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**TRIA BEAUTY NAMES NEW GENERAL MANAGER NORTH AMERICA & VICE PRESIDENT,  
GLOBAL MARKETING**

*The company welcomes Michaela Griggs as General Manager, North America/Vice President, Global Marketing*

**Dublin, CA (September 3, 2015)** – Tria Beauty, Inc., the world leader in at-home laser and light-based skincare treatments, today announced Michaela Griggs as General Manager, North America & Vice President, Global Marketing. Ms. Griggs assumes leadership of the company's North American commercial organization and global strategic marketing functions.

"The Tria Beauty Board of Directors and I are extremely pleased to have Michaela join the company at an important juncture in its global expansion. Michaela brings a strong record of strategic thinking, in-market execution, and new product pipeline development," stated Peter Wyles, President and CEO, Tria Beauty, Inc. "Michaela is a passionate leader and will be a welcome addition to the Tria Beauty leadership team."

Before joining Tria, Michaela held several executive roles including VP, Global Strategic Marketing Medical Aesthetics at Allergan and Global Head of Marketing and Business Development at 3M Unitek, where she was also a member of the global management team. Prior to 3M, Michaela was a key leader at Bayer HealthCare where she held senior management roles within the medical device, consumer healthcare and pharmaceutical businesses groups in North America and Europe. Michaela also actively mentors for the Healthcare Business Women's Association (HBA) and serves on several for-profit and non-profit boards.

**About Tria Beauty, Inc.**

Tria Beauty, Inc. uses light to transform skin care, liberating women from endless and ineffective beauty regimens. Tria's devices use dermatologist-recommended technologies to deliver 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 and Hair Removal Laser Precision, Age-Defying Laser for treating multiple signs of facial aging, new Age-Defying Eye Wrinkle Correcting Laser for treating eye wrinkles and Acne Clearing Blue Light used to clear acne blemishes. Learn more about Tria Beauty's devices and other skin care products by visiting [www.triabeauty.com](http://www.triabeauty.com).