



## **TRIA Beauty Spotlights New Laser Hair Removal Device and Clinical Data for Blue Light Acne Treatment Device at Prestigious 22nd World Congress of Dermatology**

### **Results Introduce Skin Clarifying TRIA Blue Light Device's Safety and Efficacy for Treating Mild to Moderate Acne**

DUBLIN, Calif., May 17, 2011 /PRNewswire/ -- Shining a new light on future-forward skincare, TRIA Beauty, the pioneer of light-based skincare solutions and category leader for at-home hair removal, is unveiling new clinical study results supporting the safety and efficacy of their acne-clearing blue light device to the world's top dermatologists at the 22nd World Congress of Dermatology (WCD). This year's meeting is being held at Coex in Samsung-dong, Seoul, Korea, from May 24th to 29th.

TRIA's clinical data proves the suitability of TRIA Blue Light for self-treatment of mild to moderate acne outside of a clinical setting. The device utilizes high intensity blue light, used by dermatologists since 2002, to eliminate acne-causing bacteria and leave the skin healthier and more radiant-looking. In addition, TRIA Beauty is also announcing the results of their study, "Tolerability in Asian Skin of a New Blue Light Device for the Self-Treatment of Mild to Moderate Acne," which focuses on treatment of Asian skin with the Blue Light device.

TRIA Beauty Korea Country Manager Ji-young Choi has underlined the importance of the study, saying, "The release of the clinical study indicates the significance TRIA Beauty places on Asian markets in particular and the rising influence of Asian consumers in the beauty industry in general."

"We are honored that TRIA Beauty has been selected to share its research outcomes with dermatology experts from around the world at this year's World Congress of Dermatology, the most authoritative and dependable voice in the field," says TRIA Beauty CEO Kevin Appelbaum, who is visiting Seoul to attend the Congress. "We expect this opportunity will help us to further solidify our position as the leading company in providing clinically-proven light-based skincare solutions to consumers around the world and for use in the home."

TRIA Beauty will also unveil the next generation TRIA Hair Removal Laser, cleared both by the U.S. FDA and KFDA. The device will be making its official Korea launch at a TRIA exhibition booth during the Congress. Improving on its predecessor, the newest at-home TRIA Laser offers faster treatment, a better user interface display and a more visible treatment tip, while delivering same long-lasting results.

Beginning in 1889 in Paris, the World Congress of Dermatology is a quadrennial academic conference which boasts its authoritative status in the field. In Asia, Japan hosted the Congress in 1982 followed by Korea in 2011. This year the Congress will host around 12,000 dermatology experts and speakers, including a Noble laureate, from around the world that will present their rigorous studies and discuss the industrial outlook on the skin care technology.

### **About TRIA Beauty**

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 Blue Light, an FDA-cleared blue light treatment for mild to moderate acne and overall complexion improvement. The TRIA Hair Removal Laser successfully launched in Korea last year and the TRIA Blue Light device launch is being prepared for Korean consumers. To learn more visit TRIA at: [www.triabeauty.com](http://www.triabeauty.com)

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