



NEWS RELEASE

Shark Beauty™ Skyrockets to #1 Skincare Facial Devices Brand in the U.S.¹

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Shark™ CryoGlow™ fuels Shark Beauty’s rapid rise as the brand reshapes expectations in high-performance skincare technology

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced that Shark Beauty™ has been named the #1 Skincare Facial Devices Brand in the U.S.¹ marking a major milestone less than a year after the brand entered the category. Shark Beauty’s rapid rise in skincare is fueled in part by the success of Shark™ CryoGlow™, now recognized as the #1 Skincare Facial Device in the U.S.¹, underscoring its breakout performance and fast-growing consumer demand. CryoGlow™ is the only med-spa-inspired mask combining LED and under-eye cryo technology in the US, delivering full-face coverage with high-powered red and blue LED and infrared technology.

Shark Beauty™ Skyrockets to #1 Skincare Facial Devices Brand in the U.S. and Shark™ CryoGlow™ is now recognized as the #1 Skincare Facial Device in the U.S.

Following CryoGlow’s success, Shark Beauty™ expanded its award-winning lineup this fall

with the launch of the Shark™ FacialPro™ Glow, a pro-level, 2-in-1 weekly facial system that clears buildup, infuses hydration, and delivers instant hot-and-cold contrast therapy for a radiant, glass-skin glow—further solidifying the brand’s momentum in high-performance skincare.

“At Shark Beauty™, innovation starts with a deep understanding of our consumers and the challenges they face,” says Chief Marketing Officer Kleona Mack. “These industry-leading recognitions within the skincare category in just 11 months —and the breakout success of CryoGlow™ and FacialPro™ Glow—validates our commitment to delivering high-performance products that provide real, visible results.”



Shark Beauty™ CryoGlow™

Developed in partnership with board-certified dermatologists, FDA-cleared, and backed by clinical testing, **Shark™ CryoGlow™** delivers an at-home skincare experience with results starting with the touch of a button. It features clinically tested iQLED Technology™, providing dermatologist-optimized red, blue, and deep infrared light to deliver 5x more energy to minimize fine lines† and 5x more energy to reduce acne††, with precise tri-wick LED sequencing for even, seamless coverage. InstaChill Technology™ complements the treatment with three temperature-controlled cooling levels that visibly tighten and soothe the under-eye area.

The device features four intuitive treatment modes—all remote-controlled—to address multi-generational skincare needs, including:

- [Under-Eye Revive Treatment](#) (5-15 minutes): Cryo-inspired tightening and soothing that is powered by InstaChill cold technology, helping to soothe under-eyes, promoting a refreshed and rejuvenated appearance
- [Better Aging Treatment](#) (6 minutes): Collagen-boosting wrinkle regimen which improves fine lines and firms skin in eight weeks *
- [Skin Clearing Treatment](#) (8 minutes): Chemical-free acne clearing, which reduces acne for a clearer, smoother complexion in four weeks **
- [Skin Sustain Treatment](#) (4 minutes): Glow enhancement that helps brighten and maintain glowing skin with daily use

Shark™ Facial Pro™ Glow

The **Shark™ Facial Pro™ Glow** is clinically tested for clearer pores and cleaner skin in just one use. 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.

The Shark™ CryoGlow™ and Shark™ Facial Pro™ Glow are available in the U.S. via **Sharkbeauty.com**.

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 and follow @SharkNinja.

1. Source: Circana, LLC, Retail Tracking Service, Skincare Facial Devices/Tools, Dollar Sales, Jan – Aug 2025
* Pain relief in 75% of users compared with 100 subjects and 1x/day use in Better Aging treatment mode. Individual results may vary.
** Results from 12-week clinical study with 99 subjects and 1x/day use in Skin Clearing

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Source: SharkNinja