



**BLAST MAX PORTABLE BLENDER**  
**BC251SM Series | Owner's Guide**

**IMPORTANT SAFETY INSTRUCTIONS**

**PLEASE READ ALL INSTRUCTIONS BEFORE USE • FOR HOUSEHOLD USE ONLY**

	<b>Read and review instructions for operation and use.</b>
	<b>Indicates the presence of a hazard that can cause personal injury, death or substantial property damage if the warning included with this symbol is ignored.</b>
	<b>For household use only.</b>
	<b>Indicates location to attach cable for charging unit.</b>
	<b>Do not immerse in any liquid.</b>
	<b>Use only with supply unit that the type reference is input 100-240V~, 50/60Hz, 0.5A, Output: 13.3V<math>\pm</math>, 0.75A</b>
<b>When using electrical appliances, basic safety precautions should always be followed, including the following:</b>	

**⚠WARNING:** To reduce the risk of injury, fire, electrical shock or property damage, basic safety precautions must always be followed, including the following numbered warnings and subsequent instructions. Do not use appliance for other than intended use.

- 1 Read all instructions prior to using the appliance and its accessories.
- 2 Use only a power supply with an extra low voltage corresponding to the marking on the bottom of the motor base.
- 3 **ALWAYS** exercise care when cleaning the CrushBlade Assembly inside the vessel. The blades are sharp, handle carefully. Failure to use care when handling the CrushBlade Assembly will result in a risk of laceration.
- 4 Take your time and exercise care during unpacking and appliance setup. This appliance contains sharp blades that can cause injury if mishandled.
- 5 Take inventory of all contents to ensure you have all parts needed to properly and safely operate your appliance.
- 6 Before use, wash all parts that may contact food. Follow washing instructions covered in this Owner's Guide.
- 7 **DO NOT** blend hot, effervescent, or carbonated liquids, as doing so may cause pressure buildup, resulting in risk of burns or other injuries to the user.
- 8 **DO NOT** fill the blending vessel past the **MAX FILL** line.
- 9 Blades are sharp. Handle carefully.
- 10 Keep hands, hair, and clothing out of the vessel when loading and operating. **DO NOT put your hands inside the vessel or anywhere near the CrushBlade Assembly. Blades can still activate when the sip lid is removed.**
- 11 Remove utensils prior to processing. Failure to remove may cause the blending vessel to be damaged or to shatter, which may cause personal injury.
- 12 To protect against the risk of fire from battery damage, **DO NOT** submerge the motor base in any form of liquid or ice.
- 13 **DO NOT** store outdoors or allow the motor base to come into contact with any liquid.
- 14 **DO NOT** allow children to operate this appliance or use as a toy. Close supervision is necessary when any appliance is used near children.
- 15 This appliance is **NOT** intended to be used by people with reduced physical, sensory, or mental capabilities, or lack of experience and knowledge, unless they have been given supervision or instruction concerning use of the appliance by a person responsible for their safety.

# IMPORTANT SAFETY INSTRUCTIONS

PLEASE READ ALL INSTRUCTIONS BEFORE USE • FOR HOUSEHOLD USE ONLY

- 16 Before each use, inspect CrushBlade Assembly for damage. If a blade is bent or damage is suspected, contact SharkNinja to arrange for replacement.
- 17 **DO NOT** attempt to sharpen blades.
- 18 **DO NOT** allow any part of the unit to contact hot surfaces, including stoves and other heating appliances.
- 19 **ALWAYS** use the appliance on a dry and level surface.
- 20 Keep hands, hair, and clothing out of the vessel when loading and operating.
- 21 **ONLY** use attachments and accessories that are provided with the product or are recommended by SharkNinja. The use of attachments, including canning jars, not recommended or sold by SharkNinja may cause fire, electric shock, or injury.
- 22 During operation and handling of the appliance, avoid contact with moving parts.
- 23 **DO NOT** operate the appliance with an empty container.
- 24 **DO NOT** microwave any containers or accessories provided with the appliance.
- 25 **DO NOT** perform grinding operations.
- 26 **DO NOT** attempt to defeat the interlock mechanism. Ensure the vessel and sip lid are properly installed before operation.
- 27 **DO NOT** expose the containers and accessories to extreme temperature changes. They may experience damage.
- 28 **NEVER** leave the appliance unattended while in use.
- 29 If you find unmixed ingredients sticking to the sides of the cup, turn off the appliance using the Power Button, and use a scraper to dislodge ingredients.
- 30 **DO NOT** attempt to remove the vessel and/or sip lid from the motor base while the CrushBlade Assembly is still spinning. Allow the appliance to come to a complete stop before removing lid and/or vessel.
- 31 **DO NOT** store ingredients for extended amounts of time before or after blending them. Some foods may contain active ingredients or release gases that will expand if left in a sealed container, resulting in excessive pressure buildup that can pose a risk of injury.
- 32 If the appliance overheats, a thermal switch will activate and temporarily disable the motor. To reset, turn **OFF** the Ninja Blast Max Portable Blender using the Power Button and allow it to cool for at least 60 minutes before using again.
- 33 **DO NOT** process dry ingredients without adding liquid to the blending vessel. Unit is not intended for dry blending.
- 34 Operate **ONLY** with the sip lid on.
- 35 **DO NOT** refrigerate or freeze the blender motor base.
- 36 **DO NOT** use an extension cord. Plug charger directly into an electric outlet.
- 37 Use only with the charger provided with the appliance. Do not attempt to use this charger with any other product. Likewise, do not attempt to charge this appliance with any other charger.

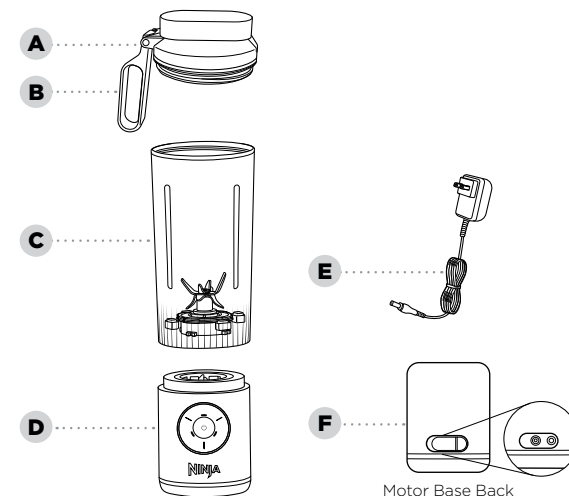
## BATTERY USE

- 1 The battery is the power source for the Ninja Blast Max Portable Blender. Carefully read and follow all charging instructions.
- 2 **DO NOT** incinerate this appliance even if it is severely damaged. The lithium-ion batteries can explode in a fire. Always properly recycle products powered by lithium-ion batteries.
- 3 Since there is no power cord, prevent accidental blade activation by ensuring the blender is turned **OFF** when not in use, while cleaning, or when drinking from the sip lid.
- 4 Keep the battery away from all metal objects such as paper clips, coins, keys, nails, or screws. Shorting the battery terminals together increases the risk of fire or burns.
- 5 Under abusive conditions, liquid may be ejected from the battery. Avoid contact with this liquid, as it may cause irritation or burns. If contact occurs, flush with water. If liquid contacts eyes, seek medical help.
- 6 This unit contains batteries that are only replaceable by skilled persons.
- 7 This unit contains batteries that are non-replaceable and moving parts that potentially present risk to the user.

## SAVE THESE INSTRUCTIONS

## PARTS

- A Sip Lid
- B Carry Handle
- C Blending Vessel with built-in CrushBlade Assembly
- D Motor Base
- E Charging Cord
- F Charging Port



\*Blending vessel size and quantity, accessories, and color vary by model.

## CHARGING ⚡

Charge the unit before first use with the provided charging cord. Charging port is located at the back of the motor base.

When charging, the  $\odot$  LED will flash GREEN. When charge reaches 100%, the power icon LED will remain solid GREEN. A full charge may take up to 3 hours.

Refer to the LED section for additional information on charging states.

## BEFORE FIRST USE

**IMPORTANT:** Review all warnings at the beginning of this Owner's Guide before proceeding.

**NOTE:**

- All attachments are BPA free. All attachments **EXCEPT** the motor base are top-rack dishwasher safe. **DO NOT** use a heated dry cycle. Ensure the vessel is removed from the motor base before placing the vessel in the dishwasher. Exercise care when handling CrushBlade Assembly.
- Thoroughly rinse and air-dry all appropriate parts.

Remove all packaging materials from the unit. Exercise care when unpacking CrushBlade Assembly, as the blades are sharp.

To clean the vessel and lid, remove the vessel from the motor base, remove the lid, and add warm water up to the MIN LIQUID line. Next, add a small drop of liquid dish soap. Securely attach the lid to the vessel, attach the vessel to the motor base, and blend. After the blend has completed, remove the vessel from the motor base and empty the contents into a sink. Rinse the vessel and lid with warm water then let air-dry.

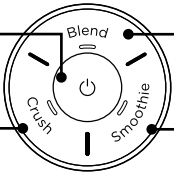
**DO NOT** submerge the motor base in water when cleaning.  
Exercise care when handling CrushBlade Assembly, as the blades are sharp.

## USING THE CONTROL PANEL

**PROGRAMS:**






**POWER BUTTON**  
Power unit **ON** and **OFF**. Battery icon LEDs display battery status.


**CRUSH**  
Auto-iQ™ program for ice crushing power for frozen drinks.



**BLEND**  
30-second manual blend mode for protein shakes.




**SMOOTHIE**  
Auto-iQ program for fresh and frozen fruit smoothies.

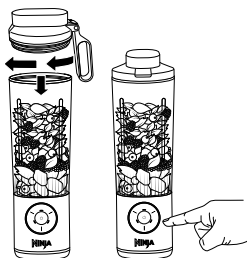
LED Shows	BATTERY Status
All programs solid WHITE	Ready to blend—  displays battery life color.
 solid GREEN	Fully charged.
 flashing GREEN	Charging state.
 solid RED	Low battery—charge unit.
 flashing RED	No battery—requires charge.

LED Shows	TROUBLESHOOTING	Solutions
All Programs Flashing WHITE	Vessel Improperly Installed	Re-install the vessel on the motor base, twisting clockwise until the vessel clicks into place.
Selected Blend Program Flashing PURPLE	Blades Blocked	Ingredients are stuck in blades or agitation is needed. Add more liquid or remove the vessel from the motor base and shake the blockage free before reinstalling the vessel and blending again.
Programs Solid Orange	Motor Base Overheating	Let the motor base sit at room temperature to cool down for at least 60 minutes before blending again. Motor base will not charge when overheated.
Power LED Flashing RED & GREEN	Incorrect Charger	Unplug and find provided 13.3V  , 0.75A charging cable.
All LEDs Flashing RED	Motor Error	Email Customer Service <b>SG</b> customerservice.sg@sharkninja-apac.com   <b>MY</b> customerservice.my@sharkninja-apac.com.

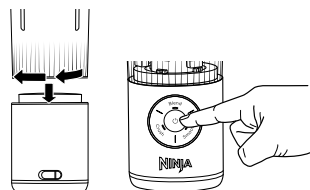
## USING THE BLENDING VESSEL


**IMPORTANT:** Review all warnings at the beginning of this Owner's Guide before proceeding.

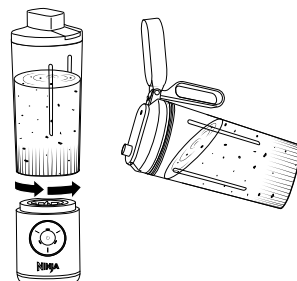
- 1 Install the vessel onto the motor base, rotating clockwise until it clicks into place.
- 2 Turn unit **ON** by pressing the  button until all program LEDs illuminate solid **WHITE** and the  illuminates, displaying the remaining battery life color. Ensure the unit is fully charged ( is solid **GREEN**) before loading the vessel.



- 3 Remove lid from vessel and add ingredients, starting with liquids then solid ingredients. If using ice, always add last. **DO NOT** fill ingredients past the **MAX FILL** line. Secure lid onto the vessel, twisting clockwise to tighten.
- 4 For a 30-second blend, press the BLEND button. For ingredients including fresh or frozen fruit, press SMOOTHIE, and for frozen drinks with just ice and liquid, press CRUSH. If needed, shake blender between blends to move ingredients.



- 5 When blending is complete, remove the vessel from the motor base by rotating the vessel counterclockwise and lifting up. **DO NOT** remove the vessel before the blade has stopped moving.
- 6 Open the sip lid to sip.
- 7 Power **OFF** the unit by pressing the  button. If you want to drink with the motor base attached, turn the motor base **OFF** before drinking.
- 8 Refer to the Care & Maintenance section for cleaning and storage instructions.



## CARE & MAINTENANCE

### CLEANING

Blades can still operate when the lid is removed. Always remove the vessel from the motor base before cleaning the vessel.

#### Quick Clean

Remove vessel from motor base and remove lid from vessel. Add warm water to the 6 oz. line then add 1 small drop of dish soap. Secure the lid onto the vessel, attach the vessel onto the motor base, and press BLEND. Let blend for a few seconds, then press the BLEND button again to stop the program. Remove vessel from motor base, empty contents, and rinse vessel and lid with warm water.

#### Hand-Washing

Remove the vessel from the motor base and wash the lid and vessel with warm soapy water. Use a dishwashing utensil to clean the CrushBlade Assembly inside the vessel. Exercise care when cleaning the CrushBlade™ Assembly as the blades are sharp. Empty contents and rinse vessel and lid with warm water. **DO NOT** expose the motor base to water or other liquids. Let all parts air-dry.

#### Motor Base

Motor base is **NOT** dishwasher safe and **CANNOT** be exposed to or submerged in water or other liquid. If needed, wipe motor base with a damp cloth.

### DEEPER CLEAN

#### Dishwasher

Vessel and sip lid are top-rack dishwasher safe. **DO NOT** use a heated dry cycle. Ensure the vessel and sip lid are removed from the motor base before placing them in the dishwasher.

### STORING

Store the unit upright in a cool, dry environment.

**DO NOT** store blended or unblended ingredients in the vessel with the CrushBlade Assembly for prolonged periods of time.

**DO NOT** stack items on top of the vessel. Store any remaining attachments alongside the unit or in a cabinet where they will not be damaged or create a hazard.

If your unit needs servicing, email customer service at **SG** [customerservice.sg@sharkninja-apac.com](mailto:customerservice.sg@sharkninja-apac.com) | **MY** [customerservice.my@sharkninja-apac.com](mailto:customerservice.my@sharkninja-apac.com) So we may better assist you, please register your product online at <https://sharkninja.sg/apps/product-registration> or <https://sharkninja.my/apps/product-registration>.

## PRODUCT REGISTRATION

Please visit <https://sharkninja.sg/apps/product-registration> or <https://sharkninja.my/apps/product-registration> to register your new Ninja™ product within ten (10) days of purchase. You will be asked to provide the store name, date of purchase, and model number along with your name and address.

The registration will enable us to contact you in the unlikely event of a product safety notification. By registering, you acknowledge you have read and understood the instructions for use and warnings set forth in the accompanying instructions.

## ORDERING REPLACEMENT PARTS

To order additional parts and attachments, contact **SG** [customerservice.sg@sharkninja-apac.com](mailto:customerservice.sg@sharkninja-apac.com) or **MY** [customerservice.my@sharkninja-apac.com](mailto:customerservice.my@sharkninja-apac.com).

# TROUBLESHOOTING GUIDE

**⚠ WARNING:** To reduce the risk of shock and unintended operation, turn OFF unit before troubleshooting.

**Ensure the unit is not charging when troubleshooting. Ensure the unit is fully charged and vessel is properly aligned.**

**Control panel doesn't turn off.**

- Press the  button to turn the unit **ON** and **OFF**.


**Doesn't mix well; ingredients get stuck.**

- When filling the vessel, start with liquid then fresh fruit or veggies, followed by leafy greens or herbs. Then add seeds, powders, or nut butters. Finish with ice or frozen ingredients.
- If ingredients are routinely getting stuck, adding some liquid will usually help. You can also shake the blender while blending or turn the blender upside down, start a blend cycle, and turn it right side up to move ingredients while blending.

**Sip lid is hard to assemble onto the vessel.**

- Set the assembled motor base and vessel on a level surface. Place the sip lid on top of the vessel and align the threads so the sip lid sits flat. Turn clockwise until you have a tight seal.

**Vessel is hard to assemble onto the motor base.**

- Set the motor base on a level surface. Place the vessel on top of the motor base and align the threads so the vessel sits flat. Turn clockwise until the vessel clicks into place. When the vessel is properly installed, the program LEDs on the control panel will be white and the  button will display the current battery level.

## ONE (1) YEAR LIMITED REPLACEMENT WARRANTY

The warranty commences on the date of purchase and expires at the end of the 1 year period. In the unlikely event of a defect due to faulty materials or workmanship within the guarantee period we will replace the defective/faulty part with a new product, free of charge, or if the unit is deemed defective/faulty we replace the unit with an equivalent or upgraded model, at our discretion.

For warranty claims, you will need to submit a proof of purchase in the form of a valid receipt that displays date and place of purchase.

Replacement items will be covered by the limited warranty for the balance of the warranty period from the date of the original purchase. Please note:

**Your warranty is subject to the following conditions:**

- **DO NOT** operate the appliance with a damaged plug or cord, or if the unit has been dropped, damaged or dropped in water.
- To avoid the risk of electric shock, do not disassemble or attempt to repair the appliance on your own. If the supply cord is damaged, it must be replaced by a qualified electrician to avoid a hazard. Incorrect re-assembly or repair can cause a risk of electric shock or injury to persons when the appliance is used.
- The item has not been misused, abused, neglected, altered, modified or repaired by anyone.
- The item has been subjected to fair wear and tear.
- The item has not been used for trade, professional or hire purposes.
- The item has not sustained damage through foreign objects, substances or accident
- Accidental damage
- Damage as a result of use not in accordance with the rating plate
- Use of parts and accessories that are not genuine Ninja components

**Customer costs within warranty**

- The customer is responsible for any inwards freight charge to return a product for warranty if requested, and outward freight charge for warranty parts and or replacement unit.

**Who is covered?**

- This warranty applies only to the original purchaser, who bought the product from an authorised retailer and may not be transferred. Proof of purchase is required.

**What is not covered?**

- Accessories supplied with the item.
- Components that are subject to natural wear and tear caused by normal use in accordance with operating instructions.
- Unauthorised/improper maintenance/handling or overload is excluded from this warranty.

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REGISTER YOUR PURCHASE



**SG** <https://sharkninja.sg/apps/product-registration>

**MY** <https://sharkninja.my/apps/product-registration>



**SG** Ninja Kitchen's Chefs  
**MY** Ninja Kitchen's Chefs (Malaysia)



**SG** @ninjakitchensg  
**MY** @ninjakitchenmy



**SG** @ninjakitchensg  
**MY** @ninjakitchenmy

RECORD THIS INFORMATION

Model Number: \_\_\_\_\_

Serial Number: \_\_\_\_\_

Date of Purchase: \_\_\_\_\_  
(Keep receipt)

Store of Purchase: \_\_\_\_\_

TECHNICAL SPECIFICATIONS

Voltage: 13.3V<sup>===</sup>, 0.75A

**SharkNinja Singapore Pte. Ltd**  
**United Square Office Tower**  
**101 Thomson Road, #27-01 to 03, Singapore 307591**  
**SG [customerservice.sg@sharkninja-apac.com](mailto:customerservice.sg@sharkninja-apac.com)**

**23-8, Menara Permata Damansara, No. 685 Jalan Damansara 60000**  
**Kuala Lumpur Wilayah Persekutuan, Malaysia**  
**[customerservice.my@sharkninja-apac.com](mailto:customerservice.my@sharkninja-apac.com)**

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See [sharkninja.com/patents](https://sharkninja.com/patents) for more information.

