

**FOR IMMEDIATE RELEASE**

**Entity Beauty announces new Vice President, U.S. Sales**

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**CHICAGO, IL Sept 8, 2009** Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the appointment of Nancy Waspi as Vice President, U.S. Sales.

Nancy comes to Entity Beauty with decades of experience within the beauty industry. From large corporations to grass root start-up companies, Nancy's sales, marketing and management expertise have helped these companies expand into the multi-million dollar companies they are today.

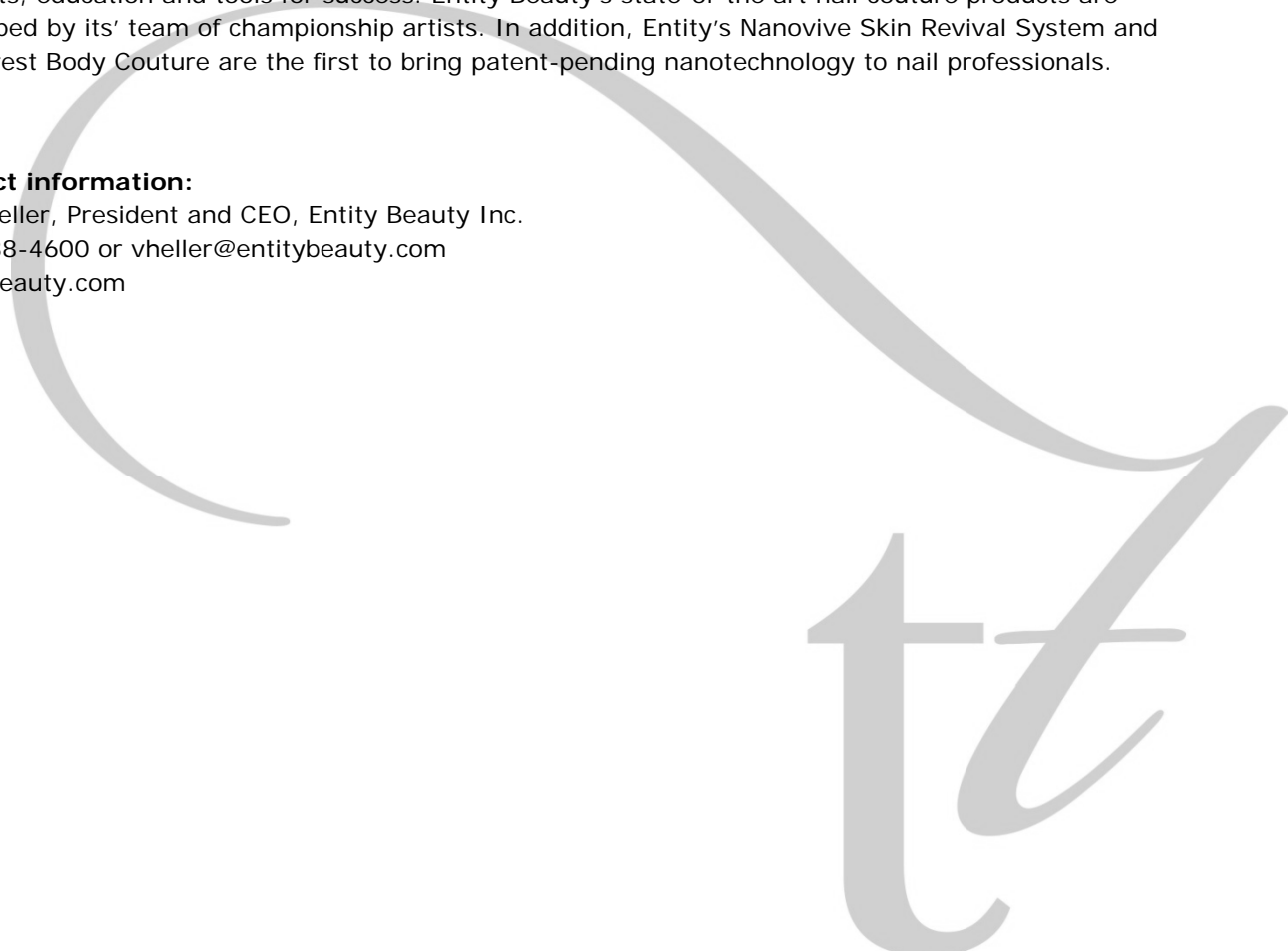
Entity is excited to have Nancy join their team leading the sales division and continuing to grow and develop Entity's relationship with its valued Distributor Partners across the United States.

**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  
entitybeauty.com

A large, light gray watermark of the Entity Beauty logo is visible in the background. It features a stylized, flowing line that forms a partial circle on the left and a vertical stem on the right, with a decorative flourish at the bottom right.