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TRIA BEAUTY EXPANDS MANAGEMENT TEAM
Insiya Dhatt joins as Vice President, General Manager of eCommerce

July 29, 2009 — Pleasanton, CA — TRIA Beauty, the leader in light-based at-home beauty solutions, announced today that Insiya Dhatt has joined its management team as Vice President, General Manager of eCommerce.

“TRIABeauty.com plays a critically important role in our marketing and consumer education efforts,” said Kevin Appelbaum, CEO of TRIA Beauty. “In addition to developing a strong online business, Insiya will be instrumental in creating a website that will educate consumers about our innovative products and brand them in a unique and compelling way.”

Ms. Dhatt brings more than 10 years of experience as a director of ecommerce and website development, with a highly successful track record of building flourishing websites that enhance the customer experience. Ms. Dhatt was most recently the Director of eCommerce at Sephora USA where she helped to build the largest beauty website in the world by overseeing structure, integrity and effectiveness of the site for a seamless shopping experience, ultimately doubling revenues every two years and growing revenues from store-sized to delivering a large percentage of overall company revenue.

TRIA Beauty is best known for its groundbreaking TRIA Laser Hair Removal System, the first and only FDA cleared at-home laser for hair removal. The TRIA Laser delivers long-lasting laser hair removal in the privacy of your home, ultimately eliminating common chores like shaving and waxing. TRIA Laser Hair Removal System was developed by the same team of scientists that invented the professional technology in 1993. It uses that same laser technology to deliver the same type of results as those professional devices, which are still considered the gold-standard among dermatologists and plastic surgeons.

The TRIA Laser Hair Removal System is available in the U.S. on QVC, at Nordstrom, Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas, select physician offices and at www.triabeauty.com.

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 American dermatologists and engineers developed the first diode laser for hair removal utilized by physicians in their medical practices. In 2003, these individuals assembled an internationally renowned team of experts in the field of aesthetic lasers to begin the development of its flagship TRIA device and future innovations in science-driven consumer beauty products.

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