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**TRIA LASER HAIR REMOVAL SYSTEM DEBUTS ON “*THE Doctors*”
TRIA Laser Hair Removal System Called a “Medical Must Have”**

May 11, 2009 – Pleasanton, CA – TRIA Beauty, the leader in at-home aesthetic devices, was featured in the May 8th episode of “*THE Doctors*”, the popular national daytime show that offers viewers a source of reliable and fascinating medical and health advice, dispensed by a distinguished panel of "on-call" professionals.

TRIA Laser Hair Removal System was included in a segment that showcased the latest “medical must haves” and was hailed as a “hair removal breakthrough” by Dr. Travis Stork.

“This is a new and really great item. Laser hair removal has become a big thing, but it’s expensive in the doctor’s office,” says Dr. Drew Ordon. “[With TRIA Laser] you can now do this safely and comfortably with no pain at home. [It delivers] a sleek look to get you ready for summer.”

“TRIA Beauty is passionate about developing best-in-class beauty care solutions for at-home use,” says Kevin Appelbaum, CEO of TRIA Beauty. “TRIA Laser delivers visible, therapeutic-levels of benefit previously available only in medical or aesthetic offices. Being part of such an acclaimed national show will give us tremendous visibility to beauty-savvy consumers nationwide.”

The TRIA Laser Hair Removal System was developed by the same team of scientists that invented the professional technology in 1993. The TRIA system uses that same laser technology as these professional devices, and it delivers the same long-lasting results. Now consumers have a convenient in-home alternative to in-office laser hair removal, at a fraction of the cost of professional procedures.

TRIA Laser is currently sold at Nordstrom, Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas, select physician offices, on QVC and QVC.com, 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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