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Contact: Liz Mefford
Rpr Marketing Communications
212.317.1462
Liz.mefford@rprmc.com

**TRIA BEAUTY ANNOUNCES THE LAUNCH OF THE
TRIA SKIN CLARIFYING SYSTEM**

**New At-Home System Clinically Proven To Be More Effective
Than Any Other Acne Treatment Available**

April 5, 2010 — Dublin, CA — TRIA Beauty, the leader in light-based therapeutic beauty devices, today announced the launch of the TRIA Skin Clarifying System, a proprietary at-home skincare system clinically proven to clear breakouts faster and prevent future breakouts better than any other acne treatment available in stores, online or from a doctor's office.

The TRIA Skin Clarifying System features an innovative FDA-cleared blue light device that delivers therapeutic levels of blue light, plus two advanced topical formulas designed to work as a complete system. The TRIA Skin Clarifying System has been clinically-proven to clear acne breakouts three times faster than any other leading acne treatment¹. 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.

"In keeping with TRIA Beauty's heritage, we harnessed the power of professional blue light treatments into an effective yet gentle system safe for at-home use," said Mike O'Neil, Ph.D. and TRIA Beauty Director of Technology Development. "Research shows that our system is superior to any other acne treatment available, without the harsh drying, irritation and premature aging side effects typical of most acne treatments. It's a completely new approach for clear skin, everyday."

According to TRIA Beauty's CEO Kevin Appelbaum, the TRIA Skin Clarifying System was designed to offer a simple, effective solution for adults who suffer from acne, as well as those who are frustrated by occasional or monthly breakouts. "Just as the TRIA Laser Hair Removal System helped redefine how consumers can get smooth, sleek skin through permanent hair removal, we expect the TRIA Skin Clarifying System to redefine how consumers achieve clear, calm, healthy skin everyday."

The TRIA Skin Clarifying System includes the Clarifying Foam Cleanser, Clarifying Blue Light and Rebuilding Complex. The Clarifying Foam Cleanser contains salicylic and glycolic acid to gently exfoliate, remove makeup and sunscreen and prepare the skin for the therapeutic effects of the blue light. The Clarifying Blue Light delivers soothing, professional levels of blue light deep into the skin to eliminate acne-causing bacteria.

The Rebuilding Complex is used after the blue light twice daily, infusing the skin with essential nutrients and potent antioxidants to activate new skin cell growth, prevent damage from premature aging, reduce inflammation and restore the skin's vitality.

About Blue Light

“Studies indicate that blue light treatments are well tolerated by all skin types and improve breakouts by eliminating the bacteria that cause acne,” said Dr. Anne Chapas, of Laser Skin Surgery Center of New York and Assistant Clinical Professor of Dermatology at New York University School of Medicine. “However, professional blue light treatments can be inconvenient and very costly as patients need to return to the office frequently in order to maintain the best results.”

According to Dr. Chapas, until now convenient, high dose, daily blue-light therapy has not been possible. “Blue light everyday will benefit all of my patients, especially those with mild or moderate acne.”

Blue light therapy is scientifically proven to eliminate acne-causing bacteria gently and effectively without harsh side effects. Using advanced engineering and rigorous clinical testing, TRIA Beauty developed a technology that delivers up to 10 times more blue light than other OTC blue light devices – and the same levels of blue light as professional systems used in dermatologists offices. The proprietary design allows the TRIA blue light to deliver an effective dose of blue light in short treatment times and to clear breakouts three times faster than all leading acne treatments.

In independent clinical studies, 70% of acne breakouts were cleared in just ten TRIA Clarifying Blue Light treatments. After four weeks of use, 100% of users said their skin looked healthier and more radiant, and 93% of participants noticed a smoother complexion and had less frequent and less severe breakouts.

To celebrate the launch of the TRIA Skin Clarifying System and give consumers a hands-on experience, TRIA Beauty is opening a temporary pop-up beauty boutique, the TRIA Beauty Blue Lounge in New York City from April 7th – 13th. For more information visit www.TRIAbauty.com.

The TRIA Skin Clarifying System is available now on TRIAbeauty.com, will launch this evening on QVC's PM Style show hosted by Lisa Robertson and will soon be available at Nordstrom, Bloomingdale's, Neiman Marcus and Bergdorf Goodman. The TRIA Skin Clarifying System Be Clear Starter Kit is priced at \$395.

¹ Based upon comparisons to published clearance rates and physician assessment of prevention.

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.*