



FOR IMMEDIATE RELEASE

Entity Beauty announces promotion of Alisha Rimando and new acrylic education

ORLANDO, FL Feb. 12 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the promotion of Alisha Rimando to Director of Training and Development.

Alisha has been leading development of the new Entity Advanced Acrylic Training program that will help establish a career path for Advantage members and ultimately support Entity's international distributors. Currently holding the World Champion title, Alisha has been competing, educating and training top nail technicians nationally and internationally for over 13 years.

The new Advanced Acrylic Certification program will begin with an event in Los Angeles March 31-April 2, and covers classic pink & white techniques and French alternative designs that provide the highest value nail services. Other courses include training on Entity's corrective nail services, dramatic sculpturing techniques and practical techniques to speed up services and earn more in a day. Entity Advanced Acrylic programs are taught by Alisha, world champions Tom Holcomb and Tom Bachik, current Canadian nail tech of the year Lee-Anne Smith, Nail Pro cup champion Lorena Marquez and other talented members of Entity's education team. For more information on this training and to register, visit entitybeauty.com

About Entity Beauty

Founded in 2004 by world champion nail artists Tom Holcomb and Tom Bachik, Entity Beauty was formed to empower beauty professionals with superior products, education and tools for success. Unique in the beauty industry, the Entity Advantage Member Reward Plan allows U.S. beauty professionals to buy direct and receive price discounts, volume rewards, business support tools and the opportunity to invite new members to earn sales commissions. Entity Beauty's state-of-the-art nail couture products are developed by its team of creative consultants, including current world champion Alisha Rimando. In addition, Entity's Nanovive Skin Revival System™ is the first to bring patent-pending nanotechnology to beauty professionals. Entity Beauty's products are available in the United States, Europe and Asia.

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