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Tria Beauty Announces Publication of Clinical Studies that Demonstrate Dramatic Differences in the Effectiveness of At-Home Hair Removal Devices

Dublin, CA (July 10, 2013) – Tria Beauty, Inc. announced today the publication of a new, peer-reviewed clinical study that demonstrates dramatic differences in the efficacy of at-home hair removal devices, including the Tria Hair Removal Laser, the only FDA-cleared laser hair removal device available for home use, and the no!no! Hair device from Photomedex.

A recent clinical study led by laser-expert Dr. Brian Biesman, studied the effectiveness of a hot-wire device commercially marketed as the no!no! Hair for hair removal and was presented in April at the American Society for Laser Medicine and Surgery (ASLMS) Annual Conference and has now been published in the July 2013 issue of *Lasers in Surgery and Medicine*. A past president of the American Society for Laser Medicine and Surgery, Dr. Biesman focused on the effectiveness of the hot-wire device and demonstrated that it produces short-term surface hair removal comparable to shaving. Further, the hot-wire device did not induce long-term reduction in hair counts, slow or delay hair regrowth, alter the thickness or color of hairs that do regrow, or offer any long-term benefit relative to shaving. The study concludes: "it seems unlikely that, if 16 treatments produced no effect whatsoever, 24 or 48 or some other number would deliver the profound results claimed by the manufacturer."

Previously, a study conducted by dermatologist and past president of both the American Academy of Dermatology and the American Society for Laser Medicine and Surgery, Dr. Ronald G. Wheeland, demonstrated long-term significant reduction in hair regrowth with the Tria Hair Removal Laser. The study, titled "Permanent Hair Reduction with a Home-Use Diode Laser: Safety and Effectiveness 1 Year After Eight Treatments", was published in the September 2012 issue of *Lasers in Surgery and Medicine*. It showed statistically significant and substantial hair count reduction that generally increased with each monthly treatment and, most importantly, that hair count reduction remained stable 12 months after the last treatment. The study concludes that the Tria Hair Removal Laser is "safe and highly effective at permanently reducing unwanted hair." Among a significant proportion of subjects enrolled in the study, the hair reduction benefit was sufficient to likely eliminate or reduce the need for other forms of hair removal such as shaving or waxing.

"We are not aware of any other study of this kind that demonstrates long-term hair removal efficacy for any other product available to consumers for use at home. Dr. Wheeland's study is groundbreaking in the clinical substantiation it provides for Tria's Hair Removal Laser", said Kevin Appelbaum, CEO of Tria Beauty, Inc.

Both studies can be found in *Lasers in Surgery and Medicine*, available on the American Society for Laser Medicine and Surgery Society website (www.aslms.org).

About Tria Beauty, Inc.

Tria Beauty, Inc. creates laser and light-based skin care products that deliver professional results at home. The clinically proven Tria Hair Removal Laser is the first and only FDA-cleared hair removal system available for at-home use. It is also the only at-home hair removal device on the market that uses diode laser technology, the same leading technology used by thousands of physicians for delivering safe and effective hair removal in-office. The Tria Skin Perfecting Blue Light treats the bacteria in the skin that causes acne, and is clinically proven to rapidly clear acne breakouts and improve overall complexion. The Tria Skin Rejuvenating Laser treats multiple signs of a facial aging, is Health Canada licensed and CE marked for sale in Europe. Learn more about Tria Beauty's devices and other skin care products by visiting www.triabeauty.com.

About Laser Hair Removal

Nine out of ten dermatologists prefer laser technology for hair removal over other professional methods. Diode laser technology is a leading in-office laser technology, capable of effectively and safely delivering substantially greater levels of hair eliminating energy than other light-based solutions. The laser light is attracted to the dark pigment in the hair follicle, heating up the hair follicle and disabling it so hair cannot grow back. The other commonly used in-office treatment for hair removal is IPL, intense pulsed light. This treatment can produce permanent results some of the time but it produces a short, untargeted pulse of light, increasing skin heating and leading to a greater risk of thermal skin injury. For safety and efficacy, laser hair removal is the preferred method.