



FOR IMMEDIATE RELEASE
Entity Beauty announces International Summit

ORLANDO, FL Nov 11 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the start of its first International Distributor Summit to be held at the company headquarters in Orlando, Florida.

Many of Entity's distributors from Europe, Asia and Australia will be in attendance at the event. In addition to creating a forum for distributors to share ideas, Entity will be sharing significant new strategies for 2007. "The main purpose for our time is to build stronger relationships and learn more directly about our distributor's needs," says President and CEO Craig A. Fleming. "We also will discuss exciting plans for 2007 that will support our aggressive international growth initiatives."

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 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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