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**GET YOUR GLOW ON AT THE TRIA BEAUTY BLUE LOUNGE
NYC Pop-Up Boutique Debuts New TRIA Skin Clarifying System**

April 7, 2010 — Dublin, CA — TRIA Beauty, the leader in light-based therapeutic beauty devices, today announced the opening of the TRIA Beauty Blue Lounge, a week-long beauty experience in New York City. The Blue Lounge celebrates the national launch of the TRIA Skin Clarifying System, a total skincare system that is clinically proven to clear acne breakouts three times faster than any other leading acne treatment¹.

“The TRIA Skin Clarifying System is a revolutionary new way to get beautiful, clear skin and end the agonizing breakout cycle without the harsh side effects typical of most acne treatments,” said Beth Gumm, Senior Vice President of Marketing, TRIA Beauty. “Since there’s no better place than New York City to put big, new ideas in the spotlight, we opened The TRIA Blue Lounge to give our Clarifying Blue Light center stage and consumers the chance to fully experience the TRIA system.”

The TRIA Skin Clarifying System features an innovative FDA-cleared blue light device that delivers therapeutic levels of blue light, plus two advanced topical formulas designed to work as a complete system. Used for just minutes twice a day, the TRIA Skin Clarifying System not only clears and prevents acne breakouts, but also improves the skin’s overall health for a smoother more refined texture and brighter, more radiant complexion. Until now, therapeutic doses of blue light were only available by appointment in a doctor’s office, so most consumers are unfamiliar with how gentle and effective it is in clearing breakouts and blemishes.

Visitors to the Blue Lounge can try the soothing blue light treatment, indulge in complimentary makeup and hair makeovers by professional stylists, enter to win daily giveaways, and recharge in the lounge area with music by an in-house DJ. Each visitor to the Blue Lounge will leave looking refreshed and beautiful in just a New York minute, with take away gifts courtesy of TRIA Beauty.

For consumers who won’t have the chance to visit the Blue Lounge, TRIA Beauty is hosting a nationwide sweepstakes featuring a glam getaway to New York as the Grand Prize. The You + Blue York sweepstakes features a Bloomingdale’s shopping spree, a day at Bliss Spa and a TRIA Skin Clarifying System Be Clear Starter Kit. Learn more at TRIAbeauty.com.

To kick-off the opening of the TRIA Beauty Blue Lounge, Giuliana Rancic, on-air anchor and producer for E! Entertainment News, hosted a VIP party on April 6th featuring music by DJ Sky Nellor and gift bags with blue-themed goodies including essie[®] nail polish.

The TRIA Beauty Blue Lounge is located at 155 Fifth Avenue in New York City, and will be open from April 7th – April 13th, 11:30am-7:30pm weekdays, 10am-6pm Saturday, and 12pm-6pm Sunday. For more information, visit TRIAbeauty.com.

The TRIA Skin Clarifying System is available now on TRIAbeauty.com, QVC, and will soon be available at Nordstrom, Bloomingdale's, Neiman Marcus and Bergdorf Goodman. The TRIA Skin Clarifying System Be Clear Starter Kit is priced at \$395.

¹ Based upon comparisons to published clearance rates and physician assessment of prevention.

About TRIA Beauty

TRIA Beauty 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 permanent results at home, the TRIA Laser Hair Removal System. Offering FDA-cleared, clinically proven and easy to use products, TRIA Beauty is committed to real results. At home. At last.