



NEWS RELEASE

Shark Beauty™ Partners with Sephora: Bringing the Viral Shark FlexStyle™ and Shark Beauty™ Portfolio to Clients Online

3/28/2023

Shark Beauty™ announces expansion of retail footprint and will debut an exclusive Shark FlexStyle™ Air Styling and Drying System color and case at Sephora

NEEDHAM, Mass., March 28, 2023 /PRNewswire/ -- **Shark Beauty™**, an innovation leader in the hair care industry designing products by and for all hair types, is expanding its retail presence with the announcement of its partnership with Sephora U.S. The Shark FlexStyle™ Air Styling and Drying System, a powerfully fast dryer and ultra-versatile multi-styler, will be available on **Sephora.com** beginning April 4, 2023 – making the viral tool, with over 190MM views on TikTok, even more accessible for consumers.

"Shark Beauty™ celebrates the diverse, the eclectic, and the yet-to-be celebrated hair, because all hair types are beautiful. As we continue to grow and offer products designed by and for all hair types, or what we call For All Hairkind™, Shark Beauty™ is thrilled to partner with Sephora, an iconic global beauty retailer committed to promoting inclusivity in the beauty industry," said Jon Hall, Global Head of Marketing, Shark. "We are ecstatic for the Sephora community to experience this fan-favorite product."

The prestige omni beauty retailer will carry the **Shark FlexStyle™** in three configurations, reflecting Shark Beauty's mission to create hair tools made for all hair types. This includes a Sephora exclusive black colorway and carrying case that will launch in mid-April.

- Sephora Exclusive: Shark FlexStyle™ Air Styling & Drying System Ultimate 7-Piece Gift Set For All Hairkind™, Black Colorway (\$349.99) – Includes (2) 1.25" Auto-Wrap Curlers, Oval Brush, Concentrator, Curl-Defining

Diffuser, Paddle Brush and Case.

- Shark FlexStyle™ (HD435) Best for Curly & Coily Hair, Stone Colorway (\$299.99) – Includes (2) 1.25" Auto-Wrap Curlers, Oval Brush, Concentrator and Curl-Defining Diffuser.
- Shark FlexStyle™ (HD430) Best for Straight & Wavy Hair, Stone Colorway (\$299.99) – Includes (2) 1.25" Auto-Wrap Curlers, Oval Brush, Concentrator and Paddle Brush.
- Additional accessories available for individual purchasing include the Paddle Brush (\$29.99), Wide-Tooth Comb (\$29.99) and Curl-Defining Diffuser (\$29.99)

"Sephora is thrilled to partner with Shark Beauty™ and introduce its innovative styling tools to our clients," said Jennifer Lucchese, VP Merchandising, Haircare at Sephora. "With a focus on premium performance that doesn't compromise hair health, Shark Beauty™ offers powerful tools that support and celebrate all hair types. We look forward to welcoming this brand into our Sephora community and know it will be a great addition to our haircare assortment."

Since launching in the fall of 2022, the Shark FlexStyle™ has become the #1 Hot Air Styler priced \$100-\$500*. With the Shark FlexStyle™, consumers can easily flex back and forth from a powerful hair dryer to a multi-styling tool with just a twist. Whether prepping for date night, going out with friends, or simply looking for a quicker daily routine, consumers can dry wet hair and curl, volumize or smooth hair simultaneously with the perfect blend of power and performance.

The Shark FlexStyle™ will be available at Sephora just in time for the Beauty Insider Spring Savings event kicking off on April 14.

Shark Beauty™ will continue to bring innovative products to the market and champion hair diversity this year. Follow **@SharkBeauty** on Instagram to stay updated on future announcements.

*Source: The NPD Group / Retail Tracking Service, item level U.S. dollar sales, \$100-\$500 price band, 12ME December 2022 (Hot Air Stylers)

About SharkNinja

SharkNinja is a global product design and technology company that creates 5-star rated lifestyle solutions through innovative products for consumers around the world. SharkNinja has built two billion-dollar brands, Shark® and Ninja®, each of which has a proven track record of establishing leadership positions by disrupting numerous small household appliance product categories including Cleaning, Cooking, Food Preparation, Home Environment and Beauty. Products are sold at key retailers, online and offline, and through distributors around the world.

Ninja® and Shark® are registered trademarks of SharkNinja Operating LLC. SharkNinja is a subsidiary of JS Global Lifestyle Company Limited (Hong Kong: 1691) a leader in small household appliance innovation.

About JS Global

JS Global Lifestyle Company Limited (Hong Kong: 1691) is a world leading producer of small household appliances. As of Dec 31st, 2020, JS Global ranked number 3 among the small household appliance focused companies. It primarily operates three major brands: Shark, Ninja and Joyoung. The Company's success is centered around its deep understanding of consumer needs, and is built on its strong product innovation and design capability powered by a global research and development platform, marketing strengths driving high brand engagement, and an omni-channel distribution coverage with high penetration.

About Sephora Americas

Since its debut in North America more than 20 years ago, Sephora has been a leader in prestige omni-retail with the mission of creating an inviting beauty shopping experience and inspiring fearlessness in our community. With the goal of delivering unbiased shopping support and a personalized experience, Sephora invites clients to discover thousands of products from more than 360 carefully curated brands, explore online and through our mobile app, enjoy services at the Beauty Studio and engage with expertly trained Beauty Advisors in more than 600 stores across the Americas. And with its new long-term retail strategic partnership, clients can now shop Sephora at Kohl's, a fully immersive, premium beauty destination, with 600 locations nationwide by year-end, and 850 locations by 2023. Clients can access the free-to-join Beauty Insider program and digital community, which together enhance the experience of Sephora's passionate clients.

Sephora has been an industry-leading champion of diversity, inclusivity, and empowerment, guided by our longstanding company values. In 2019, Sephora announced a new tagline and manifesto, "We Belong to Something Beautiful," to reinforce its dedication to fostering belonging amongst all clients and employees and to publicly strive for a more inclusive vision for retail in the Americas. Sephora continues to give back to our communities and advance inclusion in our industry through its social impact and equity programming, called the Sephora D&I Heart Journey.

For more information, visit: <https://www.sephora.com/about-us> and @Sephora on social media. For media inquiries, please visit our [Sephora newsroom](#) or email ExternalComms@sephora.com.

SOURCE Shark Beauty