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**TRIA BEAUTY ANNOUNCES NEW AND IMPROVED
TRIA LASER HAIR REMOVAL SYSTEM
Two Times Faster, At a Lower Cost**

February 24, 2009 — Pleasanton, CA — TRIA Beauty today announced the launch of a new TRIA Laser Hair Removal System that is faster and at a lower retail price than the original model launched last year. TRIA Laser Hair Removal System is the first and only hand-held laser for at-home hair removal cleared by the FDA and available for sale directly to consumers in the US. The new TRIA Laser represents the first next-generation advancement in the emerging at-home industry.

The new TRIA Laser Hair Removal System features proprietary software technology that results in shorter treatment sessions – twice as fast as the original device – for virtually hair-free results after once-a month treatments over six months. The new TRIA Laser is priced at \$795, a 20% reduction and \$200 savings versus the original device.

“TRIA Beauty is forging a completely new category in beauty, bringing a professional, highly effective solution to the common issue of unwanted hair,” said Kevin Appelbaum, CEO of TRIA Beauty. “Hair removal is a consumer need that has not seen any meaningful innovation in decades, and we are committed to bringing best-in-class technology that will finally offer consumers a solution they can use in the privacy of their home. Perhaps most importantly, now consumers have an easy way to achieve lasting hair reduction, so that they’ll never have to think about or deal with unwanted hair again.”

TRIA Laser Hair Removal System combines the convenience of at-home hair removal with the therapeutic benefits of long-lasting laser hair removal, ultimately eliminating common chores like shaving and waxing. TRIA Laser Hair Removal System was developed by the same team of scientists that invented the professional technology in 1993. It uses that same laser technology and provides the same results as those professional devices, which are still considered the gold-standard among dermatologists and plastic surgeons.

“TRIA Laser brings hair removal into the 21st century, giving women and men the freedom from metal blades and hot wax,” said Appelbaum. “Over time, TRIA Beauty will bring the same passion and technology to create new paradigms in treatment of acne and skin rejuvenation.

The new TRIA Laser Hair Removal System is available in the U.S. on QVC and at Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas, select physician offices 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.

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