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**TRIA BEAUTY EXPANDS MANAGEMENT TEAM
Beth Gumm joins as Senior Vice President, Marketing**

March 9, 2010 — Dublin, CA — TRIA Beauty, the leader in light-based at-home beauty solutions, announced today that Beth Gumm has joined its management team as Senior Vice President of Marketing.

Ms. Gumm brings more than 20 years of experience in brand management and marketing. Ms. Gumm spent most of the last 10 years at Williams-Sonoma, Inc. where she led a team of 80 marketing and eCommerce professionals for all Williams-Sonoma, Inc. brands, and was responsible for programming which ultimately drove incremental sales of \$1.2 billion.

“TRIA Beauty seeks to fill our team with individuals who are experts in their field and share our passion for new technologies,” said Kevin Appelbaum, CEO of TRIA Beauty. “Beth brings invaluable marketing experience and depth in ecommerce, and we look forward to her leadership in growing the TRIA Beauty brand globally.”

TRIA Beauty is best known for its groundbreaking TRIA Laser Hair Removal System, the only at-home hair removal device on the market that utilizes a real 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. In January 2010, it received FDA clearance for permanent hair reduction, making it the first and only at-home hair removal device clinically proven to deliver permanent results.

Also in 2010, TRIA Beauty received clearance from the FDA for a hand-held blue light device designed for at-home use. The patented blue light technology is FDA-cleared for the treatment of mild to moderate inflammatory acne and will be available in Spring 2010.

The TRIA LHRS is available at TRIABeauty.com as well as on QVC, and at Bloomingdale’s, Neiman Marcus, Nordstrom, Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas and select physician offices. The retail price at all outlets is \$595.

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.