



National Press Release

TRIA Beauty Announces FDA Clearance

BLUE LIGHT DEVICE APPROVED FOR AT-HOME TREATMENT OF ACNE

10 TIMES MORE POWERFUL THAN OTHER AT-HOME BLUE LIGHT DEVICES

PR Newswire

DUBLIN, Calif., Jan. 8 /PRNewswire/ -- TRIA Beauty, the leader in light-based therapeutic beauty devices, today announced it received over-the-counter (OTC) clearance from the United States Food and Drug Administration (FDA) for a hand-held blue light device designed for at-home use. The patented blue light technology is FDA-cleared for the treatment of mild to moderate inflammatory acne.

"This new platform validates TRIA Beauty's heritage of harnessing technology previously available only in a professional setting so that it is safe and effective for daily at-home use," said Robert Grove, Ph.D. and CTO of TRIA Beauty. "We believe this technology is far superior to any blue light device currently on the market and are confident consumers will agree."

Developed by the same scientists who designed the TRIA Laser Hair Removal System, the first and only at-home laser for hair removal on the market, the new blue light device will be launched as the foundation of a dermatologist-validated system for clear skin.

Blue light is scientifically proven to eliminate acne-causing bacteria gently and effectively without harsh side effects. Using advanced engineering and rigorous clinical testing, TRIA Beauty developed a blue light technology that is 10 times more powerful than other OTC blue light devices. The proprietary design allows the TRIA blue light to deliver an effective dose of blue light in much shorter treatment times, and to achieve faster clearance of breakouts. In multiple clinical studies conducted by leading dermatologists, the TRIA blue light technology, used two to three minutes, twice a day, cleared breakouts as quickly and effectively as professional blue light treatments as well as the leading prescription drug therapy, and more effectively than any other OTC option.

"Our new FDA-cleared technology paves the way for a brand new proposition in the skincare category which will ultimately redefine clear, calm and healthy-looking skin," said Kevin Appelbaum, CEO of TRIA Beauty. "This strengthens our product portfolio and positions TRIA Beauty for continued growth."

The new TRIA system will be available in Spring 2010 on TRIABeauty.com and select retailers.

About TRIA Beauty

TRIA Beauty, formerly known as SpectraGenics, brings home the very best in light-based skincare products. In 2008, TRIA Beauty revolutionized the hair removal industry with the first and only FDA-cleared laser hair removal system available for at home use, the TRIA Laser Hair Removal System. In 2010 TRIA Beauty will launch a clear skin system featuring FDA-cleared blue light technology that offers the most effective therapeutic dose of blue light for at-home use. FDA-cleared, clinically proven and easy to use, TRIA Beauty is committed to real science with beautiful results.

SOURCE TRIA Beauty