

**FOR IMMEDIATE RELEASE**

**Entity Beauty Announces the Addition of Two New Sales Directors**

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**CHICAGO, IL February, 2011** Professional nail and beauty products manufacturer Entity Beauty, Inc. (entitybeauty.com) proudly announces the hiring of two Sales Directors; Ellen Ambrecht and Jamie Stiely.

Ellen brings over nine years of nail experience to her new role at Entity. Previously, Ellen was Account Manager and Shows & Event Manager for Essie Cosmetics, Ltd. where she directly managed more than 50 distributor accounts; both domestic and international.

Jamie starts at Entity after opening her own children's fitness organization in New Jersey. Prior to opening the fitness center, Jamie spent eight years as a Sales Director at a research and pharmaceutical company that specializes in dental and cosmetic products, where she played an active role in increasing sales volumes.

"Ellen's industry knowledge, work ethic and enthusiasm along with Jamie's scientific background, entrepreneurial spirit and eagerness will be integral in bringing Entity to the next level." Vicki Heller, President and CEO of Entity Beauty, Inc. stated when asked about organization growth.

**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's Nanovive Skin Revival System, Rainforest Body Couture and Entity 1 Gel Technology are the first to bring patent-pending nanotechnology to nail professionals.

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