

Tria Beauty Receives FDA Clearance for its Age-Defying Laser

Game-Changing Home-Use Laser Clinically Proven Safe and Effective for Treating Multiple Signs of Aging

Dublin, CA (October 30, 2013) – Tria Beauty, Inc., a global leader in light-based skin care, announced today that it has received FDA clearance for the company's Age-Defying Laser. Utilizing a proprietary version of the same non-ablative fractional laser technology used by dermatologists and plastic surgeons in-office, the Age-Defying Laser is clinically proven to treat multiple signs of facial aging. This product expands the Tria portfolio into the anti-aging category and furthers Tria's mission of providing consumers around the world with advanced skin care solutions previously only available in-office at a fraction of the cost and with the convenience of home use.

"The Age-Defying Laser represents a major breakthrough that allows consumers to safely and effectively use professional technology to get dramatic anti-aging results at home," stated Nicole Landberg, VP/GM, Americas & Europe. "According to the American Society of Plastic Surgeons, in-office fractional laser therapy has skyrocketed in the last decade and is now widely accepted as the gold standard for treating fine lines, wrinkles and discoloration with minimal downtime. We are pleased to make this effective, safe and innovative technology available to a much broader group of women."

Used in a simple regimen of short daily treatments, the Age-Defying Laser delivers remarkable anti-aging results. In a series of rigorous clinical studies, independent dermatologists evaluated skin characteristics before and after use of the Age-Defying Laser and observed significant improvement in wrinkles and uneven texture. In addition, 76% of users reported meaningful reduction in fine line and wrinkles and 95% of users noticed smoother skin and an improvement in overall appearance. Users reported visible results in as few as two weeks, with optimal results occurring for most users in eight weeks.

The Age-Defying Laser will be available on TriaBeauty.com and select retailers in early 2014.

About Tria Beauty, Inc.

Tria Beauty uses light to transform skin care, liberating women from endless and ineffective beauty regimens. Tria's devices use the same technologies preferred by dermatologists for in-office treatments to deliver professional results in the privacy and comfort of home and at a fraction of the cost. Tria's portfolio of medical devices for home-use includes the popular Hair Removal Laser 4X, newly introduced Hair Removal Laser Precision, Skin Perfecting Blue Light used to clear acne blemishes and prevent future breakouts, and Age-Defying Laser for treating multiple signs of facial aging. Learn more about Tria Beauty's devices and other skin care products by visiting www.triabeauty.com

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