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TRIA BEAUTY EXPANDS GLOBAL DISTRIBUTION
Relaunches the i-Epi Brand as TRIA Laser Hair Removal System in Japan

April 13, 2009 – Pleasanton, CA – TRIA Beauty, the leader in at-home aesthetic devices, today announced the Japan launch of the TRIA Laser Hair Removal System, its flagship product. The announcement represents a rebranding and product upgrade of the i-Epi, an early generation of the TRIA laser that was originally launched in Japan in 2005.

“This effort strengthens the brand equity of TRIA Beauty and significantly increases our international presence,” said Kevin Appelbaum, CEO of TRIA Beauty. “It’s part of our corporate goal to build one global brand that brings true innovation to the beauty industry.

The new TRIA Laser Hair Removal System launching in Japan features proprietary software technology that results in shorter treatment sessions – twice as fast as the original device – for virtually hair free results. The TRIA Laser Hair Removal System will be available in Japan exclusively at www.triabeauty.co.jp. It is priced at 89,500 yen, or \$895.

The TRIA Laser Hair Removal System was developed by the same team of scientists that invented the professional technology in 1993. The TRIA system uses that same laser technology as these professional devices, and it delivers the same long-lasting results. Now consumers have a convenient in-home alternative to in-office laser hair removal, at a fraction of the cost of professional procedures.

The TRIA Hair Removal Laser System currently is sold in the United States, Spain, and the United Kingdom. In the United States, the TRIA Laser is available on QVC and QVC.com, Nordstrom, Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas, select physician offices and at www.triabeauty.com.

About TRIA Beauty

TRIA Beauty, formerly known as SpectraGenics, is a leader in light-based therapeutic beauty systems that incorporate clinically-proven aesthetic technologies for at-home personal care regimens. In 1993 Robert Grove, Ph.D., and a team of dermatologists and engineers developed the first diode laser for hair removal utilized by physicians in their medical practices. These devices are still considered the gold-standard among dermatologists and plastic surgeons. In 2003, these individuals assembled an internationally renowned team of experts in the field of aesthetic lasers to begin the development of its flagship laser hair removal system and future innovations in home-use energy-based beauty products.

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