



## TRIA Beauty Announces New and Improved TRIA Laser Hair Removal System

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At-Home Device Delivers Permanent Results with Greater Comfort, Lower Cost

PLEASANTON, Calif., Nov. 3 /PRNewswire/ -- TRIA Beauty today announced the launch of a new version of the popular TRIA Laser Hair Removal System that features upgraded software with a lower retail price than the previous model launched earlier this year. The new and improved TRIA laser is still the only FDA-cleared laser for permanent at-home hair removal available on the market.

With the new TRIA laser, scientists revised the energy settings from three to five, offering improved comfort and performance. By increasing the range of energy settings, the new device enables users to better customize the treatment to their particular hair color and thickness. Priced at \$595, the cost of the new TRIA laser represents a \$200 savings -- 25% -- from the previous version.

"As the leader in the at-home device category, TRIA Beauty is dedicated to offering the most advanced solutions at an affordable price point," said Kevin Appelbaum, CEO of TRIA Beauty. "Our scientists continue their fast pace of product innovation, continually seeking ways to upgrade and enhance the at-home hair removal experience."

The TRIA laser is the first and only FDA cleared at-home laser for hair removal that enables users to achieve permanent laser hair removal in the privacy of their own home - eliminating the need to ever shave or wax again.

TRIA laser was developed by the team of scientists that invented the professional technology in 1993. It uses that same laser technology to deliver the same permanent results as those professional devices, which are still considered the gold-standard among dermatologists and plastic surgeons.

The new TRIA LHRS is available starting this week at TRIABeauty.com as well as on QVC, QVC.com, and at Neiman Marcus, Nordstrom, Bergdorf Goodman, STUDIO atFred Segal, Bliss Spas and select physician offices.

### About TRIA Beauty

TRIA Beauty, formerly known as SpectraGenics, is a leader in light-based therapeutic beauty systems that incorporate clinically-proven aesthetic technologies for at-home personal care regimens. In 1993 Robert Grove, Ph.D., and a team of dermatologists and engineers developed the first diode laser for hair removal utilized by physicians in their medical practices. These devices are still considered the

gold-standard among dermatologists and plastic surgeons. In 2003, these individuals assembled an internationally renowned team of experts in the field of aesthetic lasers to begin the development of its flagship laser hair removal system and future innovations in home-use energy-based beauty products.

SOURCE TRIA Beauty

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