

FOR IMMEDIATE RELEASE

Contact: Liz Mefford
Rpr Marketing Communications
212.317.1462
Liz.mefford@rprny.com

**TRIA PERSONAL LASER HAIR REMOVAL SYSTEM
NOW AVAILABLE AT AESTHETIC PHYSICIAN OFFICES**

**First FDA-Cleared Hand-Held Laser For Hair Removal
Enters Thriving At-Home Beauty Device Industry**

June 20, 2008 — Pleasanton, CA — TRIA Beauty, a leader in light-based beauty, today announced the TRIA Personal Laser Hair Removal System is available for sale at select aesthetic physicians nationwide. The TRIA system is the first FDA-cleared laser for at-home hair removal in the US market. The physician roll-out marks the debut of this much anticipated beauty “must-have” and will be followed by a broader retail launch later this year.

“We’re working with the top aesthetic dermatologists and plastic surgeons in the country to launch the TRIA system and have been overwhelmed by the positive response,” said Robert Grove, Ph.D., CEO, TRIA Beauty. “Consumers are actively seeking out the TRIA laser so they can enjoy the results of laser hair removal in the privacy and comfort of their own home, at their convenience.”

The scientists at TRIA Beauty are the same scientists who developed the gold standard professional laser for hair removal in the early 1990’s. Responding to the consumer demand for more advanced beauty systems for personal use, the team miniaturized the technology with the TRIA system and made it safe for use at home.

“Our patients have been asking for TRIA since the beginning of the year,” said Eric Bernstein, MD, Director, Main Line Center for Laser Surgery, Bryn Mawr, PA. Soon after the system’s FDA-clearance in February, reports about TRIA were featured in *The Wall Street Journal*, *Allure* magazine and on *The Today Show*, among other media. “My wife is a doctor, and gets laser hair removal in my office whenever she wants. That said, the convenience of the TRIA system was obvious when it disappeared as soon as I brought it home. She simply finds it easier to use the TRIA system when she wants – without having to leave home.”

The TRIA laser is designed for consumers with light to medium skin tones and dark hair. A proprietary skin sensor “unlocks” the system once it confirms the user’s skin can be treated. Waves of energy target the hair follicle, leaving the surrounding skin untouched. To achieve optimal results, treat once a month for 6-8 treatments. The most popular areas for treatment are underarms, bikini, legs, arms and backs.

“The TRIA laser is popular even among my current hair removal clients who want to treat a different area in the convenience of their own home,” said Mitchel Goldman, MD, Medical Director of La Jolla Spa MD.

The TRIA laser retails for \$995. In September, TRIA will be sold at Bergdorf Goodman (NY), Bliss Spas and Fred Segal (LA), as well as online 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.