

FOR IMMEDIATE RELEASE

Entity Beauty celebrates 5th Anniversary at ISSE Long Beach.

CHICAGO, IL February, 2010 Nail and beauty products company Entity Beauty, Inc. (entitybeauty.com) is proud to announce the 5th Anniversary of their US launch celebrated at ISSE Long Beach, February 2010.

Entity Beauty celebrated their 5th Anniversary at the same beauty show where they launched their product line five years ago. Over the past five years the Entity line has grown to offer a full range of hand, foot and skin care products that meet the needs of nail artists across the globe.

ISSE attendees shopped Entity's newly designed booth which featured their 2010 5th anniversary themed advertorial campaign and shared in the celebration with product specials and a \$500 drawing held the final day of the show.

Entity was turning "5" and there was no better way to celebrate than with a party! The party was held Jan.31 at Club Cohiba and had a guest list that was a virtual who's who of the nail industry. The celebration included a rotation of cuisine, unlimited beverages, a DJ and an absolutely phenomenal cake (sparklers included!)

Entity Beauty would like to thank you for their first five years. Five years of passion and partnership. Five years of innovation and original thinking. Five years of new energy and vision.

Join the Celebration all year long!

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

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