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**Tria Beauty, Inc. Announces New Partnership with Harrods**

*The world's most famous luxury department store offers consumers a new solution for achieving clear, breakout-free skin*

Dublin, CA (June 17, 2012) –Tria Beauty, Inc. announced today that the storied luxury retailer, Harrods, has begun selling its Skin Perfecting Blue Light, a revolutionary hand-held device that brings the same effective power of blue light used by dermatologists to consumers for use at-home.

“This new partnership with Harrods validates that truly innovative products that delight consumers and offer superior value can triumph in the global marketplace. By offering the Skin Perfecting Blue Light to its consumers, Harrods is helping Tria in its quest to transform the skincare industry by offering light-based treatments as effective as professional alternatives yet made more affordable and convenient for home use,” stated Kevin Appelbaum, CEO, Tria Beauty Inc.

The Tria Skin Perfecting Blue Light is clinically proven to eliminate bacteria at the source, deep within the skin, without harshness. The result is a bright, clear complexion and the rapid elimination of blemishes and acne breakouts when they occur. The Skin Perfecting Blue Light is US FDA cleared for the treatment of acne and has also recently received its medical CE marking, signifying that it meets the Medical Device Directive of the European Union, as well as its regulatory approval by the Korean KFDA.

“The Tria Skin Perfecting Blue Light is safe for all skin types and clinically proven to improve skin tone and quickly clear acne breakouts when they do occur. The gentle blue light destroys bacteria in the pores – leaving you with clean, clear blemish free skin,” said Dermatologist Penelope Tympanidis.

The Tria Skin Perfecting Blue Light sells for £229. In addition to being available at Harrods, it is available to buy online at [triabeauty.co.uk](http://triabeauty.co.uk) and [amazon.co.uk](http://amazon.co.uk).

**About Tria Beauty, Inc.**

Tria Beauty, Inc. creates light-based skincare products that deliver professional results at home. The clinically proven Tria Hair Removal Laser is the first and only FDA-cleared laser hair removal system available for at-home use. The Tria Hair Removal Laser is safe, effective and permanent. The Tria Skin Perfecting Blue Light is a clinically proven device that uses high intensity light to

destroy bacteria in the skin, rapidly clearing acne breakouts and improving overall complexion. Learn more about Tria's Hair Removal Laser, Skin Perfecting Blue Light and other skin care products by visiting [www.TriaBeauty.co.uk](http://www.TriaBeauty.co.uk).