



**FOR IMMEDIATE RELEASE**

**Entity Beauty announces 1,000 Advantage members and new sales support**

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**ORLANDO, FL Jan 1** Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced a milestone in Entity's U.S. Advantage Member Reward Plan as membership reached 1,000 beauty professionals. Entity also announced the addition of two new regional sales directors to support Entity's explosive growth.

The first 1,000 members of the Entity Advantage Member Reward Plan are designated 'Charter Members of the Founders Club', and receive special privileges for this distinction. Unlike other leading professional beauty companies, Entity Beauty sells direct to its Entity Advantage members through its online store at entitybeauty.com. Cost efficiencies are passed on to Advantage members through price discounts and volume rewards. In addition, Entity Advantage members have access to a variety of business support tools including advanced professional training and custom webpages.

Two new regional sales directors with extensive experience and industry recognition join the Entity sales team to support Advantage member growth. LaShaun Brown-Glenn brings significant industry experience and accomplishment to the north central region. In addition to being a successful salon owner and educator, LaShaun has been recognized twice by Salon Sense magazine as 'One of the Most Influential Women in the Beauty Business'.

Carla Shappelle will assume responsibility for Entity's northeast U.S. region. Carla is an experienced educator whose enthusiasm and skill have influenced nail artists across the U.S. and internationally. Her industry accomplishments include many sales and educator recognition awards, including 'The Most Influential Educator' list by NAILS magazine.

**About Entity Beauty**

Founded in 2004 by world champion nail artists Tom Holcomb and Tom Bachik, 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 creative consultants, including current world champion Alisha Rimando. In addition to a variety of hands-on professional nail training events, the company recently released Entity Success Series DVDs. Entity Beauty's products are available in the United States, Europe and Asia.

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