



FOR IMMEDIATE RELEASE
Entity Beauty announcement on Tom Holcomb

ORLANDO, FL June 15 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced that Entity co-founder and artistic director Tom Holcomb is choosing to direct his career exclusively toward the growing market in Asia and Japan.

Tom's decision to concentrate on the Japanese market is based on a number of factors including his insatiable desire to bring his artistic vision to nail technicians around the world. We wish Tom all the best and look forward to his continued success.

At Entity Beauty we are committed to developing only the highest quality nail and skin care products, utilizing the latest science and technology. Our education team is now the best in the industry with world champion co-founder Tom Bachik, current world champion Alisha Rimando, two-time Nail Pro cup champion Lorena Marquez, and five-time Canadian Nail Artist of the Year Lee-Anne Smith.

About Entity Beauty

Founded in 2004, Entity Beauty was formed to empower beauty professionals with superior products, education and tools for success. Unique in the beauty industry, the Entity Advantage Member Reward Plan allows U.S. beauty professionals to buy direct and receive price discounts, volume rewards, business support tools and the opportunity to invite new members to earn sales commissions. Entity Beauty's state-of-the art nail couture products are developed by its' team of championship creative consultants. In addition, Entity's Nanovive Skin Revival System™ is the first to bring patent-pending nanotechnology to beauty professionals. Entity Beauty's products are available in the United States, Europe and Asia.

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