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AT-HOME BEAUTY DEVICES DRIVE INDUSTRY EXCITEMENT

TRIA Hair Removal Laser Finds Success as a Value Alternative

November 22, 2008 – Pleasanton, CA – The most dynamic trend for the beauty industry in 2008 has been the emergence of at-home or do-it-yourself (DIY) tools – especially those that offer benefits previously only available at a doctor’s office. Although many devices concentrate on skincare solutions, a big success story has been the popularity of the at-home hair removal laser.

Historically one of the top cosmetic procedures for women, laser hair removal involves a series of treatments at a doctor’s office or spa over months. As many cosmetic dermatologists are seeing decreased patient traffic in a tough economy, consumers are looking for alternatives. TRIA Beauty (www.triabeauty.com), the manufacturer of the first and only FDA-cleared laser for at-home hair removal, has noted a recent spike in sales that suggests more consumers are embracing the benefits of taking laser hair removal into their own hands.

“Sales of the TRIA Laser Hair Removal System have jumped +70 percent this past quarter as more consumers see the value of finally being able to treat unwanted hair at-home,” said Kevin Appelbaum, CEO of TRIA Beauty. “The advent of true in-home laser technology offers a cost-efficient way to achieve long-term hair removal at a fraction of the cost of professional treatments.”

The TRIA Laser Hair Removal System was developed by the same team of scientists that invented the professional technology back in 1993. And, it uses that same laser technology as those professional devices, which are still considered the gold-standard among dermatologists and plastic surgeons. Unlike low-powered hair removal devices that use flashlamp or broad-spectrum light to temporarily slow the re-growth of hair, TRIA is a true laser, harnessing sophisticated technology to remove hair *and* prevent it from growing back long term.

“Certainly, some consumers will prefer seeing a physician for laser hair removal,” said Appelbaum. “However, for many more consumers, TRIA Beauty offers an attractive alternative at a fraction of the cost. With full body procedures costing as much as \$5,000, TRIA can provide the same benefits for \$995.”

A recent increase in sales and consumer interest suggests consumers agree. Consumer interest in the TRIA laser is certainly high. Visits to the TRIA website increased over 200 percent over the past three months. The company plans significant expansion in new retail outlets next year and will add to their at-home device portfolio.

The TRIA Laser hair Removal System is currently sold in the US for \$995 exclusively at Bergdorf Goodman, Studio at Fred Segal, Bliss catalogs & spas, select physicians and at www.triabeauty.com.

[About TRIA Beauty](#)

TRIA Beauty, formerly known as SpectraGenics, is a leader in light-based therapeutic beauty systems that incorporate clinically-proven aesthetic technologies for at-home personal care regimens. In 1993 Robert Grove, Ph.D., and a team of American dermatologists and engineers developed the first diode laser for hair removal utilized by physicians in their medical practices. In 2003, these individuals assembled an internationally renowned team of experts in the field of aesthetic lasers to begin the development of its flagship TRIA device and future innovations in science-driven consumer beauty products.