



FOR IMMEDIATE RELEASE
Entity Beauty introduces New Sculpting Tools

ORLANDO, FL Sept 15 Nail and personal care beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the introduction of new sculpting products which offer unique benefits to nail artists.

Entity Success Sculpting Liquid enhances the options for nail artists with a medium set time and vivid color. Formulated to perform optimally with the full line of Entity Sculpting Powders, the new Success Sculpting Liquid insures maximum workability and absolute color stability over time. In addition, Entity's world champion design team has developed new sculpting tools including Corrective Sculpting Forms, files, and Perfect Curve Sculpting Tools. Entity's new products reflect the company's continued commitment to delivering tools that empower nail artist's success.

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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