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Tria Beauty Innovates the Treatment of Acne

Tria Beauty launches its Positively Clear 3-Step Acne Skincare Solution

Dublin, CA (September 20, 2016) – Tria Beauty, Inc., renowned for its light-based and laser skincare solutions that bring clinically proven technology into the home, announced today the launch of its Positively Clear 3-Step Acne Skincare Solution. The solution includes the #1 selling and most powerful acne-fighting at home blue light device and dermatologist-tested skincare to clear acne fast without a trip to the dermatologist.

Positively Clear serves as a new brand under the Tria Beauty umbrella that will specifically meet the needs of teens and millennials with its own website and social media channels. “We are thrilled to launch Positively Clear as it allows us to introduce Tria’s clinically proven skincare technology to a new generation,” said Peter Wyles, CEO of Tria Beauty, Inc. “Today’s tech-savvy young adults are looking for new and innovative ways to keep skin clear. We are confident that our blue light along with gentle topicals is the forward-thinking answer they’ve been looking for without the harsh side effects often associated with existing acne treatments on the market.” Positively Clear’s site and social platforms will feature youthful, engaging content.

Blue light treatment is a non-UV light therapy, which is gentle on skin and does not cause persistent dryness, irritation, or long-term side effects. It treats acne at its very source, eliminating acne-causing bacteria living in the pores. The solution can be used by all skin types for the treatment of mild to moderate acne. Users simply cleanse with the Positively Clear Foam Cleanser, treat acne prone areas for five minutes with the FDA-cleared Positively Clear Acne Clearing Blue Light, and target troublesome zones with the Positively Clear Spot Treatment. Full results can be seen when the device is used daily. The Positively Clear Acne Clearing Blue Light also features a sleek new curved design and compact size making it simple to use and an easy travel companion.

A clinical study conducted by Ronald Wheeland, MD, FACP, and Sunil Dhuwan, MD, on the technology included in the Positively Clear 3-Step Acne Skincare Solution revealed the following:

- 77% reported milder breakouts after 2 weeks
- 71% of blemishes cleared in as little as 4 weeks
- 100% reported fewer breakouts at 8 weeks
- 96% reported milder breakouts and saw improvement in skin tone at 8 weeks
- 80% of blemishes cleared at 8 weeks

The Positively Clear 3-Step Acne Skincare Solution is now available at www.triabeauty.com/positively-clear for \$149 with an auto-renew \$39 subscription for a 60-day supply of topicals to ensure users are

always equipped with their skincare essentials specially designed to work with the blue light. The **Positively Clear Acne Clearing Blue Light** is also available for \$169.

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 the new Positively Clear 3-Step Acne Skincare Solution used to eliminate acne blemishes. Learn more about Tria Beauty's devices and other skin care products by visiting www.triabeauty.com and www.triabeauty.com/positively-clear.