



FOR IMMEDIATE RELEASE
Entity Beauty announces new Russian distributor

ORLANDO, FL Jan 17 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the appointment of Germes Company as it's newest distributor of Entity Beauty products in Moscow, Russia.

Germes will be hosting a two-hour Entity presentation at Nail Expo in Moscow on February 9, featuring Entity's Lorena Marquez. In addition Germes will present a Master Nail Class on February 10, which will be an eight-hour training class offering hands on-training using the Entity acrylic system.

"We are excited to partner with Germes as they represent many of the finest brands in all of Russia, and we believe our premium brand of nail care products will be a significant addition to their products. We look forward to a long lasting relationship," said Craig A Fleming President and CEO of Entity Beauty.

Entity's Lorena Marquez' artistic accomplishments include over 200 competition wins, including the 2004 and 2005 Nail Pro cup championship and #1 competitor ranking by NAILS magazine in 2005. In 2000 Lorena won the World International Nail and Beauty Association tip & overlay championship. Her artwork has been featured on the cover of NAILS and Nail Pro magazines. Lorena has educated nail professionals worldwide, and has been a featured educator at many national and international venues. As the featured nail artist at the Nail Expo event, Lorena will demonstrate the latest techniques in pink and white sculptured nails. She will also demonstrate the company's latest science and technology breakthrough using nanotechnology in their Nanovive Skin Revival System™.

About Entity Beauty

Founded in 2004, 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 championship creative consultants. In addition, Entity's Nanovive Skin Revival System is the first to bring patent-pending nanotechnology to nail professionals. Entity Beauty's products are available in the United States, Europe and Asia.

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