

FOR IMMEDIATE RELEASE

Entity wins in Bulgaria

Entity Beauty, Inc. is pleased to announce that Maya Abbedissen won The National Bulgarian Championship in Nail Design.

Maya's impressive first place win in the Gel Nails category allows her the opportunity to compete in the Gel category at the World Championship in Dusseldorf, Germany in March, 2011. She will be representing the country of Bulgaria and compete using Entity One Gel Technology.

When Maya was asked why she competes with Entity One Gel Technology she said, "Entity performs super! The workability is amazing and easy to use compared to other brands. I love that the white is a perfect white and the Nudite Pink fits all skin tones."

Entity Beauty would like to congratulate Maya on her victory and wish her the best of luck in Dusseldorf!

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.

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