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Contact: Megan Driscoll
Behrman Communications
212.986.7000

Tria Beauty, Inc. Continues Market Leadership with Proven Efficacy and New Product Innovation

Laser smooth skin now possible for under \$300 with Hair Removal Laser Precision

Dublin, CA (October 10, 2013) – Tria Beauty, Inc. announced today the launch of its newest product, Hair Removal Laser Precision, the latest innovation in at-home laser hair removal from the market leader in light-based skin care. Designed specifically for the underarms, bikini line and other smaller, sensitive areas, the Hair Removal Laser Precision features the same FDA-cleared diode laser technology used in-office by dermatologists as well as a slim, ergonomic design.

“We are constantly striving to make the permanent benefits of professional laser hair removal affordable and accessible to consumers everywhere through technical innovation and elegant design. Hair Removal Laser Precision is the perfect synergy of beauty, functionality and ease of use,” stated Nicole Landberg, VP/GM, Americas & Europe. “By building on the success and technical superiority of the Hair Removal Laser 4X, the first and only FDA-cleared laser hair removal device available for at-home use, the Hair Removal Laser Precision has the opportunity to reach consumers who want to treat only smaller areas at a price point that is very accessible.” Company research indicates about 60% of consumers who are interested in laser hair removal are seeking to treat only smaller areas.

The Hair Removal Laser Precision is available starting today exclusively at triabeauty.com and in the New York and Los Angeles Barneys New York stores. The retail price is \$299.

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.

About Laser Hair Removal

Nine out of ten dermatologists prefer laser technology for achieving permanent hair removal over other technologies such as pulsed light or electrolysis. Diode laser technology is the preferred technology because it safely delivers substantially greater levels of hair eliminating energy than other light-based solutions. The laser light is attracted only to the dark pigment in the hair follicle, heating and disabling it so hair cannot grow back. The other commonly used in-office treatment for hair removal is IPL or intense pulsed light. This treatment can produce permanent results some of the time but lacks the energy necessary to deliver permanent results quickly and substantially reduce or eliminate the need for on-going shaving or waxing. For

superior safety and efficacy, laser hair removal is the preferred method.