

FOR IMMEDIATE RELEASE

Entity Beauty Appoints New U.S. Distributors

Chicago, IL January, 2012 Professional nail and beauty products manufacturer Entity Beauty, Inc. (entitybeauty.com) appointed eleven new United States distributors in the fourth quarter of 2011 resulting in the largest annual growth since the organization's inception in 2005. The distributors represented many new regions to which Entity superior products are now available. The new distributors are American Beauty Supply in Des Moines, IA, Cygnus Beauty Supply in Gardena, CA, Fantastic Beauty Supply in Deerfield Beach, FL, Illusion Nail & Beauty Supply in Lexington, KY, L & D Beauty Nail Supply in Miami, FL, Nail Care Associates in Bloomington, MN, Nasia Supply, Inc. in Hyattsville, MD, National Salon Resources in Minneapolis, MN, Reflection Beauty Supply in Spring Valley, MN, Skyline Beauty Supply in Colorado Springs, CO.

"Our Entity One Color Couture gel enamel allows us to get our foot in the door. Once the distributor realizes the superior service and exceptional product quality of Entity One Color Couture, they enthusiastically take on additional Entity product lines. We are surprised and pleased by the fantastic year we had. A big thank you to all our distributors, salons and nail artists worldwide who continue to solidify our reputation as an organization with exceptional products and extraordinary results." Vicki Heller, President and CEO of Entity Beauty, Inc. raved during the announcement of the new distributors.

Entity Beauty brings technologically advanced professional nail and skin care products and world class education to the beauty technician. These new distributors continue to expand Entity's growth in the United States. Entity Beauty, Inc. is excited to partner with them as they represent the industry's finest professional nail distributors.

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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