

FOR IMMEDIATE RELEASE

Entity Beauty announces new Customer Relations and Event Manager.

CHICAGO, IL Jan 2, 2009 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the appointment of Jeteca Overman Larson as Customer Relations and Event Manager.

Jeteca joined Entity Beauty, Inc. as they launched their product line in February 2005, as the Customer Relations Manager and quickly added the coordination of trade shows to her many responsibilities. Being a seasoned cosmetologist herself, Jeteca understands the needs and issues that nail artists and salon professionals encounter on a daily basis.

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.

Contact information:

Vicki Heller, President and CEO, Entity Beauty Inc.
866-288-4600 or vheller@entitybeauty.com
www.entitybeauty.com

