



FOR IMMEDIATE RELEASE
Entity Beauty announces new products and services

ORLANDO, FL July 25 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today introduced new products and services including new Nanovive™ Booster.

Nanovive Booster is the latest extension of Entity's Nanovive Skin Revival System™. Mix Nanovive Booster with any skin care product to add the encapsulated power of nanotechnology. Nanovive Booster contains time released emollients and anti-oxidants that create softer, visibly younger-looking skin. Ingredients include lecithin, cucumber extract, rose hips extract, sambucus extract, and palmitoyl oligopeptides (an amino acid blend that stimulates collagen production, helps destroy free radicals and is known to reverse the signs of wrinkles and aging). Nanovive Booster can be mixed with any skin care product including lotions, masks, body butters, body oils, after tan-care products, or scrubs. Adding Nanovive Booster to traditional skin products used in salons allows beauty professionals to increase the value of their services.

Entity also introduced two new glitter sculpting powders in soft pink and lavender and a 5-piece implement set in an Entity leather carrying case. To learn more or place an order, please visit entitybeauty.com.

About Entity Beauty

Founded in 2004, 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 championship creative consultants. 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.

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