



NEWS RELEASE

SharkNinja Introduces Shark® SilkiPro™ Straight

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The Only Wet-to-Dry Straightener with RapidDry Technology and Integrated Combs

Delivering a Smoother, Silkier Finish on All Hair Types in Half the Time

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced the launch of Shark® SilkiPro™ Straight.

SharkNinja Introduces Shark® SilkiPro™ Straight

For years, straightening has been synonymous with

excessive heat, damage, lengthy routines, and a constant compromise to hair health, often requiring multiple tools to dry hair and deliver a polished finish. Today's consumers want a better way to achieve sleek, silky styles without the trade-off. Shark® SilkiPro™ Straight redefines the straightening experience delivering high-performance wet or dry styling with pro-level results. Powered by Intelligent Ceramic Heat and RapidDry Technology, and uniquely designed with interchangeable combs, it smooths while you dry, and shines while you straighten, all with just one tool, for a silky, smooth finish in half the time*.

"For too long, traditional hair straightening tools have forced people, especially those with curly, coily, and textured hair, to choose between results, time, and hair health," said Julie Bailey Blanche, VP of Marketing, Haircare + Skincare at Shark®. "Shark® SilkiPro™ Straight was designed to break that cycle, making it easier to achieve silky results, no matter your hair type or texture, all with just one tool."

Effortless Silk for All Hair Types

SilkiPro™ Straight is the brand's first free-standing air straightener, engineered to deliver silkier, long-lasting styles

across all hair types and textures. Developed within Shark Beauty's For All Hair Kind™ platform, introduced in 2021 to ensure inclusive design and testing, each product is evaluated against a rigorous scorecard requiring consistent, 5-star results across hair types before launch.

Informed by these insights, SilkiPro™ Straight features the Silki Smooth Comb Collection, three interchangeable combs designed to reach every strand from root to tip, increasing tension, and allowing for greater control while drying and straightening in one single motion. Intentionally designed to replicate the professional stylist “chase method,” the integrated combs replicate stylists’ techniques to guide hair through the straightening process, making expert, salon-quality results effortless and consistent.

- Wide-Tooth Comb: Use to rough dry roots, and for stretching thick, long, textured, curly or coily hair
- Gentle Comb: Use for a natural, straight style with body and movement
- Precision Comb: Use for more tension and control for a sleeker, ultra-straight finish

Wet to Silky, Without Heat Damage

Shark® SilkiPro™ Straight is the only air straightener powered by HeatSense Ceramic Plates, featuring an integrated heat sensor that measures temperature 1,000 times per second and automatically adjusts heat levels to help prevent heat damage.

Long-Lasting, Salon-Quality Results

Engineered with RapidDry Technology with high-velocity airflow, styling routines are cut in half†. Wet-to-straight styling is achieved all in one tool, helping users achieve smooth, shiny, results in less time. In addition to sleek straight styles, the tool allows users to curl, shape, and wave, delivering versatile end styles with up to 24-hour looks.

Shark® SilkiPro™ Straight is available now for \$249.99 on sharkninja.com and Amazon.

*vs. traditional styling routines

† vs. air-drying

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 4,000 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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