



NEWS RELEASE

Shark Beauty Redefines the At-Home Facial With Shark™ FacialPro™ Glow and Shark™ DePuffi™

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The New Technology Delivers a Spa-Level Glow All in the Palm of Your Hand

Developed by Dermatologists, Approved by Estheticians

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, is redefining the at-home facial experience with the launch of the Shark™ FacialPro™ Glow—a hydro-fueled, skincare-enhanced facial device that delivers spa-level results in just 10 minutes for cleaner pores and hydrated, glowing skin in one use¹. It includes a gua sha-inspired depuffing and defining attachment, Shark™ DePuffi™ that offers instant hot and cold contrast therapy to help achieve a contoured look, boost circulation with massage, and soothe visible redness, which will also launch as a standalone product.

SHARK BEAUTY REDEFINES THE AT-HOME FACIAL WITH SHARK™ FACIALPRO™ GLOW AND
SHARK™ DEPUFFI™

The Shark™ Facial Pro™ Glow is
clinically tested to clear
impurities from pores to reduce

pore size and visibility in just one use¹. It features a dual-pump system and hydro-abrasion tips to gently exfoliate while infusing the skin with moisture to increase hydration by +128% in 10 minutes¹. In just five simple steps, extract, hydrate and depuff at home for a radiant glow.

Included within the system are **Derm Detox AHA + BHA Exfoliating Gel** and **Hydro Infuse BHA Hydrator**, two dermatologist-tested formulas developed in a Korean lab specifically for the Shark™ Facial Pro™ Glow routine. Derm Detox features a combination of Glycolic Acid and Salicylic Acid to support spa-level exfoliation for clearer pores, while Hydro Infuse utilizes Hyaluronic Acid and a firming peptide complex to help infuse the skin with moisture for

a more hydrated complexion.

"With Shark™ FacialPro™ Glow and DePuffi™, we set out to completely reimagine the facial experience, with Shark's first at-home facial that gives spa-level results in the palm of your hand," said Shark Beauty™ CMO Kleona Mack. "Powered by breakthrough technology, it delivers visible, high-level results in just 10 minutes – no appointment needed. It's self-care made smarter – to power on your skincare."

The Shark™ DePuffi™, available as part of the Shark™ FacialPro™ Glow system or for purchase separately, uses InstaChill™ and InstaHeat™ technologies with six temperature-controlled levels to achieve a sculpted look, depuff, and boost circulation with massage for a radiant glow.

- InstaChill™ Technology: Massage in slow upwards strokes to contour face and reduce puffiness, or under your eyes for an instantly refreshed and awakened look.
- InstaHeat™ Technology: Massage in slow outward strokes to boost circulation for more radiant skin or use under eyes to help calm and relax.

The 5-Step At-Home FacialPro Glow Cleanse System

1. Prep: Use the Shark™ DePuffi™ attachment in InstaHeat™ to prep skin for extraction by softening skin's surface
2. Cleanse: Prepare skin with the Derm Detox AHA + BHA Exfoliating Gel, a 3-minute treatment mask to begin the exfoliation process and loosen dead skin cells.
3. Extract: Fill the clean tank with water and start the extraction process to exfoliate and cleanse the complexion.
4. Hydrate: Empty the clean tank and fill with the Hydro Infuse BHA Hydrator to infuse hydration while continuing extraction, leaving skin with a radiant, hydrated glow.
5. Depuff: Use the Shark™ DePuffi™ attachment in InstaChill™ to help boost circulation and provide a sculpted, defined look.

The proof is in the tank—watch as dirt, oil, and dead skin are visibly extracted, revealing a cleaner, healthier complexion.

Shark™ FacialPro™ Glow will be available beginning October 6 for \$399.99 online at SharkBeauty.com

Shark™ DePuffi™ will be available beginning October 17 for \$199.99 online at SharkBeauty.com and Amazon.com.

1 Results from clinical study with 60 subjects' immediate use of treatment. Individual results may vary

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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