

FOR IMMEDIATE RELEASE

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**TRIA LASER HAIR REMOVAL SYSTEM NOW AVAILABLE AT
BLOOMINGDALE'S
First and Only At-Home Device to Deliver Permanent Results Now Available
At National Luxury Retailer**

January 14, 2010 – Dublin, CA – TRIA Beauty, the leader in light-based therapeutic beauty devices, today announced distribution of its flagship product, TRIA Laser Hair Removal System, at Bloomingdale's, America's only nationwide, full-line, upscale department store; and a division of Macy's, Inc.

“As a leader in the at-home beauty device market, TRIA Beauty is committed to providing consumers with innovative at-home skin care and beauty solutions,” said Kevin Appelbaum, CEO of TRIA Beauty. “Our arrival at Bloomingdale's aligns with our goal to be easily accessible to the savvy beauty consumer.”

TRIA LHRS is the only at-home hair removal device on the market that utilizes a real laser, the same technology used in professional laser hair removal systems and still considered the gold-standard treatment. In fact, the TRIA LHRS was developed by the scientists who invented the professional technology more than a decade ago. The TRIA LHRS first received FDA clearance in February 2008. In January 2010, it received FDA clearance for permanent hair reduction, making it the first and only at-home hair removal device clinically proven to deliver permanent results.

Five Bloomingdale's stores nationwide currently carry the TRIA Laser Hair Removal System, with an additional rollout planned to 14 stores by the end of January. TRIA LHRS is also now sold on Bloomingdales.com.

In addition to the expansion through Bloomingdale's, The TRIA LHRS is available at TRIABeauty.com as well as on QVC, and at Neiman Marcus, Nordstrom, Bergdorf Goodman, STUDIO at Fred Segal, Bliss Spas and select physician offices. The retail price at all outlets is \$595,

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.

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