



Tria Beauty Receives Health Canada Approval for New At-Home Skin Rejuvenating Laser



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Game-Changing Laser Clinically Proven Safe and Effective for Several Anti-Aging Treatments

DUBLIN, Calif., Aug. 9, 2012 /CNW/ - Tria Beauty, Inc., a global leader in light-based skin care solutions, received approval by Health Canada for the company's Skin Rejuvenating Laser for the treatment of wrinkles, skin discoloration, and rough skin. The Tria Skin Rejuvenating Laser, which officially launched to the Canadian public on August 1st, brings the power of the fractional laser directly into the hands of consumers.

The Tria Skin Rejuvenating Laser uses non-ablative laser technology, widely-embraced by physicians for in-office anti-aging treatments for all skin types, to deliver professional results in the comfort and privacy of the home at a fraction of the cost. Proven through dermatologist-led clinical studies, Tria's advanced laser technology delivers microscopic laser beams into the skin to stimulate the body's own natural renewal process, regenerating cells and producing new collagen. This safe and effective skin care method treats wrinkles, skin discoloration, and rough skin with clinical results determined by a panel of independent dermatologists and laser surgeons that showed significant improvements over what traditional creams or lotions can deliver.

"We are thrilled to announce this ground breaking launch that has culminated from years of development," says Tim Bunch, Senior Director of North America Marketing and Sales. "This is the first at-home fractional laser that has been Health Canada-approved to treat the entire face. Consumers can finally experience safe and effective non-ablative fractional laser technology at-

home, as the Tria Skin Rejuvenating Laser is now officially available for purchase on TriaBeauty.ca."

The Canadian launch of the Skin Rejuvenating Laser further supports Tria's mission of bringing highly effective skin care technologies previously only available from dermatologists into the home, and of providing consumers worldwide breakthrough skin care solutions that deliver effective results targeted towards acne, hair removal and now multiple signs of aging.

The clinical studies supporting the safety and effectiveness of the Tria Skin Rejuvenating Laser demonstrate that results can be seen in as little as two weeks with optimal results occurring for most users in eight weeks. In clinical studies dermatologists observed significant, visible improvements in the texture of the skin and in the appearance of fine lines, wrinkles, discoloration and roughness. Ninety percent of those involved in the clinical study reported an improvement in their overall appearance.

Through special pre-launch promotions and clinical studies, select consumers have had the opportunity to preview the Skin Rejuvenating Laser. In addition to the participants seeing the benefits of more youthful, beautiful skin, their commentary surrounding the product, including ease-of-use and multiple safety features, has been overwhelmingly positive. The Tria Skin Rejuvenating Laser is now available on The Shopping Channel and TriaBeauty.ca.

About Tria Beauty, Inc.

Tria Beauty, Inc. creates light-based [skin care](#) products that deliver professional results at home. The Tria Hair Removal Laser is the first Health Canada-approved and FDA-cleared laser hair removal system available for at-home use. See results with just 2 treatments, and imagine permanent freedom from endless shaving and waxing in as little as 6 months. The Tria Skin Perfecting Blue Light treatment for acne is a Health Canada-approved and FDA-cleared blue light device that uses high intensity light to destroy bacteria in the skin, rapidly clearing acne breakouts and improving skin tone and texture. Learn more about Tria's laser hair removal laser, treatment for acne, and latest skin rejuvenation device by visiting TriaBeauty.ca.

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SOURCE: Tria Beauty, Inc.