

Shark Beauty™ Launches Only Luxury Multi-Styler with Integrated Air Straightening, NEW Shark® FlexFusion™ + Shark® FlexFusion™ Straight

2024-10-01

FlexFusion™ Technology Combines Powerful Air with Heated Ceramic for Heat Damage-Free Wet to Dry Styling

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, announces that **Shark Beauty®**, the creators of the viral hair styling sensation **Shark FlexStyle®**, introduces two new Air Styling systems, Shark FlexFusion and Shark FlexFusion Straight designed for wet or dry hair styling. The ultra-fast dryer flexes into a versatile multi-styler that straightens wet or dry hair with its FlexFusion Styling Technology, and is more powerful, compact and lighter than the original FlexStyle. Combining powerful air and heated ceramic into its Wet-or-Dry Fusion Brush and Wet-or-Dry Fusion Air Straightener to dry and style wet hair or restyle dry hair, this modern multi-styler revolutionizes hairstyling on wash day, second day hair and beyond.

Shark Beauty™ Launches Only Luxury Multi-Styler with Integrated Air Straightening, NEW Shark® FlexFusion™ + Shark® FlexFusion™ Straight (Photo: Business Wire)

“We’re excited to build on the tremendous success of Shark FlexStyle and SpeedStyle as we

introduce two exciting innovations to the hair styling,” said Danielle Lessing, SVP of Global Product Development. “Our innovation is focused on solving real consumer problems, and through our deep consumer listening we learned that the average woman washes her hair only 2-3 times per week, leaving a gap in styling tools for how to re-style dry hair and achieve that silky straight end style. FlexFusion allows you to embrace your natural hair, transform your style and now air straighten for endless looks any day of the week.”

With innovative new technology at the forefront, the new FlexFusion ensures fast and long-lasting styling without

compromising hair health. By selecting wet or dry mode, the **FlexFusion system** intelligently chooses the right heat setting and optimal air speed for the attachment of your choosing. Developed by dermatologists and approved by stylists to protect the scalp from extreme heat, **Scalp Shield Mode** instantly adjusts air temperature to 50 degrees Celsius but maintains airflow velocity to ensure powerful and safe drying. When going wet to dry, FlexFusion measures and regulates temperatures 1,000 times every second, never exceeding 230F or reaching heat damage levels of 302F for fast, heat-damage free drying.

With FlexFusion Styling Technology, the new Wet & Dry Fusion Air Straightener transforms wet hair to silk press straight in as little as one pass.* It can also create pin-straight styles on already dry hair. As a result of its unique teardrop shape for better root access and end-to-end smoothing, and its combination of ceramic plates and air flow, the new Wet & Dry Styling Brush creates mega volume and less frizz**. Also included in this new system are four of Shark Beauty's signature accessories that make professional-level styling at home fast, easy and heat-damage free***.

Shark FlexFusion Straight, Air + Ceramic Styling & Drying System, Multi-Styler with Air Straightening + Scalp Shield Mode includes:

- Wet or Dry Fusion Air Straightener - For silky, shiny, pin-straight styles
- Wet or Dry Fusion Brush - For smooth blowouts with volume, bounce, and shine.
- 1.25" Auto-Wrap Curlers - Wraps and curls automatically with no heat damage 1.25"
- Styling Concentrator - For sleek, smooth results.

Shark® FlexFusion™ Air + Ceramic Styling & Drying System, Ultra-Powerful Air Styling System + Scalp Shield Mode includes:

- Wet or Dry Fusion Brush - For smooth blowouts with volume, bounce, and shine.
- FrizzFighter™ Finishing Tool - For a high-gloss, shiny finish.
- 1.25" Auto-Wrap Curlers - Wraps and curls automatically with no heat damage
- Styling Concentrator - For sleek, smooth results.

Shark FlexFusion (\$349.99) and Shark FlexFusion + Straight (\$399.99) will be available starting October 1 on **SharkBeauty.com**, October 10 on Sephora.com and at U.S. retailers including Ulta, Amazon, and Best Buy later in the month.

*Using wet mode on wavy hair in lab settings

**Volume vs blown-dry hair, shine/frizz vs air drying

***In wet to dry mode

About Shark Beauty:

Shark Beauty™ is an innovation leader in the personal care industry, creating powerful products with all hair types in mind, and never compromising on hair health. Shark Beauty™ is For All Hairkind™—we celebrate the diverse, the eclectic, and the yet-to-be-celebrated hair, because all hair types are beautiful. Developed with consumer needs in mind, and designed for salon-quality results, Shark Beauty™ products are available at SharkBeauty.com.

About SharkNinja:

SharkNinja, Inc. (NYSE: SN) 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 3,300 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.

Shark Beauty PR Contact:

Danielle Zausner / SHADOW

Danielle@weareshadow.com

SharkNinja Investor Relations:

ir@sharkninja.com

Source: SharkNinja