

FOR IMMEDIATE RELEASE

Entity Beauty, Inc. Hosts the 2011 Artist Academy

Chicago, IL October, 2011 Entity Beauty Inc.'s top educators were invited to attend the first Entity Artist Academy in August, 2011.

The intense training in Las Vegas, Nevada included three days of presentation skills training with world famous facilitator, Kristi Valenzuela. Attendees learned how to create powerful and memorable presentations. "It is this type of training that will develop great educators, Kristi's techniques and formulas for success are beneficial to growing Entity's education team skillsets." said Lorena Marquez, Director of Education for Entity.

After the presentation portion, the training continued with two days of Advanced Nail Skills during which attendees pushed their artistic style to the next level. Artist hopefuls were judged on the clarity and structure of their acrylic and gel nails which were expected to exemplify the signature look for which Entity is known. "Educators were pushed out of their comfort zone to create more dramatic, sleek nails that are second to none!" said Lorena.

The training ended with a cocktail party in which the educators were able to relax and have fun while the final nails were scored. The educators received open and honest critiques regarding the areas that needed to be refined and on those that exceeded expectation.

Top Academy's scores were:

Best Presentation - Laura Russell
Most Improved Presentation - Janna Jahr
1st Place Best Nails - Janna Jahr
2nd Place Best Nails - Laura Russell
3rd Place Best Nails - Tina Ciesla
Most Improved Nails - Gracie King

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.

Contact Information

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