



Tria Beauty, Inc. and Ulta Announce New Retail Partnership

Tria Beauty products are added to the U.S. beauty retailer's stores and website

DUBLIN, Calif., April 16, 2013 /PRNewswire/ -- Tria Beauty, Inc., a brand celebrated for its light-based skincare products and cutting-edge technology, announced today a new partnership with prominent U.S. beauty retailer, Ulta. Ulta will be featuring the popular Tria Hair Removal Laser 4X, the revolutionary Tria Skin Perfecting Blue Light for acne and a state-of-the-art line of topical skincare products on Ulta.com. The Tria Laser 4X and SmoothStart Calming Gel will launch in 25 Ulta doors in mid-April. Through this partnership, Ulta is continuing to expand on its distinguished assortment of at-home beauty tools.

"Ulta was one of the first retail innovators to provide their customers with beauty solutions in the at-home device category. We are thrilled to be included in Ulta's existing list of renowned brands and to provide its loyal customers with technology that will revolutionize their beauty routine," stated Tim Bunch, Vice President and General Manager, Tria Beauty, Inc. "We're excited to kick off the partnership in this first set of key stores for the retailer." The Tria Laser 4X and the Tria Blue Light use the same technology preferred by professionals for in-office treatments to deliver professional results in the privacy and comfort of home, at a fraction of the cost. Both have been proven effective through dermatologist-led clinical studies and are FDA-cleared for at-home use. The following topical skin care products will be offered on Ulta.com

- The SmoothStart Calming Gel, which keeps skin cool and comfortable and helps speed treatment with the Tria Laser 4X
- The Skin Perfecting Foam Cleanser, which exfoliates and unclogs pores while gently removing makeup, oil, and other impurities
- The Skin Perfecting Serum, which reduces discoloration, calms inflammation and unclogs and minimizes the appearance of pores

These products are also available for purchase on www.triabeauty.com.

About Tria Beauty, Inc.

Tria Beauty, Inc. creates light-based skin care and at-home laser hair removal products that deliver professional results at home. The clinically proven Tria Hair Removal Laser 4X is the only FDA-cleared hair removal laser

available for use at-home. The Tria [Hair Removal Laser](#) 4X is safe, effective and provides permanent results. The Tria [Skin Perfecting Blue Light](#) treatment is clinically proven to destroy acne-causing bacteria in the skin, rapidly clearing acne breakouts and improving overall complexion. The Tria Skin Rejuvenating Laser treats multiple signs of a facial aging and is Health Canada approved and CE marked for sale in Europe. Learn more about Tria's home laser hair removal system, blue light treatment for acne and other skin products by visiting tria beauty.com.

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