

FOR IMMEDIATE RELEASE

Entity Beauty announces new Vice President Operations.

CHICAGO, IL Jan 2, 2009 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the appointment of Leslie Randall Perez as Vice President Operations.

Leslie has spent over a decade uniting talented nail artists with amazing products. Her passion for developing real world education programs has afforded her the opportunity to lead and support our industries most renowned global icons. Leslie was instrumental in the launch of Entity Beauty and currently leads their Education, Product Development, Customer Relations and Public Relations departments.

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.

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