

R. Couri Hay Creative Public Relations Issues Retraction for Spreading Misleading Information

TRIA Beauty, the leader in at-home beauty devices, recently settled a suit in the Superior Court of California, Alameda County, against the New York City-based Phoenix Rising Laser hair removal center and R. Couri Hay Creative Public Relations, seeking to prevent communication of erroneous statements about the TRIA Laser Hair Removal System.

As a result, R. Couri Hay Creative Public Relations issued the following retraction:

"On June 4, 2009, Sydney Masters, an employee of R. Couri Hay Creative Public Relations, Inc., sent an email promoting her client Paul Morgan, CEO of Phoenix Rising Laser that contained factually erroneous and misleading statements about the TRIA Laser Hair Removal System. This email was sent in error and we regret that we made these statements about TRIA. On behalf of R. Couri Hay Creative Public Relations, Inc., Ms. Masters, Mr. Morgan and Phoenix Rising Laser, we apologize for any confusion about the safety, efficacy or features of the TRIA Laser Hair Removal System that we may have caused."

"This retraction demonstrates to competitors within and outside the laser hair removal industry that erroneous campaigns will not be tolerated." "said Kevin Appelbaum, CEO of TRIA Beauty. "We are satisfied to have settled this matter and will continue to provide consumers with accurate information."

The TRIA Laser Hair Removal System is the only FDA approved laser hair removal system for at-home that is recognized as the most effective technology in permanent hair removal. It received FDA clearance for its safety and effectiveness in 2008 and has never required a prescription for use. The TRIA Laser Hair Removal System uses the same semiconductor diode laser technology used by the professional systems and was developed by the same scientists who invented the technology nearly two decades ago.