

# STRAIGHT UP

Ceramic Straightening Brush

## USER MANUAL



IN STYLER.

## IMPORTANT SAFETY INFORMATION

**WARNING: TO REDUCE THE RISK OF SERIOUS INJURY, READ ALL INSTRUCTIONS AND WARNINGS COMPLETELY BEFORE USING THIS PRODUCT.**

The STRAIGHT UP has been carefully engineered for both effectiveness and safety. However, basic safety precautions should always be followed when using any device, especially when children are present.

**WARNING:** The power cord on this product contains lead, a chemical known to the State of California to cause (cancer and) birth defects or other reproductive harm. WASH HANDS AFTER HANDLING.

- **STRAIGHT UP IS NOT INTENDED FOR USE BY CHILDREN.**
- **KEEP AWAY FROM WATER.**
- **DANGER:** As with most electrical appliances, electric parts are live even when the switch is off.

**WARNING TO REDUCE THE RISK OF BURNS, FIRES, ELECTRICAL SHOCK, DEATH, INJURY OR DAMAGE TO PROPERTY:**

1. **ALWAYS UNPLUG UNIT IMMEDIATELY AFTER USE.**
2. **DO NOT** use while bathing or showering.
3. **DO NOT** place or store STRAIGHT UP where it can fall or be pulled into a tub, toilet or sink, or any other water source.
4. **DO NOT** use STRAIGHT UP near water.

5. **DO NOT** place or drop into water or other liquid.
6. If STRAIGHT UP falls into water, **DO NOT REACH INTO THE WATER!** Unplug device immediately.
7. Unplug this appliance before cleaning.
8. Counterfeit versions of STRAIGHT UP do exist. To ensure you have purchased a genuine product and to reduce risk of burns, electrical shock and malfunctions, purchase from authorized dealers only.
9. Use STRAIGHT UP for its intended purpose as described in this manual. **DO NOT** use attachments not recommended by the manufacturer.
10. **NEVER** operate STRAIGHT UP if it has a damaged cord or plug, if it is not working properly, if it has been dropped or damaged, or if it has been dropped in water. If the power supply cord or plug is damaged, STRAIGHT UP must be replaced by the manufacturer or an authorized service agent in order to avoid hazard.
11. Keep this product and the cord away from water and heated surfaces. **DO NOT** wrap the cord around STRAIGHT UP.
12. STRAIGHT UP should never be left unattended when plugged in.
13. **NEVER** use while sleeping.
14. **NEVER** drop or insert any object into any opening or hole on STRAIGHT UP.
15. **DO NOT** use an extension cord with STRAIGHT UP.
16. **DO NOT** operate with a voltage converter.
17. This product is designed for hair styling. **DO NOT** use for any other purpose.
18. This product is a personal care device and is **NOT** intended for commercial use. This appliance is for household use only.
19. **DO NOT** use outdoors or operate where aerosol (spray) products are being used or where oxygen is being administered.
20. Always store this appliance and cord in a moisture free area.
21. **DO NOT** plug or unplug this appliance when your hands are wet.
22. **DO NOT** use this product if any parts become damaged. Inspect STRAIGHT UP prior to beginning hair styling to ensure all parts are secure in their place.
23. **DO NOT** subject this product to excessive force or shock that may result in malfunction, shorter lifespan or distorted parts.
24. **DO NOT** tamper with this product's components. Doing so may cause unnecessary damage. This product contains no user-serviceable parts.
25. **DO NOT** use liquid cleaners, aerosol cleaners or any cleaner containing alcohol, detergent, abrasive or corrosive materials.
26. **DO NOT** use STRAIGHT UP if you are 12 years old or younger.
27. This product has a polarized plug (one blade is wider than the other). As a safety feature, this plug will only fit in a polarized outlet one way. If the plug does not fully fit in the outlet, reverse the plug. If it still does not fit, contact a qualified electrician for help. **DO NOT** attempt to defeat this safety measure.

## SAVE THESE INSTRUCTIONS.

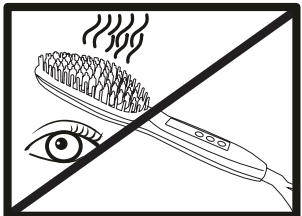
**KEEP THIS MANUAL IN A SAFE PLACE FOR FUTURE REFERENCE AND MAKE SURE ANYONE WHO USES THIS PRODUCT ALSO READS THIS MANUAL.**

**READ ALL INSTRUCTIONS BEFORE USING YOUR STRAIGHT UP. NO ASSEMBLY REQUIRED. FOR HOUSEHOLD USE ONLY.**

## WARNING:



Possible electric shock. Do not immerse in water or use while bathing. Do not use this appliance near water. Do not use this appliance near bathtubs, showers, basins or other vessels containing water.



**CAUTION:**  
THIS PRODUCT CAN  
BURN EYES



**KEEP AWAY FROM  
CHILDREN**

This appliance has a polarized plug (one blade is wider than the other). As a safety feature, this plug will fit in a polarized outlet only one way. If the plug does not fit fully in the outlet, reverse the plug. If it still does not fit, contact a qualified electrician. Do not attempt to defeat this safety measure.

For safety, turn the ON/OFF switch off and unplug after and when not in use.

**WARNING:** Only use STRAIGHT UP on clean, dry hair! STRAIGHT UP should NEVER be used with any type of synthetic hair extension. STRAIGHT UP can be used on real human hair extensions ONLY, with the following precautions: If your real human hair extensions are sewn in, you can use STRAIGHT UP up to the scalp. If your real human hair extensions are glued in, make sure you start with STRAIGHT UP below the glue.

## GETTING STARTED

Prior to use, run a comb or brush through clean, dry hair to make hair smooth and tangle free.

Plug into an electrical outlet and HOLD DOWN Power Button until the Digital Temperature Display is illuminated. STRAIGHT UP will always turn 450°F. Use the +/- Buttons to select the desired temperature. The Digital Temperature Display flash until the selected temperature is achieved.

450°F	High	For thick, curly, or coarse hair
430°F		
410°F		
390°F	Medium	For medium textured hair
370°F		
350°F		
330°F	Low	For fine, thin, or color treated hair

## FEATURES



## DIRECTIONS FOR USE

- Separate a section of hair to be straightened.
- Place your STRAIGHT UP close to the roots of the section of hair with the bristles facing away from the face.
- Hold the hair firmly and brush from root to ends making sure the section of hair is secured in the bristles.
- Repeat steps 1-3 for each section of hair until all hair is straightened.
- When desired look is achieved, press and HOLD DOWN the Power Button to turn off your STRAIGHT UP. Wait until it is completely cooled down before handling or storing.



## MAINTENANCE

The STRAIGHT UP requires minimal maintenance. If cleaning is necessary, unplug the unit from the power source and wait for the unit to cool completely. Wipe the exterior of the unit with a cloth. Do not attempt repairs. If a repair is required, unplug the unit, allow it to cool, and return it for repair to an authorized service representative.

## STORAGE

To store your STRAIGHT UP, unplug and wait for it to cool completely. Store out of the reach of children and in a safe and dry location. Do not pull on cord at electrical source or wrap cord around the unit.

## LIMITED 1 YEAR WARRANTY

This warranty is for the original purchaser of the InStyler® STRAIGHT UP Ceramic Straightening Brush, and is non transferable. Tré Milano, LLC warrants that InStyler® STRAIGHT UP Ceramic Straightening Brush will have no defects in material and workmanship under normal household usage for one year from the date of purchase. Keep the original sales receipt for proof of purchase to attain warranty provisions. Within a one year period from the date of purchase, Tré Milano, LLC will repair or replace, on its own accord, any InStyler® STRAIGHT UP or parts found to be defective. This warranty does not cover any shipping and handling charges which may incur. This warranty does not include any damages caused by accident, misuse, neglect, abuse, use on a voltage other than marked on the product, or use for commercial purposes.

If your InStyler® STRAIGHT UP Ceramic Straightening Brush is found to be defective within the time period of this warranty, please contact the Tré Milano, LLC Customer Service Department Toll Free number **(800) 307-0078**. If the product is discontinued or no longer available, a replacement may be made with a similar product of equal or greater value. Any attempt to repair or service this product on your own will void the warranty.

## Arbitration Agreement

### IMPORTANT INFORMATION

THIS ARBITRATION AGREEMENT AFFECTS YOUR LEGAL RIGHTS AND REMEDIES BY PROVIDING THAT DISPUTES BETWEEN YOU AND TRE MILANO, LLC MUST BE RESOLVED THROUGH MANDATORY, BINDING ARBITRATION, RATHER THAN IN A COURT. PLEASE READ THIS AGREEMENT CAREFULLY. YOUR ACCEPTANCE OF THE TERMS OF THIS AGREEMENT SHALL BE EVIDENCED BY THE FIRST TO OCCUR OF: (1) YOUR OPENING OF ONE OR MORE OF THE INSTYLER PRODUCT UNITS PURCHASED OR RECEIVED BY YOU (COLLECTIVELY, THE "PRODUCT"), (2) YOUR OPENING OF ONE OR MORE OF THE INSTYLER ACCESSORY PRODUCTS PURCHASED OR RECEIVED BY YOU (COLLECTIVELY, THE "ACCESSORY PRODUCTS"), OR (3) YOUR RETAINING THE PRODUCT OR THE ACCESSORY PRODUCTS FOR MORE THAN TEN (10) DAYS AFTER PURCHASE OR RECEIPT. IF YOU DO NOT AGREE TO THE TERMS OF THIS AGREEMENT, YOU MUST RETURN THE PRODUCT AND/OR THE ACCESSORY PRODUCTS, AS THE CASE MAY BE, WITHIN TEN (10) DAYS OF RECEIPT AT NO COST TO YOU. YOU MAY RETURN THE PRODUCT AND/OR THE ACCESSORY PRODUCTS BY CALLING TRE MILANO AT (800) 307-0078 AND REQUESTING A CREDIT RETURN AUTHORIZATION NUMBER. THIS ARBITRATION AGREEMENT COVERS ALL DISPUTES BETWEEN YOU AND TRE MILANO, LLC REGARDING BOTH THE PRODUCT AND THE ACCESSORY PRODUCTS.

1. RESOLUTION OF CLAIMS OR DISPUTES.  
Any claim or dispute between you and Tré Milano, LLC (including any of Tré Milano, LLC's subsidiaries or affiliates, collectively "Tré Milano") arising out of or relating in any way to the purchase or use of the Product, the Accessory Products or this Agreement

shall be resolved through final, binding arbitration. This mandatory arbitration obligation applies regardless of whether the claim or dispute involves a tort, fraud, misrepresentation, product liability, negligence, violation of a statute, or any other legal theory. Both you and Tré Milano specifically acknowledge and agree that you waive your right to bring a lawsuit based on such claims or disputes and that you waive your right to have such claims or disputes resolved by a judge or jury. Notwithstanding the foregoing, you have the right to seek relief in small claims court for claims or disputes within the scope of small claims jurisdictional limits.

## 2. LIMITATION OF LEGAL REMEDIES.

All arbitrations under this Agreement shall be conducted on an individual (and not a class-wide) basis, and an arbitrator shall have no authority to award class-wide relief. You acknowledge and agree that this Agreement specifically prohibits you from commencing arbitration proceedings as a representative of others or joining in any arbitration, litigation or other proceeding brought by any other person.

## 3. ARBITRATION PROCEDURES.

- a. Before commencing any arbitration proceedings under this Agreement, you must first present the claim or dispute to Tré Milano by calling (800) 307-0078 and asking for the Legal Department and allowing Tré Milano the opportunity to resolve the claim or dispute. If your claim or dispute is not resolved within sixty (60) days, you may commence arbitration proceedings in accordance with the terms of this Agreement.
- b. The arbitration of any claim or dispute under this Agreement shall be conducted pursuant to the American Arbitration Association's ("AAA") United States Commercial Dispute Resolution Procedures and Supplementary Procedures for Consumer-

Related Disputes. These rules and procedures are available by calling AAA at (800)778-7879 or by visiting its web site at [www.adr.org](http://www.adr.org).

- c. The arbitration of any claim or dispute under this Agreement shall be conducted in the State of California and the County of Los Angeles; provided that if the parties do not agree on a location for the arbitration, then the AAA shall determine a reasonably convenient location.
- d. The arbitration of any claim or dispute under this Agreement shall be conducted by an arbitrator who is independent and impartial.
- e. The exchange of information and timing of the arbitration shall be supervised by the arbitrator and shall be in accordance with procedures provided by the arbitrator.
- f. The arbitration of any claim or dispute under this Agreement and the resolution or settlement thereof shall be confidential and shall not be disclosed by the parties to any third parties other than their respective professional representatives.
- g. Each party shall have the right, at their own expense, to be represented by an attorney (or other spokesperson if permitted by law) of their own choosing.
- h. All administrative expenses of arbitration proceedings commenced under this Agreement shall be divided equally between you and Tré Milano, except that: (a) if the claim or dispute that is the subject of the arbitration proceedings is less than ten thousand dollars (US \$10,000), you will be responsible for no more than one hundred twenty-five dollars (US \$125) in administrative expenses; (b) if the claim or dispute that is the subject of the arbitration proceedings is more than ten thousand dollars (US \$10,000) but less than seventy-five thousand dollars (US \$75,000), you will be responsible for no more than three hundred seventy-five dollars (US \$375) in administrative expenses; and (c) if the claim or dispute that is

the subject of the arbitration proceedings is more than seventy-five thousand dollars (US \$75,000) or non-monetary, then you will be responsible for administrative expenses in accordance with the Commercial Fee Schedule provided by the AAA. You acknowledge and agree that each party shall pay the fees and costs of its own counsel, experts and witnesses.

4. CHOICE OF LAW.

This Agreement shall be governed by the United States Federal Arbitration Act and the laws of the state of California.

5. SEVERABILITY.

If any provision of this Agreement is declared or found to be unlawful, unenforceable or void, such provision will be ineffective only to the extent that is found unlawful, unenforceable or void, and the remainder of the provision and all other provisions shall remain fully enforceable.

6. WAIVER OF DAMAGES.


Each of the parties hereby (a) irrevocably waives, to the maximum extent not prohibited by law, any right it may have to a trial by jury in respect of any proceeding directly or indirectly at any time arising out of, under or in connection with the purchase of the Product and the Accessory Products from Tré Milano or any transaction contemplated hereby or associated herewith; (b) irrevocably waives, to the maximum extent not prohibited by law, any right it may have to claim or recover in any such proceeding any special, exemplary, punitive or consequential damages, or any damages other than, or in addition to, actual damages.

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Share your videos, tips, questions with other InStyler fans!

 instylerus  instylerhair

[www.youtube.com/instylerhair](http://www.youtube.com/instylerhair)

 INSTYLER.

Voltage: 120V/60Hz

Power: 60W

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