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2014 Beauty Breakthrough -- Age-Defying Laser brings professional, anti-aging treatments into the home for the first time

Tria Beauty launches the first at-home laser proven to treat multiple signs of facial aging

Dublin, CA (January 13, 2014) – Tria Beauty, Inc., the world leader in at-home laser skincare treatments, announced today the launch of its Age-Defying Laser in the United States. The Age-Defying Laser was recently cleared by the FDA for the treatment of multiple signs of facial aging and is appropriate for all skin types and tones.

This newest skincare laser from Tria is clinically proven to treat multiple signs of facial aging as well as comparable dermatologist treatments and delivers superior results compared to traditional at-home anti-aging regimens. In extensive clinical studies performed by leading physicians:

- 95% of study participants saw significant improvement in overall appearance
- 92% agree the Age-Defying Laser is more effective than creams and serums
- 85% reported more radiant, youthful looking skin
- 76% experienced significant reduction in fine lines and wrinkles

Beginning today, the Age-Defying Laser is available for sale at www.triabeauty.com for \$495 and comes with a free gift including, Age-Defying Priming Cleanser and Finishing Serum, which are specially formulated to prep skin for laser treatments and soothe and hydrate treated skin. The Age-Defying Laser will also be launching in February at Barneys, Bloomingdale's and Sephora stores across the country.

“This new product launch represents a key growth milestone for Tria - our entry into the anti-aging skincare category, the largest and fastest growing segment of prestige beauty. Continuing to launch transformative skincare products like the Age-Defying Laser and expanding distribution with key partners like Sephora will ensure Tria continues its year-over-year, double-digit growth and further cements our brand's leadership position in the skincare category” stated Nicole Landberg, VP/GM, Americas & Europe, Tria Beauty. “Through relentless product innovation and growing, multi-channel distribution, Tria is making the benefits of the most advanced dermatologist treatments available to consumers everywhere - at a fraction of the cost.”

The Age-Defying Laser utilizes a proprietary version of the same non-ablative fractional laser technology used in-office by dermatologists and plastic surgeons. With just a few minutes of daily treatment, the Age-Defying Laser delivers tens of thousands of microscopic laser beams that penetrate deep under the skin's surface to stimulate the body's natural collagen renewal process. The result is smooth, youthful looking skin, free of lines and wrinkles.

About Tria Beauty, Inc.

Tria Beauty uses light to transform skin care, liberating women from endless and ineffective beauty regimens. Tria's devices use the same technologies preferred by dermatologists for in-office treatments to deliver professional results in the privacy and comfort of home and at a fraction of the cost. Tria's portfolio of medical devices for home-use includes the popular [Hair Removal Laser 4X](#), newly introduced [Hair Removal Laser Precision](#), [Skin Perfecting Blue Light](#) used to clear acne blemishes and prevent future breakouts, and new [Age-Defying Laser](#) for treating multiple signs of facial aging. Learn more about Tria Beauty's devices and skin care products by visiting www.triabeauty.com.