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THE BEST IN AT-HOME BEAUTY NOW EVEN MORE AFFORDABLE
TRIA Beauty's TRIA Laser Hair Removal System Now Available at a Lower Price Point

June 9, 2010 — Dublin, CA — TRIA Beauty, the leader in light-based therapeutic beauty devices, today announced a reduction in price for its celebrated TRIA Laser Hair Removal System.

The reduced price allows consumers to enjoy the same results as professional laser hair removal for a fraction of the cost. The new price point, \$495, represents a \$100 cost savings and is reflective of TRIA Beauty's success and expansion.

“As a category leader, TRIA Beauty is committed to providing the best products at the best price possible,” said Kevin Appelbaum, CEO of TRIA Beauty. “As global growth has driven costs down, we are able to pass the savings to the consumer to expand access to our products.”

A pioneer in at-home hair removal, the TRIA Laser initially launched in the US in May 2008, and an upgraded version became available in 2009. The new price point for the TRIA Laser Hair Removal System represents a 50% savings from the price of the original device at launch (\$995). The TRIA Laser is the first and only FDA-cleared hair removal system that's been clinically proven to deliver permanent results at-home. The TRIA Laser is also the only at-home hair removal device on the market that utilizes a diode laser, the same technology used in professional laser hair removal systems and still considered the gold-standard treatment.

TRIA Beauty added to its product portfolio in April 2010 with the launch of the TRIA Skin Clarifying System, a breakthrough in at-home acne therapy. Featuring an innovative FDA-cleared Clarifying Blue Light, TRIA is the first and only acne system to provide the same blue light therapy and guarantee the same great results that dermatologists have offered exclusively in their offices since 2002. The TRIA Skin Clarifying System Be Clear Starter Kit includes the TRIA Clarifying Blue Light, Clarifying Foam Cleanser and Rebuilding Complex for a complete 60-day treatment system for only \$295 which is less than the cost of a single blue light treatment in a dermatologist's office. Used for just minutes, twice a day, the TRIA Skin Clarifying System not only clears and prevents acne breakouts, but also improves the skin's overall health for a smoother more refined texture and brighter, more radiant complexion.

“We're pleased to be able to offer our clinically proven systems at an unprecedented value,” said Beth Gumm, SVP of Marketing at TRIA Beauty. “Now, more consumers will be able to experience real results at home with technologies that were previously available only in a doctor's office.”

The TRIA Laser Hair Removal System (\$495) and the TRIA Skin Clarifying System (\$295) are available now on TRIABeauty.com and at Nordstrom, and will be available later this month at Bloomingdale's, Neiman Marcus and Bergdorf Goodman.

About TRIA Beauty

TRIA Beauty brings home the very best in light-based skincare products. In 2008, TRIA Beauty revolutionized the hair removal industry with the first and only FDA-cleared laser hair removal system available for permanent results at home, the TRIA Laser Hair Removal System. Offering FDA-cleared, clinically proven and easy to use products, TRIA Beauty is committed to real results. At home. At last.