



New Clinical Study Demonstrates Long Term Efficacy of Tria Beauty's Hair Removal Laser

Hair removal system remains only FDA cleared laser for home-use that delivers permanent results

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DUBLIN, Calif., Oct. 16, 2012 /PRNewswire/ -- Tria Beauty, Inc. announced today the publication of a study by Dr. Ronald G. Wheeland in the September 2012 issue of *American Society of Lasers in Surgery and Medicine Journal*. This peer-reviewed, dermatologist-led study further validates the efficacy of the Tria Hair Removal Laser, showcasing long-term significant reduction in hair regrowth.

"This new study provides even more clinical evidence validating the technology and breakthrough results Tria's diode laser technology provides consumers in eliminating unwanted hair forever. We are not aware of any other study of this kind that demonstrates similar long-term efficacy for any other product available to consumers for use at home. Tria's *Hair Removal Laser* remains the only FDA cleared laser available for home-use that delivers permanent results," stated Kevin Appelbaum, CEO of Tria Beauty, Inc.

Dr. Wheeland's study titled "Permanent Hair Reduction with a Home-Use Diode Laser: Safety and Effectiveness 1 Year After Eight Treatments" evaluated thirteen adults with naturally brown or black hair and Fitzpatrick skincare type I-IV that were treated monthly with the Tria Hair Removal Laser. The study showed statistically significant and substantial hair count reduction that increased with each monthly treatment and most importantly, remained stable 12 months after the last treatment. The study concludes that the Tria Hair Removal Laser is "safe and highly effective at permanently reducing unwanted hair." Among a significant proportion of subjects enrolled in the study, the hair reduction benefit was sufficient to eliminate or reduce the need for other forms of hair removal such as shaving or waxing.

Tria's Hair Removal Laser is the only at-home hair removal device on the market that uses diode laser technology, the same technology preferred by many physicians for delivering safe and effective hair removal in-office. The Tria hair removal system is able to deliver permanent results fast because it delivers almost three times the hair eliminating energy of

other light-based solutions, such as intense pulsed light, into the skin.

"We will continue to drive meaningful new innovation into the skin care market by bringing physician preferred, professional technologies out the office and into the home, providing consumers results never before possible with home-use products," stated Mr. Appelbaum.

About Tria Beauty, Inc.

Tria Beauty, Inc. creates light-based skin care and at-home laser hair removal products that deliver professional results at home. The clinically proven Tria **Hair Removal Laser** is the first and only FDA-cleared hair removal system available for at-home use. The Tria **Hair Removal Laser** is safe and effective and provides permanent results. The Tria **Skin Perfecting Blue Light** treatment for acne is clinically proven to destroy bacteria in the skin, rapidly clearing acne breakouts and improving overall complexion. The Tria Skin Rejuvenating Laser treats multiple signs of a facial aging and is Health Canada approved and CE marked for sale in Europe. Learn more about Tria's **laser hair removal** system, treatment for acne and other skin care products by visiting www.triabeauty.com.

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