



NEWS RELEASE

Shark Beauty™ Expands to Walmart, Bringing its Advanced Beauty Tech and Salon-Quality Results to More Consumers Than Ever Before

2025-11-11

Just in time for the holidays, Shark Beauty™ debuts a premium brand experience on Walmart.com

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced the launch of **Shark Beauty™ on Walmart.com**. Marking a new milestone in the brand's mission to make salon-quality results and advanced beauty tech more accessible to consumers everywhere, the debut brings Shark Beauty's viral, consumer-loved innovations to one of the world's largest retail platforms.

Shark Beauty™ Expands to Walmart

"At SharkNinja, we're focused on solving real consumer problems

through innovation that delivers performance, quality, and value – and on meeting them wherever they choose to shop," said Neil Shah, Chief Commercial Officer, SharkNinja. "Shark Beauty brings that commitment to life, delivering salon-quality experiences and advanced technology in the home, making beauty innovation more accessible than ever before. By collaborating with Walmart.com, we're ensuring every shopper has seamless access to authentic Shark Beauty products through a premium, curated shopping experience designed to inspire and engage beauty lovers everywhere."

Arriving just in time for the holidays, the launch introduces Shark Beauty's premium technology to one of the world's largest retail destinations through a dedicated brand shop, giving consumers access to authentic Shark Beauty products with the confidence and performance they've come to expect.

"Walmart Beauty's mission is to be the most trusted and accessible beauty destination for everyone to look and feel

their best every day, which is why we are so excited to launch Shark Beauty at Walmart, which brings together technology and innovation to make salon-quality results more accessible to our customers,” said Vinima Shekhar, Vice President of Merchandising, Beauty, Walmart U.S.

Available now on Walmart.com, shoppers can discover the brand’s most-loved innovations - including the viral Shark FlexStyle® Air Styling & Drying System and Shark SpeedStyle™ Hair Dryer - with convenient two-day shipping. The Shark Beauty brand experience on Walmart.com brings the brand’s premium yet accessible design to life, featuring curated storytelling, styling tips, and personalized recommendations for an elevated shopping journey.

For more information, visit **Shark Beauty on Walmart.com** or SharkNinja.com.

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. 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 3,600 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit **www.sharkninja.com**.

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Source: SharkNinja