

FOR IMMEDIATE RELEASE

**Entity Beauty Announces the Appointment of its Premier California Distributor –
National Beauty Group, Inc.
Barbara's Beauty Wholesale Distributors
KB Beauty Supply
Nails Express**

CHICAGO, IL February, 2010 Professional nail and beauty products manufacturer Entity Beauty Inc. (entitybeauty.com) proudly announces the appointment of NATIONAL BEAUTY GROUP, INC. and its subsidiaries, BARBARA'S BEAUTY WHOLESALE DISTRIBUTORS, KB BEAUTY SUPPLY & NAILS EXPRESS, as its premier distributor of Entity Beauty products in California.

Wonnie Kim, General Manager of National Beauty's Nails Express division, invites you to visit the well-stocked Nails Express centers located inside KB Beauty Supply stores throughout California to try Entity products, or simply call Nails Express toll-free at (866) 26 NAILS to place your Entity order for same-day shipment.

National Beauty Group's partnership with Entity Beauty brings technologically advanced professional nail products and world class education to your salon, along with an excellent shopping experience. Entity Beauty, Inc. is excited to partner with NAILS EXPRESS as they represent the industry's finest professional nail products and customer service.

Please call NAILS EXPRESS toll-free at (866) 26 NAILS when you are ready to order your Entity Beauty products or to learn about upcoming Entity education events.

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, Rainforest Body Couture and Entity 1 Gel Technology are the first to bring patent-pending nanotechnology to nail professionals.

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