

## **TRIA BEAUTY TAKES ACTION AGAINST COMPETITOR FOR SPREADING MISLEADING INFORMATION**

July 21, 2009 – Pleasanton, CA – TRIA Beauty, the leader in at-home beauty devices, recently filed suit in the Superior Court of California, Alameda County, against the New York City-based Phoenix Rising Laser hair removal center and R. Couri Hay Creative Public Relations, seeking to prevent communication of erroneous statements about the TRIA Laser Hair Removal System.

With this lawsuit, TRIA Beauty is seeking to permanently enjoin the companies and their representatives from committing any acts of unfair competition in this rapidly growing \$4 billion plus market. As set forth in the complaint, Phoenix and R. Couri Hay disseminated an email description of TRIA Beauty's at-home laser hair removal product that contained false statements regarding the product's safety, effectiveness and features. According to Kevin Appelbaum, CEO of TRIA Beauty, the corporate action is intended to send a message to competitors within and outside the laser hair removal industry that such whisper campaigns will not be tolerated.

“TRIA Beauty is taking an aggressive stand against companies and individuals that are misleading consumers about at-home hair removal,” said Appelbaum. “As the company that brought to market the only real laser for at-home hair removal, we take the integrity of claims and product positioning very seriously. TRIA’s innovative technology significantly improves consumer accessibility to clinically proven light-based therapies while dramatically lowering costs when compared to in-office alternatives delivering comparable results. We will continue to monitor the industry for any additional false or misleading communication that risks impacting consumer confidence in the category through disinformation.”

The TRIA Laser Hair Removal System received FDA clearance in 2008. It is the only hair removal laser approved for at-home use. It incorporates the same diode laser technology used by professional systems and was developed by the same scientists who invented the technology in 1993. Clinical studies demonstrate the TRIA Laser Hair Removal System delivers long-lasting hair reduction and prevents the hair from growing back.

The TRIA Laser Hair Removal System is sold in the US for \$795 exclusively at Nordstrom, QVC, Bergdorf Goodman, Studio at Fred Segal, Bliss catalogs & spas, select physicians 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.*