

For Immediate Release

## **Tria Beauty Announces Appointment of New CEO**

**Dublin, CA (October 27, 2014)** – Tria Beauty, Inc. announced today that its Board of Directors named Peter S. Wyles as the company's President and Chief Executive Officer.

Prior to joining Tria Beauty, Mr. Wyles has served as the President and CEO of several companies, including ReVENT Medical, Inc. and Ventus Medical, Inc. Mr. Wyles spent 15 years at Bayer HealthCare where he held executive roles in the consumer, pharmaceutical and medical device businesses both in the U.S and internationally. During his career, Mr. Wyles has successfully launched more than 20 products globally across multiple consumer channels, working with world-class advertising agencies, retailers and commercial partners.

"I am very excited to join Tria Beauty and assume leadership of this leading light-based skincare company," says Mr. Wyles. "I look forward to expanding Tria's global footprint on its path to revolutionizing skincare."

Mr. Wyles earned a Bachelor's degree from Pennsylvania State University and a Masters of Business Administration from the Thunderbird School of Global Management.

### **About Tria Beauty, Inc.**

Tria Beauty, Inc. is revolutionizing skin care by bringing clinically proven, leading-edge laser and light technologies used by professionals into the home. Our devices use the same technologies preferred by professionals for in-office treatments to deliver similar results in the privacy and comfort of home and at a fraction of the cost. Our portfolio of FDA-cleared devices includes the popular Hair Removal Laser 4X, newly introduced Hair Removal Laser Precision, Acne Clearing Blue Light and new Age-Defying Laser for treating multiple signs of facial aging. Tria Beauty is headquartered in the San Francisco Bay area with regional offices in Korea and the United Kingdom.