



## ENTITY BEAUTY

### PRESS RELEASE

**EURO FASHION, Pruszcz Gdanski, Poland (06/18-19/09)** – Recently Lorena Marquez Global Training and Trade Relations Artist for Entity Beauty traveled to Poland to conduct an intensive training seminar for their international distributors, educators and nail technicians. Over 30 distributors from Poland and Eastern Europe came together for a common goal: the ongoing success of nail professionals. Ultimately, the event provided the tools necessary to offer better service to nail technicians through enriched knowledge and evolved technical skills.

**Sofitel Victoria Warsaw, Poland (06/20/09)** – took place the **3<sup>rd</sup> International Conference and Show of Euro Fashion and „Akademia Paznokcia”** - the one of two biggest magazines for professionals published by Euro Fashion.

Organizers promoted the event throught Poland, Switzerland, Italy, Ukraine and welcomed almost 100 attendees.

The participants watched as Lorena Marquez launched One Gel System. Everyone is so excited of it and the feedback is excellent. Lorena passed her nail artistry throught classic of Entity Powders.

Lorena Marquez judged nail techs in the **6<sup>th</sup> Open International Nail Design Championships**. The Championships are well known and with every edition the level of nail techs is higer than before. This year, 25 nail techs compete. The winner is Victoria Klopotova from Ukraine and her nails done with Entity Powders – *says Ewa Ciechacka the chairman of jury.*

Euro Fashion every year looks for new ideas, to promote Entity in Poland and Eastern Europe. The expansion on the highest level is needed. For nail techs the name of educators is most important, that's why we are really glad that we can keep Lorena Marquez on the top list. Thank you Entity Beauty to help us in growing up and getting in new markets. We are looking forward to seeing Lorena in the nearly future. Next stop for Lorena is Kiev/Ukraine. The training will be provided by ALPHA company, the Entity Beauty exclusive distributor in Ukraine – *says Grazyna Brylowska, Int'l Coordinator.*

