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Entity Beauty announces new products and services

ORLANDO, FL June 10 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today introduced new products and services including a line of nail enamels at the Orlando Premiere show, and expanded order conveniences and discussion groups for U.S. Advantage members.

Entity's new French Manicure Enamel Collection brings the signature Entity look to natural nails. Included are four translucent shades of pink, peach and beige that match a variety of skin tones, and two shades of white for a more natural or bright free edge. The collection is complete with an Enamel Base Coat and Top Coat. In addition, Entity introduced a new UV Gel Top Coat, and Pinker and Pinkest Pink Sculpting Powders to supplement its award-winning acrylic system. To learn more or place an order, please visit entitybeauty.com.

With the new products, Entity announced the expansion of their U.S. toll-free product order services to 24/7 availability. "Many beauty professionals are independent and work long hours," says Craig A. Fleming, President and CEO of Entity Beauty, "Extending our hours provides the convenience of weekend or evening ordering." The toll-free number (866-288-4600) also handles registration of new Entity Advantage members.

Entity also launched its new *Smile Line* discussion groups for U.S. Advantage members. This new Advantage benefit connects Advantage members through discussion groups that range from topics such as new products, artistic tips, upcoming events and team building. "We are very excited about our new *Smile Line* because it puts us in direct contact with our members," says Fleming. "Our team hears member questions and suggestions directly, and our entire community benefits from sharing. This is what we have always been about – a supportive community that enables our members to be in business for themselves, but not by themselves."

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.

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