



NEWS RELEASE

Shark Beauty Launches Limited-Edition CryoGlow LED Mask Color, Co-Designed with Kevin Hart

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Global Brand Ambassador Kevin Hart Brings His Signature Style To At-Home Skincare In A Bold Gunmetal and Red Finish, Available October 26

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today unveiled a limited-edition color of the Shark CryoGlow LED Face Mask, in collaboration with SharkNinja global brand ambassador Kevin Hart. The new gunmetal and red finish pairs Shark Beauty's skincare technology with Hart's humor and style, and shows how men's self-care can be approachable and easy to fit into everyday life.

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The SharkNinja team worked closely with Hart to partner on a new color with his interests, hobbies, and lifestyle in mind, referencing high-performance cars and fitness

culture to create a bold, unexpected take on at-home skincare. The powerful color palette brings a disruptive edge to a category often defined by soft, nurturing aesthetics for a finished product that's as distinctive and unapologetic as Kevin's signature voice as a comedian and public figure. Hart will also be part of Shark Beauty's "Glow Like A Bro" campaign.

With a rapidly growing men's grooming market, men are dedicated increasing time to their personal care routines, with 33% of US millennial men spending 20 minutes or more on daily skincare¹. Comparatively, searches for men's facial treatments have surged by triple digits in recent years². Fitting seamlessly into any daily routine, Shark CryoGlow features a wearable remote control that allows users to take a moment of self-care anytime, anywhere, with visible results in as little as 8 weeks.

"With the launch of this new limited-edition color, we wanted to make men's self-care feel easy, approachable, and simple enough to effortlessly fit into our consumers existing routines," says Laura Dyer, SVP, Global Entertainment & Culture Strategy at SharkNinja. "Kevin Hart was the perfect partner to bring this to life, bringing his natural lightheartedness, humor, and relatability to introduce Shark Beauty's CryoGlow technology to his audience."

"Between being on set, maintaining my workout routine, running my businesses, and keeping up with my family, I'm always on the move, so I need my self-care to work around my schedule," said global brand ambassador Kevin Hart. "CryoGlow makes it easy to take a few minutes for myself without slowing down, and I love the bold, edgy design we created together. If I'm going to wear an LED mask, it might as well look this good!"

Ranked the #1 skincare facial device in the US³, Shark's CryoGlow LED Mask is the first mask in the US that combines high-energy LEDs, deep-penetrating infrared, and undereye cooling. Clinically tested and FDA cleared, Shark CryoGlow uses iQLED technology within four dermatologist-optimized treatments of high-energy red, blue, and deep infrared light while InstaChill technology soothes and energizes with three customizable chill levels.

Shark's limited-edition CryoGlow LED Mask will be available beginning October 26, 2026 for \$419.99 for a limited time on **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 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**.

About Kevin Hart

Kevin Hart has made a name for himself as the hardest-working comedian, entrepreneur, producer, actor, and is a global box office powerhouse. Hart has earned both Emmy and Grammy nominations, and his films have grossed more than \$4.23 billion in global revenue. In 2024, Hart received the Kennedy Center's annual Mark Twain Prize for American Comedy. Hart is Chairman and Chief Executive Officer of Hartbeat, a global multi-platform media company and the Founder of HartBeat Ventures. Hart's authentic approach to sharing life's everyday moments with humor and heart has earned him a devoted global audience and social media fanbase, which have translated into loyal customers across his various business ventures. Hart is a founding partner in the premium tequila brand Gran

Coramino and the nutritional wellness brand VitaHustle. Hart's brand partnerships include SharkNinja, Qatar Airways, Fabletics, Netflix, NBCUniversal, JPMorganChase, DraftKings, Verizon, and C4 Energy. As a strategic partner with Authentic, he co-owns and manages the Kevin Hart brand and holds an ownership stake in the company.

¹ YouGov 2025 Personal Care Brand Rankings | <https://commercial.yougov.com/rs/464-VHH-988/images/WP-2025-10-US-personal-care-brand-rankings.pdf>

² Pinterest Men's Trend Report | <https://newsroom.pinterest.com/news/the-pinterest-mens-trend-report/>

³ Circana, LLC, Retail Tracking Service, Skincare Facial Devices/Tools, US Dollar Sales, January 2025 – March 2026

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