

FOR IMMEDIATE RELEASE

Distributor Summit 2009

Entity Beauty's Partner Distributors from around the world came together July 21-22, 2009 in Las Vegas, Nevada for Entity's third Distributor Summit. Attendees from New Zealand, Poland, Russia, Germany, England, Holland, U.S. and Canada were among the first to see the new Entity Beauty Nail Studio Education program for 2010.

Lee-Anne Henderson, Director of Educational Sales and Distributor Relations and Lorena Marquez, Global Training and Trade Relations Artist celebrated Entity's "Do You Dream in Color" ad campaign and our new Metallic and Pearl enamels by hosting a nail art competition amongst the attendees. Walter Westcamp of Society Nail in Germany took top honors and will have his artwork featured at entitybeauty.com

The 2-days came to an end with a roundtable discussion on ways to generate sales and keep the salon industry booming in these hard economic times led by Stu Ludlow, Vice President Sales. Into the evening we dined and toasted our futures with beautiful commemorative bottles of wine engraved with the Entity logo.

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 and Rainforest Body Couture are the first to bring patent-pending nanotechnology to nail professionals.

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