



TRIA Beauty Expands Global Operations

TRIA Laser Hair Removal System Launches in Korea

DUBLIN, Calif., July 22 /PRNewswire/ -- TRIA Beauty, the leader in light-based at-home beauty solutions, today announced it has started direct operations in Korea, its second market in Asia-Pacific after Japan. The company launched its TRIA Laser Hair Removal System (LHRS) in Korea two months ahead of schedule, available exclusively through its direct website at TRIABeauty.co.kr.

"Our successful entry into the Korean market is a confirmation of our unique approach to establishing our business in core global markets. Korea's population belies what we know to be a vibrant and awesome beauty market that is perfectly suited to our menu of products. During a time when most beauty markets are depressed, the Korean skin care and cosmetics markets continue to expand and grow—particularly at the premium end of the price spectrum," stated Kevin Appelbaum, CEO of TRIA Beauty. "Today, Asia represents approximately 50 percent of company revenues and we are very optimistic about the future growth in the region."

Industry sources estimate Korea has a \$7 billion+ cosmetic and skincare industry – which continues to show strong growth. The launch of TRIA LHRS marks the culmination of the company's three-year investment and plan to enter Korea. TRIA Beauty is the first and only company with a regulatory approval from the Korean FDA for permanent laser hair removal. TRIA Beauty's direct operation in Korea is lead by Jiyoung Choi, formerly head of marketing for CitiBank's Korea operation, and most recently Country Marketing Manager for Google Korea.

"The enthusiastic reception that TRIA LHRS has received in Korea is a testament to the sophisticated Korean consumer that is eager for and recognizes meaningful advancements in beauty. The market response to our product has been beyond all expectation," said Jon Pearson, TRIA Beauty Co-Founder and Asia-Pacific Region Manager. "The extraordinary amount of media coverage and impressive traffic to our website validates our decision to launch LHRS in Korea. And similar to trends in Japan, TRIA has been enthusiastically embraced by both female and male beauty enthusiasts." Korea is the second of five Asian markets that TRIA anticipates

entering in the next 12 months.

The TRIA Laser Hair Removal System was developed by the same team of scientists that invented the professional technology in 1993. The TRIA system uses that same laser technology as these professional devices, and it delivers the same long-lasting results. Now consumers have a convenient in-home alternative to in-office laser hair removal, at a fraction of the cost of professional procedures.

The TRIA Hair Removal Laser System is also sold in the United States, Spain and the United Kingdom. The system was launched in Japan in 2005 under the name "i-epi," and re-launched in 2009 as TRIA LHRS. In 2010, TRIA Beauty received clearance from the FDA for a hand-held blue light device designed for at-home use. Called the TRIA Skin Clarifying System, the patented blue light technology is FDA-cleared for the treatment of mild to moderate inflammatory acne and launched in the United States in April, 2010. The TRIA Laser Hair Removal System and the TRIA Skin Clarifying System are available now on TRIABeauty.com and at Nordstrom, and will be available later this month at Bloomingdale's, Neiman Marcus and Bergdorf Goodman.

About TRIA Beauty

TRIA Beauty brings home the very best in light-based skincare products. In 2008, TRIA Beauty revolutionized the hair removal industry with the first and only FDA-cleared laser hair removal system available for permanent results at home, the TRIA Laser Hair Removal System. Offering FDA-cleared, clinically proven and easy to use products, TRIA Beauty is committed to real results. At home. At last.

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