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**Tria Beauty, Inc. and Sephora Announce New U.S. Retail Partnership**

*The influential global beauty retailer adds Tria Beauty products to stores and website*

Dublin, CA (March 13, 2013) –Tria Beauty, Inc. announced today a new partnership with global beauty retailer, Sephora. Sephora is previewing the newest innovation of the popular Tria Hair Removal Laser, its revolutionary Skin Perfecting Blue Light for acne and the company's state-of-the-art line of topical skincare products on Sephora.com. The Tria Hair Removal Laser 4X and SmoothStart Calming Gel will launch in select U.S. stores to follow this month. The Tria Beauty portfolio of at-home, light-based products being available at Sephora reinforces the retailer's reputation of bringing cutting edge beauty innovations to its consumers.

"Sephora is a tastemaker in the beauty industry and has a legacy of developing brands that become 'beauty must haves' for consumers. A partnership between our two companies is a natural fit, given Tria's proven track record in providing consumers with products that raise the bar in results, technology and design," stated Tim Bunch, Vice President and General Manager, Tria Beauty Inc. "We are excited to bring beautiful and healthy skin to consumers everywhere with Sephora."

The Tria Hair Removal Laser 4X and the Skin Perfecting Blue Light use the same technology preferred by professionals for in-office treatments to deliver professional results in the privacy and comfort of home, at a fraction of the cost. Both have been proven effective through dermatologist-led clinical studies and are FDA-cleared for at-home use. The SmoothStart Calming Gel, which keeps skin cool and comfortable and helps speed treatment with the Tria Laser 4X, as well as the Skin Perfecting Foam Cleanser, which exfoliates and unclogs pores while gently removing makeup, oil, and other impurities and the Skin Perfecting Serum, which reduces discoloration, calms inflammation and unclogs and minimizes the appearance of pores will be available at Sephora. These products can also be purchased on [www.triabeauty.com](http://www.triabeauty.com).

**About Tria Beauty, Inc.**

Tria Beauty, Inc. creates light-based skin care and at-home laser hair removal products that deliver professional results at home. The clinically proven Tria Hair Removal Laser 4X is the first and only FDA-cleared hair removal laser available for use at-home. The Tria Hair Removal Laser 4X is safe, effective and provides permanent results. The Tria Skin Perfecting Blue Light treatment is clinically proven to destroy acne-causing bacteria in the skin, rapidly clearing acne breakouts and improving overall complexion. The Tria Skin Rejuvenating Laser treats multiple signs of a facial aging and is Health Canada approved and CE marked for sale in Europe. Learn more about Tria's home laser hair removal system, blue light treatment for acne and other skin products by visiting [triabeauty.com](http://triabeauty.com).