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Tria Beauty, Inc. and Space NK Announce Freedom from Endless Shaving and Waxing

The world's apothecary adds the Tria Hair Removal Laser to its roster of global beauty favorites

Dublin, CA (June 17, 2012) –Tria Beauty, Inc. announced today that British cosmetics retailer, Space.NK.apothecary, has launched the TRIA Hair Removal Laser. This clinically proven Hair Removal Laser is the first and only US FDA cleared hair removal laser available for at-home use, once again showcasing Space.NK's knack for identifying brands that are poised to transform a consumer's life.

"With the Tria Hair Removal Laser we have a solution for Space NK customers that can eliminate the various annoying and expensive regular hair removal maintenance activities from their routine," commented Nicky Kinnaird, Founder and President of Space.NK.apothecary. "The Space.NK consumer is highly educated, sophisticated and loves to be on the cutting edge of beauty – when it comes to hair removal, the Tria Hair Removal Laser is best in class and fits her life perfectly."

The Tria Hair Removal Laser uses the same laser technology used by professionals for in-clinic laser hair removal and is clinically proven safe and effective. The laser is guaranteed to deliver permanent results in the comfort and privacy of a consumer's home, at a fraction of the cost. The Tria Hair Removal Laser is also the first and only at-home hair removal laser FDA-cleared in the United States. Consumers will begin to see results in as little as two treatments, with freedom from endless shaving and waxing in as little as six months.

"Space.NK.apothecary has a heritage of introducing consumers to beauty brands that have been consumer's 'secret weapons' in other countries," stated Kevin Appelbaum, CEO, Tria Beauty Inc. "Women in the United States and Asia have been experiencing the unmatched results and science of the Tria Hair Removal Laser for years now; we are excited to bring it to even more women in the UK with Space.NK's unparalleled network."

The Tria Hair Removal Laser sells for £349. In addition to being available at Space.NK, it is available to buy online at www.triabeauty.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 treatment for acne is a clinically proven blue light 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, treatment for acne and other skin care products by visiting www.triabeauty.co.uk.