

**FOR IMMEDIATE RELEASE**

## **Entity Beauty Introduces Webinars for Educational Training**

---

**Chicago, IL November, 2011** Professional nail and beauty products manufacturer Entity Beauty, Inc. (entitybeauty.com) is now hosting webinars as an addition to their exceptional educational training offerings. Each webinar focuses on different product lines and nail applications and is designed to give nail technicians an in-class experience from their own computer. Entity webinars teach the same information and show the same demonstrations online that would be learned in a regular classroom setting. The webinars are hosted live and feature Entity's Global Artist and World Renowned Nail Technician, Lorena Marquez.

The format of the webinars is simple and easy to follow. Each topic is introduced and the agenda is discussed using PowerPoint slides as visual teaching aids. Product demonstration videos are incorporated to show step-by-step application procedures for each topic in real time. At the end of the webinar, there is a question and answer portion and follow up on any outstanding items related to the topic. Attendees receive copies of all slides by e-mail as reference material.

Webinars are an effective way to reach a variety of nail technicians since they are quick, convenient and low cost. Anyone in the world can attend the webinars from their home or office computers. It saves people from having to travel and since classes are condensed to about two hours, they also save on time. With the cost of each webinar, all paid attendees receive a 30 day coupon code for use towards Entity product purchases.

"Our online webinars have been a huge success, selling out each time, showing us that nail technicians are interested in expanding their product knowledge with continuing education. Consistent with all Entity education, the webinars are an enjoyable and informative experience." Jamie Stiely, Regional Sales Director of Entity Beauty, Inc. enthused when asked about the webinars.

Entity Beauty brings technologically advanced professional nail and skin care products and world class education to the beauty technician. We continue to think of innovative ways to expand our business and help our customers advance their skills. "I am absolutely thrilled about Entity webinars and being a part of bringing fun and exciting education to salon professionals! I look forward to introducing new topics in the near future that will excite your passion for Entity Beauty." Lorena Marquez, Director of Education added.

For a list of dates and topics and to register online for Entity webinars, participants can visit [www.entitybeauty.com.c-60-webinars.aspx](http://www.entitybeauty.com.c-60-webinars.aspx). International attendees can register by contacting Entity customer service at [info@entitybeauty.com](mailto:info@entitybeauty.com). Below are the currently scheduled webinars. Topics and schedule are subject to change.

November 14<sup>th</sup> – Holiday Nail Art using Entity One Color Couture Gel Enamel

December 5<sup>th</sup> – Entity Nail Couture Acrylic System

December 12<sup>th</sup> – Holiday Nail Art using Entity One Color Couture Gel Enamel

January 9<sup>th</sup> – French Alternative Acrylic Designs

**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**

Jamie Stiely, Director of Regional Distributor Sales, Entity Beauty Inc.  
215-806-3379 or [jstiely@entitybeauty.com](mailto:jstiely@entitybeauty.com)  
[entitybeauty.com](http://entitybeauty.com)