

## **FOR IMMEDIATE RELEASE Entity Beauty announces new Director of Education**

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**CHICAGO, IL January, 2012** Nail and beauty products company Entity Beauty Inc. announced the appointment of Lorena Marquez as Director of Education.

Lorena is among the most respected names in the nail industry. Lorena's artistic accomplishments include over 200 competition wins including the 2004 and 2005 NailPro Cup Championship and #1 competitor ranking by Nails Magazine in 2005. In 2000, Lorena won the World International Nail and Beauty Association tip and overlay championship. Her artwork has been featured on the cover of Nails and NailPro magazines.

Lorena educated professionals worldwide, and was a featured educator at many national and international venues, including the Netherlands, Poland, Australia, New Zealand, Korea, Japan, Thailand, United Arab Emirates and Central America. She has judged competitions in the US, Asia, Australia and Europe. Working with leading beauty manufacturers, Lorena brings a depth of experience in product development, education and international distributor support.

### **About Entity Beauty**

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

### **Contact Information**

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