

FOR IMMEDIATE RELEASE

Entity Beauty distributor expansion continues

Chicago, IL, June 7, 2011 Three new U.S. distributors contracted with nail and beauty products company Entity Beauty Inc. (entitybeauty.com) to distribute Entity Beauty products in California, Nevada, and New York. The new distributors are Karen's Nail Design in Chatsworth, CA, Gemini Cosmetics in Sparks, NV and King Maxim Nail Supply in Bronx, NY.

Karen's Nail Design is a company nail technicians depend on to receive the most up-to-date product lines, and friendly and knowledgeable service. Contact Karen's at 818-773-9698. Gemini Cosmetics located outside of Reno, NV offers excellent products and great customer service. Contact Gemini at 775-359-3663. King Maxim Nail Supply opens a new territory increasing Entity availability. Contact King Maxim at 718-239-4574.

As part of their agreements, Entity Beauty will provide all the distributors with access to training opportunities from Entity Beauty's world champion team of nail artists. The complete Entity Beauty product lines include exclusive formulations that provide unsurpassed workability, color stability and consistency. Entity Beauty's products and tools are widely recognized for their quality details and innovative designs.

"I look forward to cultivating these relationships into great long-term partnerships." Vicki Heller, President and CEO stated when asked about these new 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. Entity Beauty's products are available in the United States, Europe and Asia. To learn more about Entity Beauty products, please visit www.entitybeauty.com.

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