



FOR IMMEDIATE RELEASE

Entity Beauty announces addition of Lorena Marquez to artistic team

ORLANDO, FL Jan 15 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the addition of 2004 and 2005 Nail Pro Cup champion Lorena Marquez to Entity's accomplished artistic team.

Lorena Marquez is among the most respected names in the nail industry. Lorena's artistic accomplishments include over two hundred competition wins, including the 2004 and 2005 Nail Pro cup championship and #1 competitor ranking by NAILS magazine in 2005. Her artwork has been featured on the cover of NAILS and Nail Pro magazines.

Lorena has educated nail professionals world wide, and has been a featured educator at many national and international venues. Working with leading beauty manufacturers, Lorena brings experience in product development, education and international distributor support. She joins Entity's prestigious artistic team, including world champion's Tom Holcomb and Tom Bachik, current world champion Alisha Rimando, and Canadian Nail Tech of the Year, Lee-Anne Smith.

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.

Contact information:

Craig A. Fleming, President and CEO, Entity Beauty Inc.
407-352-5285 or cfleming@entitybeauty.com
entitybeauty.com