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**Tria Beauty Puts the Power to Fight Eye Wrinkles in Your Hands**

*Tria Beauty launches breakthrough anti-aging laser specifically focused on treating eye wrinkles*

**Dublin, CA (August 19, 2015)** – Tria Beauty, Inc., the world leader in at-home laser skincare treatments, announced today the launch of its Age-Defying Eye Wrinkle Correcting Laser in North America. The Age-Defying Eye Wrinkle Correcting Laser is a small, hand-held, FDA-cleared device that treats fine lines and wrinkles around the eyes in just 2 minutes a day.

This dermatologist-recommended, breakthrough anti-aging laser offers a highly targeted treatment for eye wrinkles with short, daily treatments. In clinical studies, the following results were seen:

- 85% of study participants saw improvement in fine lines and wrinkles around the eyes
- 88% reported more youthful appearance than other products gave
- 83% reported smoother skin around the eyes

The Age-Defying Eye Wrinkle Correcting Laser is available now for sale at [www.triabeauty.com](http://www.triabeauty.com) and Sephora.com for \$249 with expanded in-store and online distribution among premium retailers in September.

“This expansion of our Age-Defying line allows us to broaden the consumer base in at-home, anti-aging lasers.” stated Peter Wyles, President & CEO, Tria Beauty. “This is a fantastic little product that provides great results with short daily treatments at an affordable price. It’s the perfect product for consumers who want dermatologist-recommended technology for fighting eye wrinkles but who prefer to do their treatments at home.”

The Age-Defying Eye Wrinkle Correcting Laser uses non-ablative fractional laser technology to deliver microscopic laser beams that penetrate deep under the skin's surface to stimulate the body's natural cellular renewal process. When used 2 minutes a night for 8 weeks, the result is fewer eye wrinkles and brighter, younger-looking eyes.

**About Tria Beauty, Inc.**

Tria Beauty, Inc. uses light to transform skin care, liberating women from endless and ineffective beauty regimens. Tria’s devices use dermatologist-recommended technologies to deliver 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 and Hair Removal Laser Precision, Age-Defying Laser for treating multiple signs of facial aging, new Age-Defying Eye Wrinkle Correcting Laser for treating eye wrinkles and Acne Clearing Blue Light used to clear acne blemishes. Learn more about Tria Beauty’s devices and other skin care products by visiting [www.triabeauty.com](http://www.triabeauty.com).