



NEWS RELEASE

# Ninja Raises the Standard for Home Water with the Launch of Ninja HydraSense™

2026-08-13

The new intelligent water filtration system removes up to 99% and 80+ contaminants—including PFAS, lead, pesticides, carcinogens, microplastics, and pharmaceuticals; all while preserving the minerals that make water taste great.

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a leading global product design and technology company, today introduced Ninja HydraSense, an intelligent water filtration system built to raise expectations for what home water filtration should deliver. Consumers shouldn't have to wonder what's in their water, or choose between cleaner water and convenience, and with Ninja HydraSense, they no longer have to.

Ninja HydraSense

The breakthrough is in the balance. While some premium

systems may strip water of the minerals and electrolytes that contribute to its flavor, Ninja HydraSense preserves calcium, magnesium, and potassium for smooth, refreshing water that tastes the way it should. The result is a premium-quality water experience, without the plastic waste of bottled water.

Powered by Ninja's new Precision Pressure Technology, Ninja HydraSense removes up to 99% and more than 80 contaminants<sup>1</sup>. The leading pitcher filters trap only around 8 contaminants, and some more comprehensive filters only capture 33.<sup>2</sup> The system is certified to NSF 42, 53 and 401 standards and removes up to 10 times more contaminants than the leading filter<sup>3</sup>.

"We set out to raise the standard for filtered water at home," said Kaitlyn Hebert, Global Chief Marketing Officer at SharkNinja. "Ninja HydraSense was built with our mission of positively impacting people's lives at its core. Clean,

great-tasting water is something everyone deserves, and by bringing intelligent filtration and effortless ease of use together in one countertop system, we're helping make cleaner water the standard, not a luxury."

Ninja HydraSense is also built for speed and simplicity. It dispenses water up to 6 times faster than the leading pitcher, making it easy to use filtered water throughout your day—not just for drinking, but also for brewing coffee and tea, cooking, filling water bottles, and even keeping pets hydrated. It also offers personalized hydration tracking and real-time filter monitoring based on personal usage. And with a 120-gallon filter life, there's no plumbing and no installation required—just fill, filter, and go.

Beyond performance, Ninja HydraSense is designed to help consumers cut down on single-use plastic. Every filter can replace up to 900 plastic bottles, giving households filtered water at home without the hassle of buying, carrying, or storing bottled water.

Starting August 13, 2026, the Ninja HydraSense will be available at **SharkNinja.com** for \$199.99 with additional replacement filters at \$39.99.

**About SharkNinja** SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market, and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 4,100 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit [sharkninja.com](https://sharkninja.com).

<sup>1</sup> See certifications for more details at [SharkNinja.com](https://sharkninja.com).

<sup>2</sup> Based on Performance Data for Brita and PUR pitcher filters, respectively.

<sup>3</sup> Based on Performance Data Sheet for Brita Standard.

SharkNinja Investor Relations: [investors@sharkninja.com](mailto:investors@sharkninja.com)

Public Relations: [pr@sharkninja.com](mailto:pr@sharkninja.com)

Source: SharkNinja