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### **Tria Beauty, Inc. Announces New Retail Partnership with Barneys New York**

Dublin, CA (October 9, 2013) – Tria Beauty, Inc., a brand celebrated for its innovative technology and elegant design, announced today a new retail partnership with renowned luxury retailer, Barneys New York. Barneys New York will be the first U.S. retailer featuring Tria’s full portfolio of products in-store, including the popular Hair Removal Laser 4X, new Hair Removal Laser Precision, Skin Perfecting Blue Light for acne, and Tria’s proprietary topical skincare products designed to compliment light treatments. Tria was selected by the retailer to be one of the elite companies launching products, which will be available at the retailer’s redesigned beauty departments at the flagship New York City and Beverly Hills locations.

“Barneys New York beauty floor renovation was designed to serve as a backdrop for the products they view as being the best in the world,” stated Nicole Landberg, VP/GM, Americas & Europe. “Tria is honored to work with Barneys New York and looks forward to a partnership that drives innovation in prestige beauty.”

The Tria Laser 4X, the Tria Laser Precision and the Tria Blue Light use the same technology preferred by dermatologists for in-office treatments to deliver professional results in the privacy and comfort of home, at a fraction of the cost. Each have been proven effective through clinical studies and are FDA-cleared for home use. Tria will also be offering the following highly efficacious topicals to support these devices:

- The SmoothStart Calming Gel, which keeps skin cool and comfortable and helps speed treatment with the Tria Laser 4X and Tria Laser Precision.
- The Skin Perfecting Foam Cleanser, which exfoliates and unclogs pores while gently removing makeup, oil, and other impurities.
- The Skin Perfecting Serum, which reduces discoloration, calms inflammation and unclogs and minimizes the appearance of pores.

These products are also available for purchase on [www.triabeauty.com](http://www.triabeauty.com).

#### **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 Skin Rejuvenating Laser for treating multiple signs of facial aging. Learn more about Tria Beauty’s devices and other skin care products by visiting [www.triabeauty.com](http://www.triabeauty.com).