



**FDA GRANTS PERMANENT HAIR REDUCTION LABELING
FOR TRIA LASER HAIR REMOVAL SYSTEM
First and Only At-Home Device to Deliver Permanent Results**

January 11, 2010 — Dublin, CA — TRIA Beauty, the leader in light-based therapeutic beauty devices, today announced it received an additional over-the-counter (OTC) clearance from the United States Food and Drug Administration (FDA) for its flagship product, TRIA Laser Hair Removal System (LHRS). The TRIA laser is now FDA-cleared for permanent hair reduction, making it the first and only at-home hair removal device clinically proven to deliver permanent results.

“Our new FDA-clearance validates the superiority of TRIA laser over other at-home hair removal systems,” said Kevin Appelbaum, CEO of TRIA Beauty. “This announcement is a testament to the advanced engineering and patented design intelligence that is the essence of TRIA Beauty.”

According to a recent *Dermatology Times* survey, 82% of dermatologists prefer lasers to any other technology to achieve permanent hair removal. TRIA LHRS is the only at-home hair removal device on the market that utilizes a diode laser, the same technology used in professional laser hair removal systems and still considered the gold-standard treatment. In fact, the TRIA LHRS was developed by the scientists who invented the professional technology more than a decade ago.

The TRIA LHRS first received FDA clearance in February 2008 and has been recognized by industry authorities like *Allure*, *WWD Beauty Biz*, and *Advertising Age* for its game-changing innovation. In late 2009, TRIA Beauty launched a second generation TRIA LHRS that provides more power settings for improved comfort and performance. The second generation TRIA laser is sold at a 40% lower price than the original, making permanent hair reduction even more affordable to consumers.

This additional OTC clearance for TRIA LHRS comes just a day after TRIA Beauty received OTC clearance from the FDA for a proprietary hand-held blue light device designed for at-home use for the treatment of mild to moderate inflammatory acne. The new TRIA blue-light device is 10 times more powerful than other at-home blue light devices, continuing TRIA Beauty’s heritage of innovation in beauty. It will be part of a dermatologist-validated system that will launch in Spring 2010.

The TRIA LHRS is priced at \$595 and is available at TRIABeauty.com as well as on QVC, and at Bloomingdales, Neiman Marcus, Nordstrom, Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas and select physician offices.

About TRIA Beauty

TRIA Beauty, formerly known as SpectraGenics, 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 at home use, the TRIA Laser Hair Removal System. In 2010 TRIA Beauty will launch a clear skin system featuring FDA-cleared blue light technology that offers the most effective therapeutic dose of blue light for at-home use. FDA-cleared, clinically proven and easy to use, TRIA Beauty is committed to real science with beautiful results.