



NEWS RELEASE

# Shark Beauty™ Revolutionizes at-home Skincare with CryoGlow™, the only iQLED Anti-Aging & Skin Clearing Face Mask with InstaChill Undereye Cooling

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The MedSpa-inspired Mask for All Skin Types Developed with Dermatologists, Backed by Clinical Testing and Cleared by the FDA

- Shark™ CryoGlow™ joins Shark Beauty's lineup of problem-solving products to help consumers discover their best skin yet
- Combines clinically tested iQLED Technology™ with high energy tri-wick LED sequencing for seamless coverage
- Developed with industry experts and Dermatologists to be an effective at-home skincare solution, Shark™ CryoGlow™ provides four unique modes for all skin types and every skin tone
- Shark™ CryoGlow™ is the only LED light therapy mask in the U.S. to offer cryo-inspired under-eye cooling to soothe tired eyes

NEEDHAM, Mass.--(BUSINESS WIRE)-- Introducing Shark™ CryoGlow™, the latest innovation from global product design and technology company, SharkNinja Inc. (NYSE: SN) and its first consumer solution in the skincare category, now launching in the U.S. Shark™ CryoGlow™ is a MedSpa-inspired under-eye cooling + LED anti-aging & acne clearing mask combining high-energy LEDs, deep-penetrating infrared, and under-eye cooling all available with the touch of a button. Developed with dermatologists, backed by clinical testing, and FDA-cleared to offer consumers an at home solution for their skincare needs.

Introducing Shark™ CryoGlow™, the latest innovation from global product design and technology company, SharkNinja Inc., and its first consumer solution in the skincare category,

Shark™ CryoGlow™, uses the clinically tested iQLED

now launching in the U.S. (Photo: Business Wire)

Technology™ to provide  
dermatologist-optimized

treatments of high-energy red, blue and deep infrared light while InstaChill Technology soothes and energizes with three adjustable chill levels.

- iQLED Technology™ delivers:
  - 5x more energy to minimize fine lines<sup>†</sup>
  - 5x more energy to reduce acne<sup>††</sup>
    - <sup>†</sup> Better Aging vs. leading competitor in mode 1.
    - <sup>††</sup> Skin Clearing vs. leading competitor in mode 2.
  - Precise tri-wick LED sequencing, beams energy between the layers of the skin for effective, seamless coverage, without gaps or hot spots.
- InstaChill Technology™:
  - Visibly tighten under-eyes with three temp-controlled chill levels

### Skin Clearing Treatment: (8 minutes):

- Clinically tested to improve acne in 4 weeks\*\*
- Clinically tested for smoother skin in 4 weeks\*\*
- Clinically tested for clearer skin in 4 weeks\*\*
- Clinically tested for smoother skin in 4 weeks\*\*
  - \*\*Results from 12-week clinical study with 59 subjects and 1x/day use in Skin Clearing treatment mode. Individual results may vary.

**Better Aging Treatment (Collagen-boosting Wrinkle Reduction):** Six-minute session utilizing Red LED & Infrared Technology, tested to reduce the appearance of fine lines.

- Users saw 34% more radiant skin after 8 weeks\*
- Users saw 20% firmer skin in 8 weeks\*
- Users saw 23% reduction/improvement in redness in 8 weeks\*
- Clinically tested for improvement in fine lines in 8 weeks\*
- Clinically tested for more luminous and radiant skin in 4 weeks\*
- Clinically tested for smoother skin in 8 weeks\*
- Clinically tested for smoother looking skin in 8 weeks\*
- Clinically tested more firm (firmer) skin in 8 weeks\*
- Clinically tested for improvement in redness in 4 weeks\*
  - \*\*Results from 12-week clinical study with 60 subjects and 1x/day use in Better Aging treatment mode.

Individual results may vary.

“At Shark Beauty, our drive for innovation starts with listening to our consumers and solving their everyday problems. We know that skin, much like hair, is a major source of confidence for people with top concerns being blemishes and fine lines and wrinkles. Shark CryoGlow combines cutting-edge iQLED technology with full-face coverage and a cooling undereye experience to make glowing skin achievable at home,\*” shared **Danielle Lessing, SVP Global Product Development Shark Beauty**. “As we enter the skincare category, we developed the proprietary iQLED Technology™ to harness state of the art Red, Blue and deep Infrared light, that will safely radiate onto the skin to see a reduction in fine lines and firmer, brighter and smoother skin. This paired with our InstaChill Technology offer a personalized, one-of-a-kind skincare solution – that drives results.”

Shark™ CryoGlow™ has been developed with Shark engineers, and a wide range of industry experts and dermatologists, to be an effective at-home skincare product that fits into your daily routine. For noticeable results from daily use in as little as eight weeks, Shark™ CryoGlow™ offers four modes that are easily accessible with a remote control to target multi-generational skincare needs from skin-brightening to anti-aging to under-eye tightening:

The 4 unique treatments developed with dermatologists and backed by clinical testing include:

- Under-Eye Revive Treatment (5-15 minutes): Cryo-Inspired tightening & soothing
  - Powered by InstaChill Cold technology
  - Helps soothe under-eyes, promoting a refreshed and rejuvenated appearance.
- Better Aging Treatment (6 minutes): Collagen-boosting Wrinkle Regimen
  - Improves fine lines and firms skin\*
    - \*Results from 12-week clinical study with 60 subjects and 1x/day use in Better Aging treatment mode. Individual results may vary.
- Skin Clearing Treatment (8 minutes): Chemical-free Acne Clearing
  - Reduces acne for a clearer, smoother complexion\*\*
    - \*\*Results from 12-week clinical study with 59 subjects and 1x/day use in Skin Clearing treatment mode. Individual results may vary.
- Skin Sustain Treatment (4 minutes): Glow Enhancement helps brighten and maintain glowing skin with daily use.

The Shark™ CryoGlow™ is now available in the U.S. via Sharkbeauty.com. Selected retailers launching in February 2025 and beyond. Suggested RRP: \$349.99

## 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 3,300 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](https://sharkninja.com)** and follow @SharkNinja.

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