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**Tria Age-Defying Laser Named a CEW Insiders' Choice Beauty Award Winner**  
*Breakthrough at-home laser for treating multiple signs of facial aging wins "Best Skincare Tool"*

**Dublin, CA (June 12, 2014)** – Tria Beauty, Inc., the world leader in at-home laser skincare treatments, was recognized with a Cosmetic Executive Women (CEW) Insiders' Choice Beauty Award for its new, breakthrough Age-Defying Laser in the "Best Skincare Tool" category. Serving as the beauty industry's highest recognition for brands, CEW selected the Age-Defying Laser as a finalist through votes from its members, more than 6,000 beauty industry executives and professionals from 1,500 companies. The award winners were selected by CEW board members, who are an elite group of leaders immersed in the beauty industry.

"This recognition from CEW reinforces Tria's leadership position in the skincare category and reaffirms the brand's success in creating transformative skincare products that provide professional-level results at home. Receiving this award from the industry's leaders is an honor for our entire company after years of development on the Age-Defying Laser," said Nicole Landberg, VP/GM, Americas & EMEA of Tria Beauty, Inc.

The Age-Defying Laser was launched in January 2014 and has become an instant success with consumers and repeatedly lauded by top beauty press. The FDA-cleared device stimulates the body's natural cell renewal cycle to increase the production of collagen and elastin to treat multiple signs of facial aging – all in the comfort of one's home.

"When a shopper purchases a beauty product, she is looking for performance and value," said Carlotta Jacobson, President of CEW. "The CEW Beauty Awards seal helps consumers cut through the clutter so they can make an informed decision about the best products the industry has to offer."

Winners of the CEW Beauty Insiders' Award were announced at the CEW Insiders' Choice Beauty Awards luncheon on May 19 at the Waldorf Astoria in New York City.

**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](#), [Acne Clearing Blue Light](#) used to clear acne blemishes and prevent future breakouts, and new [Age-Defying Laser](#) for treating multiple signs of facial aging. Learn more about Tria Beauty's devices and skin care products by visiting [www.triabeauty.com](http://www.triabeauty.com).