



**FOR IMMEDIATE RELEASE**

**Entity Beauty announces Fast Start and Leadership Rewards for Advantage members**

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**ORLANDO, FL April 1** Nail and beauty products company Entity Beauty Inc. ([entitybeauty.com](http://entitybeauty.com)) today announced a new member reward program that provides beauty professionals with the opportunity to win exciting prizes as they grow their potential to earn long-term residual income through their sponsorship efforts. New Fast Start and Leadership Rewards continues Entity's commitment to developing a community of beauty professionals that are supported and rewarded for their leadership in the beauty industry.

Advantage members have the opportunity to sponsor new professional members in the Entity Advantage Member Reward Plan, who then become part of that member's sponsorship team. Advantage members participating in the company's team building programs earn Advantage commissions for growing the size and buying power of their Entity team. Fast Start Rewards recognizes brand new Advantage members who begin their team building efforts. Leadership Rewards encourage established Advantage members to become actively involved in the education and mentoring of their team of beauty professionals.

Prizes include Tiffany-style sterling silver jewelry, electronics, and designer handbags. The grand prize is a diamond-studded designer watch valued at \$2,000. Members qualify to win one of each prize during April 1, 2007 through March 31, 2008, however, there is no limit to the number of winners. For complete prize rules, please visit [entitybeauty.com](http://entitybeauty.com).

**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. 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 creative consultants, including current world champion Alisha Rimando. 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.

**Contact information:**

Craig A. Fleming, President and CEO, Entity Beauty Inc.  
866-288-4600 or [cfleming@entitybeauty.com](mailto:cfleming@entitybeauty.com)  
[entitybeauty.com](http://entitybeauty.com)