

FOR IMMEDIATE RELEASE

Entity Beauty announces new Global Training and Trade Relations Artist.

CHICAGO, IL Jan 2, 2009 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the appointment of Lorena Marquez as Global Training and Trade Relations Artist.

Lorena Marquez is among the most respected names in the nail industry. Lorena's artistic accomplishments include over 200 competition wins, including the 2004 and 2005 Nailpro Cup Championship and #1 competitor ranking for Nails magazine. Lorena brings Entity her experience in product development, education and international distributor support.

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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