

FOR IMMEDIATE RELEASE

Entity Beauty announces 5th Anniversary

CHICAGO, IL February, 2010 Nail and beauty products company Entity Beauty, Inc. (entitybeauty.com) is proud to announce its 5th Anniversary, February 2010.

Entity Beauty is turning “5” and there is no better way to celebrate than with a party! Entity Beauty is planning to celebrate their 5th Anniversary at the same beauty show where they launched their product line five years ago. In the last five years they have come a long way and now offer a full range of hand and skin care products.

Join the party Jan.30 - Feb.1, 2010 at ISSE in Long Beach, Ca. to celebrate! Visit them at booth #1854 to participate in the celebration with fun-filled “5” theme prizes and specials all weekend long. Stop by and receive a special invitation to their 5th Anniversary Party. It’s a party you won’t want to miss!

The employees and artists of Entity Beauty know it’s their anniversary but to show their appreciation, Entity Beauty will be giving the gifts to you – their customers - throughout the year.

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!

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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