



**FOR IMMEDIATE RELEASE**

**Entity Beauty announces promotion of Leslie Randall**

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**ORLANDO, FL October 1** Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the promotion of Leslie Randall to Director of Operations.

Leslie brings ten years of successful operation experience, and has served a critical role in developing Entity's superior acrylic sculpting product line since the company started in 2004. Leslie developed and managed Entity's two day Studio education program that has trained hundreds of nail artists in the U.S. and internationally. She also coordinated competition team trainings and domestic trade shows. In her new role, she will lead Entity's introduction of expanded new product lines, and manage suppliers and warehouse services. She is also responsible for all legal and regulatory compliance supporting Entity's international expansion.

**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 to a variety of hands-on professional nail training events, the company recently released Entity Success Series DVDs. Entity Beauty's products are available in the United States, Europe and Asia.

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