

**Contact:**

Megan Driscoll  
Behrman Communications  
(212) 986-7000

**TRIA BEAUTY STRENGTHENS LEADERSHIP TEAM WITH KEY ADDITIONS**

*The company welcomes Derek Yung as Chief Financial Officer and Charles Bracher as Independent Director & Audit Committee Chair*

**Dublin, CA (February 10, 2014)** – Tria Beauty, Inc., the world leader in at-home laser skincare treatments, today announced two key additions to its leadership team. Derek Yung has been hired as Chief Financial Officer and Charles Bracher joins the Board of Directors as Independent Director and Audit Committee Chair.

“Both men bring valuable experience to Tria Beauty, having helped build and grow emerging companies,” stated Kevin Appelbaum, CEO, Tria Beauty. “With these significant additions to the leadership team, Tria Beauty is ensuring that we have the experience needed to support our continued growth.”

Mr. Yung joins Tria Beauty from Wize Commerce/Nextag, where he was recently CFO. Previously, he held financial and strategy positions at LeapFrog, and began his business career in management consulting. Mr. Bracher is currently the CFO at Grocery Outlet in Berkeley, CA and prior to that, he held various financial executive roles including CFO at Bare Escentuals. During his tenure at Bare Escentuals, he played a key leadership role during a period of rapid growth, the company’s successful IPO and subsequent sale to Shiseido.

“Similar to my experience at Bare Escentuals, I am excited to join a company poised to transform an industry through innovation. With Tria Beauty’s commitment to bringing professional laser skincare to consumers at home, the company is positioned to be a disruptive force in the beauty category for the foreseeable future,” commented Mr. Bracher.

**About Tria Beauty, Inc.**

Tria Beauty uses light to transform skin care, liberating women from endless and ineffective beauty regimens. Tria’s devices use the same technologies preferred by dermatologists for in-office treatments to deliver professional results in the privacy and comfort of home and at a fraction of the cost. Tria’s portfolio of medical devices for home-use includes the popular [Hair Removal Laser 4X](#), newly introduced [Hair Removal Laser Precision](#), [Skin Perfecting Blue Light](#) used to clear acne blemishes and prevent future breakouts, and new [Age-Defying Laser](#) for treating multiple signs of facial aging. Learn more about Tria Beauty’s devices and skin care products by visiting [www.triabeauty.com](http://www.triabeauty.com).