



NEWS RELEASE

Shark Beauty Launches Limited Edition Celestial Skies Collection in Partnership with Actress and CYKLAR Founder Claudia Sulewski, Available Exclusively at Sephora

2026-09-25

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced that Shark Beauty has partnered with actress, director, content creator, entrepreneur, and CYKLAR Founder & Creative Director Claudia Sulewski to introduce the limited-edition Celestial Skies Collection, a thoughtfully designed collaboration that brings elevated design to Shark Beauty's most-loved beauty tools.

Shark Beauty Launches Limited Edition Celestial Skies Collection in Partnership with Actress and CYKLAR Founder Claudia Sulewski, Available Exclusively at Sephora

The collection reimagines Shark Beauty's bestselling hair and skin devices in a brand-new midnight

navy and gold palette, complete with celestial constellation map designs that make your beauty drawer feel curated, not collected. Featuring the same high-performance technology that consumers are already familiar with, Celestial Skies is made for gifting, delivering a luxe user experience with tools that are elevated enough to display. It's the kind of glow-up worthy of a big occasion; the sort you might reach for before a red carpet, a milestone moment, or on an ordinary Tuesday that deserves to feel a little more radiant.

"With the introduction of Celestial Skies, we want to bring consumers even more elevated versions of the Shark Beauty tools they know and love, with a refreshed design that's ideal for gifting," says Laura Dyer, SVP of Global Entertainment & Culture Strategy. "Claudia is a natural partner for this collection; she brings the same eye for intentional beauty to her own brand that we wanted Celestial Skies to embody, making her the perfect voice to introduce it to her audience."

Sulewski shares, "I've been using and loving Shark Beauty tools for years, so getting to partner with them on Celestial Skies feels really special. Even on my wedding morning, I reached for my Shark tools; they're part of how I get ready for the moments that matter most. Beauty has always been such a personal part of my routine, and I love products that make getting ready feel effortless while still delivering incredible results. This collection is so thoughtfully curated, it elevates every part of my daily routine. The gorgeous design inspires me to keep it on my counter as a reminder to give myself those few extra moments of self-care."

Shark Beauty's Celestial Skies Collection includes:

- **Shark® CryoGlow® LED Face Mask** | Ranked the #1 Skincare Facial Device in the US ¹, Shark CryoGlow is the only LED mask in the US that combines high-energy LEDs, deep-penetrating infrared, and integrated undereye cooling.
- **Shark DePuffi™** | Initially launched as a part of the Shark FacialPro Glow system, Shark DePuffi features gua-sha inspired contrast therapy with six precise, temperature-controlled levels to depuff, sculpt, and boost radiance anytime, anywhere.
- **Shark Glam™ Ceramic & Powerful Air Styling & Drying System** | Shark Glam™ is the first multi-styler to combine air styling and ceramic hot-tool technology in one system, delivering salon-quality results for all hair types without heat damage. It includes the Shark SilkiPro™ Straight air straightener and Shark Glossi™ blowout brush, plus Auto-Wrap Curlers for effortless curls.
- **Shark SilkiPro™ Straight** | Shark's first free-standing air straightener and rapid blow dryer, Shark SilkiPro™ Straight offers wet-to-straight styling in one tool. HeatSense Ceramic Plates and embedded combs ensure silky-smooth results.

Availability

The Shark Celestial Skies Collection launches September 26, 2026 at SharkNinja.com and Sephora online, followed by Sephora in-store beginning October 1, 2026, featuring:

- Shark CryoGlow LED Face Mask | \$349.00
- Shark DePuffi | \$199.00
- Shark Glam Ceramic & Powerful Air Styling & Drying System | \$449.00
- Shark SilkiPro Straight | \$249.00

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.

¹ Circana, LLC, Retail Tracking Service, Skincare Facial Devices/Tools, US Dollar Sales, January 2025 – March 2026

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

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

Source: SharkNinja