

FOR IMMEDIATE RELEASE

Entity Beauty announces the appointment of five Manufacturer Representatives covering the United States

CHICAGO, IL February 11, 2010 Professional nail and beauty products company Entity Beauty Inc. (entitybeauty.com) announces the appointment of five Manufacturer Representative Groups covering the United States: GM & Associates, West; Tom Donohue & Associates, Southwest; JTA, Midwest; John Reinhardt & Associates, Northeast; and Southeast Rep Services for the Southeast. This team of highly experienced individuals within the beauty industry brings another level of support for our distributors in the United States. Each Representative brings years of experience working with distributors in growing and building their businesses. Entity is excited to have these Manufacturer Representative Groups join their team leading the distributors in growth, sales, and continued development of Entity's relationship with its valued distributor partners across the United States.

About Entity Beauty

Founded in 2004, Entity Beauty was formed to empower beauty professionals with superior products, education and tools for success. Entity Beauty's state-of-the art nail couture products are developed by its' team of championship artists. In addition, Entity is the first to bring patent pending nanotechnology to nail professionals with its Entity One Gel Technology, Nanovive Skin Revival System and Rainforest Body Couture.

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