



NEWS RELEASE

Shark Beauty™ Launches Shark Glam™

2025-08-11

A Breakthrough Multi-Styler Designed For All Hair Types
Powered By Air + Ceramic Technology For Limitless At-Home Styling

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a globally-recognized product design and technology company, is launching the latest innovation in hairstyling. Shark Glam™, the first multi-styler that has the versatility of air styling and ceramic hot tool styling for salon-quality results that you can do yourself.

SHARK BEAUTY™ LAUNCHES SHARK GLAM™ a Breakthrough Multi-Styler Designed for All Hair Types

Trailblazing technology utilizing powerful air and heat-controlled ceramic elevates traditional air styling – addressing the specific needs of hair types 3 +4 that require more precise heat and airflow control to style effectively with no heat damage*, while providing gentle, efficient styling for hair types 1 + 2. Heat Sense Technology continuously monitors temperatures 1,000 times a second and regulates heat to ensure air temperatures never exceed 302°F to protect hair health while stylist-approved and dermatologist-developed Scalp Shield technology protects new hair growth from extreme heat. Gloss Lock technology provides 24-hour high gloss shine on dry hair to add a finishing touch to any look.

Engineered to replace five or more traditional tools with the GlamStyler Suite, Shark Glam™ cuts down styling time while unlocking a full range of styles. Active, powered attachments allow for faster styling, a superior finish and styles that last up to all day**. Whether you're drying, curling, air straightening, adding gloss, or embracing your natural texture — it's possible with just one tool.

Shark Glam™ is available in two systems with tailored GlamStyler Suite attachments for your

specific hair-type needs:

Available in both sets:

- Shark Glossi™ – Ceramic and air powered round brush featuring a teardrop shape, allowing for better access at the roots for end-to-end smoothing. Designed for no snagging, no tugging and no breaking, it dries hair fast with all the volume, shine, and up to 50% less frizz***.
- Shark Silki™ – An air straightener with powered ceramic plates that allows you to dry and straighten wet hair for a smooth, silky finish – without heat damage.* Heat Sense Technology turns up airflow when plates are clamped, monitoring and regulating temperatures for fast, efficient styling.
- 1.25" Coanda Auto-Wrap Curlers – Curls hair in seconds with no heat damage* for long-lasting, voluminous curls

Available only in Shark Glam™ - Straight/Wavy:

- FrizzFighter – Coanda airflow technology with two streams of air reduces frizz and flyaways ‡ and increases shine ‡
- Concentrator – Focused airflow for sleek, smooth styling with maximum control

Available only in Shark Glam™ - Curly/Coily:

- Curl Defining Diffuser – Natural curl definition and fast, even styling from root to tip. Extendable prongs to accommodate any hair length
- Wide Tooth Comb – Stretch & lengthen natural curls from root to tip while you dry

At SharkNinja, innovation starts with solving real consumer problems, aiming to improve daily life through the products people rely on every day. Shark Beauty™ is no exception, bringing an engineering and technological approach to the beauty industry, illustrated in Shark Glam™.

“Shark Glam™ was designed to address an unmet need – especially with textured hair,” said Shark Beauty CMO Kleona Mack. “Hair types 3 and 4 have long been underserved in the styling tool category and we knew that it was time to raise the bar. We challenged ourselves and our engineers to develop new innovations that would solve real styling frustrations – from heat damage and cluttered toolkits to the lack of effective options for textured hair – while still delivering high-performance results for hair types 1 and 2. It’s a true reflection of our ‘For All Hair Kind’ mission.”

In 2021, Shark Beauty™ unveiled their “For All Hair Kind” platform, a mission to offer versatile and inclusive products for all hair types and skill levels. Inclusive testing protocols and consumer insights are rooted in every

stage of product development. Each product must also meet the brand's "For All Hair Kind" scorecard, ensuring 5-star results across all hair types before they go to market.

In 2025, this commitment deepened with the creation of the Textured Hair Advisory Board – a diverse collective of salon professionals, educators and specialists dedicated to providing insights rooted in the needs of Type 3 and 4 hair throughout the product development process.

*in wet-to-dry mode

**using Glossi/Silki

***volume vs blown-dry hair, shine/frizz vs hair drying

‡ vs air drying

Shark Glam™ is available now starting at \$449.99 online and in stores at Sephora and Ulta, as well as online at **SharkBeauty.com**. Social: @SharkBeauty

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 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 **sharkninja.com**.

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Source: SharkNinja