



Introducing the Newest TRIA Hair Removal Laser

Next Generation Laser is Faster, Lighter and Easier to Use

DUBLIN, Calif., March 30, 2011 /PRNewswire/ -- There's a new beauty tool stepping into the limelight that is poised to make relics of razors, wax, depilatories and in-office treatments. TRIA Beauty, the pioneer of light-based skincare solutions and category leader for at-home hair removal, unveils its latest innovation: the next generation TRIA Hair Removal Laser.



(Photo: <http://photos.prnewswire.com/prnh/20110330/SF74074>)

Improving on its predecessor, the newest TRIA Laser is still the only FDA-cleared laser available for home use that delivers permanent results. This next generation model offers faster treatment, longer battery time, more coverage area per charge, a better user interface display, a slimmer handle, a more visible treatment tip and an integrated skin sensor.

"Since laser hair removal is the most popular aesthetic treatment for women under 35 and is second only to Botox for women 35 and older, we expect this new model to take the industry by storm," says Kevin Applebaum, CEO of TRIA Beauty. "Women are tired of settling for tiresome and continuous hair removal methods that provide results for only a few hours or days. With the new TRIA Laser, we've made it easier and more affordable for them to take matters into their own hands and get the permanent results they've always wanted at a fraction of the cost of professional alternatives."

The TRIA Hair Removal Laser is the only home-use device with 12-month post-use peer-reviewed clinical study results that validate its permanent results claims. It is FDA-cleared for sale without a prescription and, when used as directed, is clinically proven to be suitable for light to medium skin tones and effective on medium to dark hair. An integrated skin sensor confirms appropriate skin tone and unlocks the laser before each treatment.

The TRIA Hair Removal Laser will be available starting March 30, 2011 and sells for \$395 at www.TRIABeauty.com, on TRIA's direct response television, at QVC and premium retailers.

TRIA Beauty, Inc.

TRIA Beauty, Inc. creates light-based skincare products that deliver professional results at-home. It revolutionized the hair removal industry with the TRIA Laser Hair Removal System, the first and only FDA-cleared at-home laser hair removal system, and then pushed beauty boundaries with the TRIA Skin Clarifying System, combining FDA-cleared blue light therapy with a cleanser and serum for superior treatment of adult acne. www.TRIABeauty.com

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