE  
PROFESSIONAL DRYER IN THE WORLD!**

NOT ALL HOT AIR IS THE SAME!

# BaBylissPRO RAPIDO™

EXTREMELY POWERFUL. INCREDIBLY LIGHTWEIGHT.

## UP TO 50% FASTER DRYING\*\*

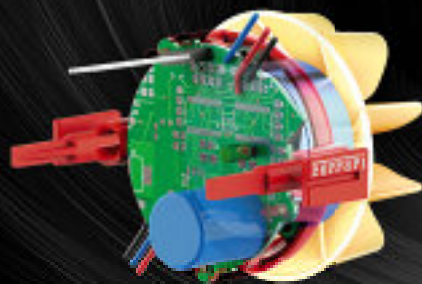
Increased air power dries hair faster than high heat alone and delivers unprecedented power and performance. Handcrafted at our own manufacturing facility in Bergamo, Italy. Time is money!

## OVER 50% QUIETER OPERATION\*\*\*

Removable noise-reducing filter lowers the dryer's decibel level, creating a quieter working environment and a better overall salon experience.

## UP TO 5,000 HOURS AT FULL POWER

The MaxLife® PRO brushless motor eliminates parts that wear out over time – delivers up to 5 times longer life than traditional dryer motors.\*



## 40% LIGHTER THAN OTHER DRYERS\*

The secret is inside – internal construction expertly engineered to significantly reduce dryer weight. Add to that the ultra-light MaxLife® PRO brushless motor to experience the lightest weight, high-performance professional dryer ever made.\* This dryer is exceptionally comfortable to use.

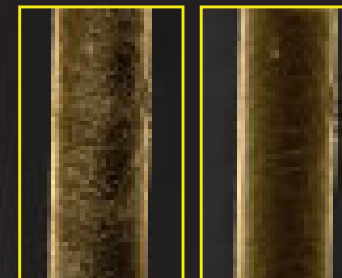


## LIGHTEST HIGH-PERFORMANCE PROFESSIONAL DRYER IN THE WORLD!\*

40% LIGHTER THAN OTHER DRYERS\* • LESS THAN 1 LB. (400g) • UP TO 50% FASTER DRYING\*\*  
UP TO 5,000 HOURS • OVER 50% QUIETER\*\*\* • ION GENERATOR FOR HEALTHY-LOOKING HAIR

## BABYLISPRO RAPIDO™ CREATES HEALTHY-LOOKING HAIR... NOT ALL HOT AIR IS THE SAME!

### TRUE ION GENERATOR



HAIR DRIED  
WITHOUT ION  
GENERATOR

HAIR DRIED  
WITH ION  
GENERATOR

True ion generator emits millions of negative ions to eliminate frizz and seal the hair cuticles for shiny, healthy-looking hair.

### REDUCED HEAT EXPOSURE

BaBylissPRO Rapido™ features the ideal combination of temperature and air performance to respect hair cuticles and natural hydration.

