

**FOR IMMEDIATE RELEASE**

Contact: Megan Driscoll  
Lauren Klingler  
Behrman Communications  
212-986-7000

**TRIA BEAUTY ANNOUNCES KEY HIRES IN EUROPE AND U.S.**

***Light-based skin care solutions powerhouse continues sales and marketing expansion worldwide***

Dublin, CA (April 12, 2011) – Today TRIA Beauty announced the hiring of Richard Glover as Vice President and General Manager of Europe and Danika Harrison as Vice President eCommerce and Direct Response. Mr. Glover was most recently Director of Consumer Marketing for Allergan, where he was responsible for the overall consumer marketing strategy for the Breast and Facial Aesthetics portfolio of products. Ms. Harrison joins TRIA from Rosetta, the fastest growing, independent interactive marketing agency in the United States, where she most recently was a Partner in the Relationship Marketing group.

“This expansion of the TRIA team supports the company’s global commitment to bringing innovative light-based skincare treatments out of the doctor’s office and into the home, delivering superior results at an affordable cost,” commented TRIA Beauty CEO Kevin Appelbaum. “I’m thrilled to welcome these exceptional business leaders to the TRIA team and look forward to their leadership as we expand our presence in Europe and accelerate growth in our direct-to-consumer sales channels.”

“Mr. Glover has spent his career growing some of the most well-recognized beauty brands globally,” stated Mr. Appelbaum. “His expertise in marketing acne and medical aesthetics, specifically, will support TRIA’s expansion across Europe.” Mr. Glover has led businesses throughout Europe and Asia during the course of his career.

Ms. Harrison will assume overall responsibility TRIA Beauty’s sales online, through direct response television and with QVC., and provide global strategic leadership in eCommerce and direct response marketing. While a Partner at Rosetta, she has led consulting engagements with TRIA Beauty amongst others. “Danika has already made an exceptional contribution to TRIA’s eCommerce efforts in the US. We are pleased to have her join our executive team, build upon recent successes and deepen our strong relationship with Rosetta going forward.”

**About TRIA Beauty**

TRIA Beauty creates light-based skin care products that deliver professional quality results at-home. It revolutionized the hair removal industry with the TRIA Laser Hair Removal System, the first and only FDA-cleared hair removal laser available for home use. In 2010, TRIA introduced its Skin Clarifying System, combining an FDA-cleared blue light treatment for mild to moderate inflammatory acne with a proprietary cleanser and serum for overall complexion improvement. To learn more visit TRIA at: [www.triabeauty.com](http://www.triabeauty.com)