

**FOR IMMEDIATE RELEASE**

**Entity Beauty Voted Best Acrylic System 2011**

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**Chicago, IL December, 2011** Entity Beauty is proud to announce that our Nail Couture acrylic line was voted Best Acrylic System by NailPro readers.

When the Entity Nail Couture acrylic line was developed, we wanted to create a product that could handle something tougher than any World Championship; we insisted that it to hold up to the demands of day-to-day life in a nail salon. With that in mind, we developed state-of-the-art acrylic products that capitalize on the most innovative science available. Our Nail Couture acrylic line is not only more workable, it's more durable featuring extremely saturated colors from the most radiant white to the delicate clear-base pinks designed to showcase the natural color of a woman's nail.

But as important as the product is our process. We show you how to elevate and accelerate your art, which means not only higher quality—but also higher profits. Entity believes that the best products are made better by education. Our goal is not only to help you understand how our products work, but also to offer you the lessons learned across 30 combined years of experience leading the industry. We empower you to perform at the top of your ability by sharing the information you crave. Entity was founded on the idea that nail technicians learn best from other nail technicians. We know you'll agree.

Entity is proud to provide the tools, training and ideas to ignite your imagination. Our acrylic products are quite simply the finest available and this award helps us celebrate the fact that our products and strategies accelerate both your art and your business.

**About Entity Beauty**

Founded in 2004, Entity Beauty was formed to empower beauty professionals with superior products, education and tools for success. Entity Nail Couture and Entity One Color Couture state-of-the-art products are developed by its' team of championship artists. In addition, Entity's Nanovive Skin Revival System, Rainforest Body Couture and Entity One Gel Technology are the first to bring patent-pending nanotechnology to nail professionals.

**Contact Information**

For product information and education near you please call 1-866-288-4600 or email at [info@entitybeauty.com](mailto:info@entitybeauty.com).  
[entitybeauty.com](http://entitybeauty.com)

