



NEWS RELEASE

Shark Beauty® Launches FlexStyle® IonCurl, the Most Powerful Multi-Styler Yet*

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IonCurl marks the expansion of the brand's award winning FlexStyle® franchise, delivering more defined, bouncier curls[†], smooth blowouts, less frizz and up to 24-hour shine

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced that Shark Beauty has launched FlexStyle IonCurl, the newest addition to its **FlexStyle franchise**.

Shark Beauty® Launches FlexStyle® IonCurl, the Most Powerful Multi-Styler Yet*

Powered by Ion Smooth
Technology and CoandaBoost™,

IonCurl delivers visibly smoother**, shiny hair with less frizz and bouncier, more defined curls[†], all without heat damage. Building on the success of the FlexStyle ecosystem, IonCurl is the precision upgrade for consumers who demand more from their styling routine.

"Understanding consumer pain points and delivering solutions is at the core of everything we create at Shark Beauty," said Julie Bailey Blanche, VP Global Shark Marketing. "Frizz, curl definition, and the time it takes to get there — these are real challenges we set out to solve. Consumers shouldn't have to choose between performance and hair health, or between speed and results. Shark® FlexStyle IonCurl is our answer to that."

A New Standard in Air Styling Performance

FlexStyle IonCurl introduces two breakthrough technologies engineered to tackle frizz, curl definition, and speed.

- Ion Smooth Technology: Neutralizes static, reduces frizz, and smooths flyaways for visibly shiny, healthier-

looking hair.

- CoandaBoost Technology: Enhanced airflow wraps hair tighter around the barrel for more defined, bouncier curls, delivering the strongest curl wrap effect yet from the FlexStyle franchise.
- The Most Powerful Hot Air Multi-Styler*: High-velocity airflow means quick drying and styling, so consumers spend less time getting there.

Expansion of the FlexStyle Franchise: A System for Every Styler

IonCurl joins a growing portfolio of tools designed for every hair need and every stage of the styling journey.

- FlexStyle: The versatile, do-it-all system for premium air styling
- FlexStyle IonCurl: Precision curl definition, shine, and frizz control, as the most powerful multi-styler in the franchise
- FlexStyle Glam™: The luxury wet-to-dry ceramic styling system for maximum versatility and luxury results

Availability

Shark® FlexStyle® IonCurl will be available beginning July 6, 2026 on **sharkninja.com**, for \$349.99.

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** and follow @SharkNinja.

* vs hot air styler US market

† vs Shark FlexStyle

** vs air drying

SharkNinja

Investor Relations: **ir@sharkninja.com**

Public Relations: **pr@sharkninja.com**

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