

FOR IMMEDIATE RELEASE

Entity Beauty announces Entity Educators finalists in Canada competition.

CHICAGO, IL October, 2010 Nail and beauty products company Entity Beauty, Inc. (entitybeauty.com) is proud to announce Entity trained nail technicians Jessica Marie Ellison and Ashley Mckenzie placed as finalists in Canada's top five in Salon 52's nail enhancement category.

Salon 52 recently announced that Toronto nail technicians (Jolie Beauty Bar) Jessica Marie Ellison and Ashley Mckenzie have placed in Canada's top five in the Salon 52's 22nd annual hair, aesthetics and nail competition. Ellison and Mckenzie are experienced nail professionals at Jolie Beauty Bar, as well as returning champions from last year's competition.

"We love to see our educators practicing, competing and developing their skills, as nail professionals. Please join us in congratulating, Jessica and Ashley on their success.", Entity Beauty Inc. President Vicki Heller stated.

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 One Gel Technology, 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

