

## **IMPORTANT SAFETY INFORMATION**

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

The BELLA Hair Dryer 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.

- **BELLA HAIR DRYER 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. To reduce the risk of electric shock:

### **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 the BELLA Hair Dryer where it can fall or be pulled into a tub, toilet or

sink, or any other water source.

4. **DO NOT** use the BELLA Hair Dryer near water.
5. **DO NOT** place or drop into water or other liquid.
6. If the BELLA Hair Dryer falls into water, **DO NOT REACH INTO THE WATER!** Unplug device immediately.
7. Unplug this appliance before cleaning.
8. Counterfeit versions of the BELLA Hair Dryer 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 the BELLA Hair Dryer for its intended purpose as described in this manual. **DO NOT** use attachments not recommended by the manufacturer.
10. **NEVER** operate the BELLA Hair Dryer 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 the plug is damaged, the BELLA Hair Dryer 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 the BELLA Hair Dryer.
12. The BELLA Hair Dryer 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 the BELLA Hair Dryer.
15. **DO NOT** use an extension cord with the BELLA Hair Dryer.
16. **DO NOT** operate with a voltage converter.

## LUSETA BELLA Hair Dryer

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. Keep your hair out of the air inlets when using this product.
23. **DO NOT** direct the hot air towards eyes or other sensitive areas.
24. **DO NOT** block the air opening of the product or place it on a soft surface that may block the air opening. Keep air openings free of lint and hair.
25. **DO NOT** use this product if any parts become damaged. Inspect the BELLA Hair Dryer prior to beginning hair styling to ensure all parts are secure in their place.
26. **DO NOT** subject this product to excessive force or shock that may result in malfunction, shorter lifespan or distorted parts.
27. **DO NOT** tamper with this product's components. Doing so may cause unnecessary damage. This product contains no user-serviceable parts.
28. **DO NOT** use liquid cleaners, aerosol cleaners or any cleaner containing alcohol, detergent, abrasive or corrosive materials.

29. **DO NOT** use the BELLA Hair Dryer if you are 12 years old or younger.
30. 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 BELLA HAIR DRYER.**

### NO ASSEMBLY REQUIRED.

## **GROUND FAULT CIRCUIT INTERRUPTERS**

**If you plan to use your BELLA Hair Dryer in a bathroom, install a GFCI now!**

Contact your local electrician to determine which type is best for you. Options include a portable unit that plugs into the electrical outlet or a permanent unit installed by your electrician. GFCI's are now required by the National Electrical Code for all bathrooms, garages, and outdoor outlets.

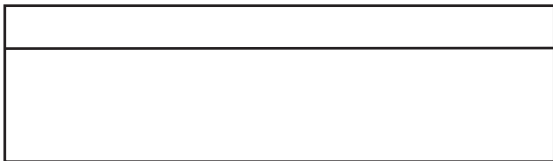
### **Why Install a GFCI?**

A regular fuse or circuit breaker won't protect you from electrical shock if your dryer falls into water. Even if the dryer switch is "OFF," a non-GFCI outlet will lead to electrical shock. A GFCI offers protection and can save lives!

### **ALCI Safety Device**

This hair dryer is provided with an Appliance Leakage Circuit Interrupter (ALCI), a safety feature that renders the unit inoperable under some abnormal conditions, such as accidental immersion in water. Please use the ALCI safety test button to make sure that is operating effectively before use.

1. Plug in the dryer and press the test button on plug.
2. The reset button will pop out and the appliance will stop working.
3. Unplug the dryer and press the reset button. Then reinsert plug into outlet.
4. If ALCI test button is not working, return dryer to nearest service center.
5. If immersion occurs, bring unit to service center and do not try to reset.
6. Repeat the test every time you use this device.
7. Should the unit go off and the reset button pops out during use this may indicate a malfunction. Unplug the unit from the outlet and allow the unit to cool. Reinsert plug and begin use.



### Cool Shot

The Cool Shot feature locks in your style by closing the hair shaft. Press and hold the Cool Shot button to blow a cold stream of air on your finished look. Release the button to return the warm airflow.

### Concentrator

The removable concentrator nozzle creates more powerful airflow, styling accuracy and control. Point the BELLA Hair Dryer with the concentrator at a 90 angle to the section you are drying and run the brush under it, working from roots to ends. Keep the concentrator pointed downward at all times and never let it touch the hair.

### Diffuser (sold separately)

Use Luseta Diffuser to create natural looking curls that are full of bounce and body.

1. Towel dry hair and squeeze out excess water.
2. Apply your favorite mousse, gel or anti-frizz serum.
3. Fit the diffuser onto the end of the BELLA Hair Dryer and turn it on low heat, and low to medium air flow.
4. Place the diffuser on your head near the roots and begin moving it around the head and in circular motion.
5. Use the prongs on the diffuser to gently lift the hair and dry underneath it.
6. Once the roots are dry, work your way down to the ends of the hair by continuing to massage in a circular motion.
7. Use the diffuser to push up the curls from below to help retain bounce and shape.
8. Continue to massage hair in a circular motion all over head until hair is completely dry.

## Drying Basics

1. Towel dry hair to remove excess moisture. Blot with the towel rather than rub the hair to avoid causing excess frizz and split ends.
2. Comb through and detangle the hair with a wide toothed comb.
3. Plug BELLA Hair Dryer into an electrical outlet and turn it on by rolling the heat selection switch up from the OFF position.
4. Select heat and speed.
5. Direct the BELLA Hair Dryer at the hair and not the scalp. Begin by briskly blowing it all over the hair to remove excess water.
6. When hair is mostly dry, section the hair and begin to style. Begin at the nape of the neck and brush hair while following the motion with the BELLA Hair Dryer. Work up to the scalp, sides and front of the hair.
7. Once desired style is complete, press the Cool Shot button to set the style and lock in your look.

## **Styling Tips**

### **Body & Volume**

For extra body and volume, turn head upside down while drying. Direct the BELLA Hair Dryer's airflow at the roots for lift. When hair is dry, flip hair back and style into place with a brush.

### **Straightening**

Separate hair into sections and use a large round brush or paddle brush to brush hair from underneath. Hold hair taut while drying each section and run the BELLA Hair Dryer down the length of the hair several times until dry. Curve the ends slightly under as you brush down the shaft. Repeat with all sections until completely dry. Lock in the style with the Cool Shot.

### **Curls & Waves**

Set the BELLA Hair Dryer to a low heat and speed settings. Move the BELLA Hair Dryer around the hair while scrunching the hair in your hand with your favorite styling product. Continue until tousled, natural-looking waves are completely dry. Lock in the style with the Cool Shot.

### **Hair Care Tips**

1. To prevent burning scalp or damaging hair, keep the BELLA Hair Dryer roughly 8 inches away from head.
2. Always point the dryer down the hair shaft to smooth the hair cuticle for silky and shiny looks.
3. For a smooth and salon-like blowout look, finish by styling with Luseta Heat Protectant Spray (Sold Separately).
4. For quick and easy touch ups between shampoos, simply use the BELLA Hair Dryer to restyle.

## **Cleaning & Maintenance**

### **Maintenance Instructions**

The BELLA Hair Dryer is virtually maintenance free. For maximum performance, the dryer must be kept clean.

1. Keep all air intake vents clean and free of clogs as this will cause the BELLA Hair Dryer to overheat.
2. Untwist cord periodically if it becomes twisted due to use. Store BELLA Hair Dryer and cord in a safe place where they will not get damaged. Do not wrap the cord around the BELLA Hair Dryer.
3. Do not attempt to repair the BELLA Hair Dryer. Contact a service provider if there are any issues with your appliance.

### **Cleaning Instructions**

1. Begin cleaning by unplugging the BELLA Hair Dryer from the outlet.
2. Use a soft bristle brush to gently remove any particles lodged in the filter
3. If the unit is dirty, wipe with a dampened cloth (DO NOT use a wet cloth with a chemical solution).

### **Storage**

When not in use, BELLA Hair Dryer should be unplugged. Make sure the unit is completely cooled and out of reach of children. Store the BELLA Hair Dryer in a dry and safe place. Never wrap the cord around the BELLA Hair Dryer.

## **LUSETA BELLA Hair Dryer**

### **Troubleshooting**

**Cool air is coming out of the BELLA Hair Dryer (even when the hi-heat setting is selected).**

First, make sure the cool shot switch is not on.

This could be caused by a blockage of dust or some other obstruction in the air intake grill. Power off the dryer and unplug it from the power source. Use a soft bristle brush to gently remove any particles lodged in the filter. If this does not fix the problem, please contact customer service.

**The BELLA Hair Dryer is overheating.**

Overheating can be caused by a blockage in the air intake grill or airflow outlet of the dryer. Check for hair, dust, or some other obstruction that could be blocking airflow.

**The plug of the BELLA Hair Dryer is very hot.**

Check to make sure that the plug is not loose from the socket. Tight contact is necessary for optimal performance.

**There is a spark coming from the outlet when the BELLA Hair Dryer is plugged in.**

Check to make sure there is no dust, hair or other blockage in the air intake grill or airflow outlet. Power off the dryer and unplug it from the power source. Use a soft bristle brush to gently remove any particles lodged in the filter. If this does not fix the problem, please contact customer service.

**The BELLA Hair Dryer has no airflow or intermittent airflow.**

The power cord could be damaged. Please stop use and contact customer service.

**The power cord on the BELLA Hair Dryer is hot or discolored.**

The power cord could be damaged. Please stop use and contact customer service.

### **Limited 1 Year Warranty**

This warranty is for the original purchaser of the BELLA Hair Dryer, and is non transferable. Luseta Beauty Inc. warrants that BELLA Hair Dryer 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, Luseta Beauty Inc. will repair or replace, on its own accord, any BELLA Hair Dryer or parts found to be defective. This warranty does not cover any shipping or handling charges which may incur. This warranty does not include any damages caused by accident, misuse, neglect, abuse, or use on a voltage other than marked on the product, or use for commercial purposes.

If your BELLA Dryer is found to be defective within the time period of this warranty, please contact the Luseta Beauty Inc. Customer Service Toll Free Number 888-986-2686. 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 LUSETA BEAUTY INC. 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 (10) DAYS OF RECEIPT AT NO COST TO YOU. YOU MAY RETURN THE PRODUCT AND/OR ACCESSORY PRODUCTS BY CALLING LUSETA BEAUTY INC. AND REQUESTING A CREDIT RETURN AUTHORIZATION NUMBER. THIS ARBITRATION AGREEMENT COVERS ALL DISPUTES BETWEEN YOU AND LUSETA BEAUTY INC. REGARDING BOTH THE PRODUCT AND THE ACCESSORY PRODUCTS.

#### **1. RESOLUTION OF CLAIMS OR DISPUTES**

Any claim or dispute between you and Lusetta Beauty Inc. (including any of Lusetta Beauty Inc.'s subsidiaries or affiliates, collectively "Lusetta Beauty") 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 Lusetta Beauty 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 a jury. Notwithstanding the foregoing, you have the right to seek relief in small claims court or 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 Lusetta Beauty by calling (888)986-2686 and asking for the Legal Department and allowing Lusetta Beauty 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 1-800-778-7879 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 Lusetta Beauty, 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 Lusetta Beauty 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.



LUSETA<sup>®</sup>  
BEAUTY

# BELLA *blower*

**Use Manual**