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**HOLLYWOOD INSIDERS LOVE TRIA LASER HAIR REMOVAL SYSTEM  
TRIA Beauty Gains a Fan Base of Behind-the-Scenes Beauty Experts**

February 3, 2009 – Pleasanton, CA – Behind the scenes on some of television’s most popular shows, makeup artists are using TRIA Laser Hair Removal System to obtain in-office results on-set. These beauty experts are now embracing hi-tech beauty tools that surpass traditional beauty regimens by introducing personal laser hair removal into their own – and their clients’ – beauty routine.

Industry professionals, like Hollywood makeup artist Sacha Quarles, praise TRIA Laser Hair Removal System for pioneering at-home – and on-location – beauty maintenance.

“The TRIA Laser Hair Removal System is an absolute beauty home run,” says Quarles. “It’s easy to use, cost effective, and it works.”

TRIA Laser Hair Removal System is the first hand-held laser for at-home hair removal cleared by the FDA and available for sale directly to consumers in the US market. TRIA Laser Hair Removal System was developed by the same team of scientists that invented the professional technology back in 1993. And, it uses that same laser technology as those professional devices, which are still considered the gold-standard among dermatologists and plastic surgeons.

Beauty professionals understand the importance of smooth skin all over the body as makeup is often applied to the entire body. TRIA Laser Hair Removal System delivers long-lasting results to areas with unwanted hair like legs, underarms and arms. These on-set beauty experts have noticed a significant improvement in their clients’ skin in these areas after a course of treatment.

“For makeup artists, the better the condition of the skin, the better our work looks,” says Kate Best, Makeup Department Head for the television series, *Ugly Betty*. “Not only does the TRIA Laser Hair Removal System remove hair, but it also improves the skin's appearance – it is smoother and the pores are smaller, so makeup application is much easier.”

The TRIA Laser is currently sold in the U.S. on QVC and QVC.com, Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas, select physician offices and at [www.triabeauty.com](http://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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