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**TRIA BEAUTY NAMED ONE OF “AMERICA’S HOTTEST BRANDS”  
*Advertising Age* Honors TRIA Beauty on Its List of the Year’s Hottest Brands**

November 23, 2009 — Pleasanton, CA — TRIA Beauty, the leader in light-based aesthetic at-home technologies, was named one of “America’s Hottest Brands” by *Advertising Age* in a special report that highlights the 50 most innovative and successful brands of the year.

TRIA Beauty, creator of TRIA Laser Hair Removal System, is among the trend-setting brands, including Jet Blue, 2K Sports and Gilt Groupe, which were recognized for their ground-breaking marketing campaigns and remarkable results despite a decrease in consumer spending. TRIA Beauty was lauded for being “ahead of other players breaking into the U.S. home-laser market.”

“The marketing team at TRIA Beauty has worked hard to distinguish the TRIA laser as an innovative beauty tool and consumers have responded by embracing the technology, even in a tough economy,” said Drake Stimson, EVP of Marketing & Sales at TRIA Beauty. “This recognition validates our hard work and energizes us to continue to provide consumers with effective alternatives to professional treatments.”

The TRIA laser is the first and only FDA cleared at-home laser for hair removal that enables users to achieve permanent laser hair removal in the privacy of their own home – eliminating the need to ever shave or wax again. TRIA laser was developed by the team of scientists that invented the professional technology in 1993. It uses that same laser technology to deliver the same permanent results as those professional devices, which are still considered the gold-standard among dermatologists and plastic surgeons.

The TRIA LHRS is available at [TRIABeauty.com](http://TRIABeauty.com) as well as on QVC, QVC.com, and at Neiman Marcus, Nordstrom, Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas and select physician offices.

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 dermatologists and engineers developed the first diode laser for hair removal utilized by physicians in their medical practices. These devices are still considered the gold-standard among dermatologists and plastic surgeons. In 2003, these individuals assembled an internationally renowned team of experts in the field of aesthetic lasers to begin the development of its flagship laser hair removal system and future innovations in home-use energy-based beauty products.*