



**FOR IMMEDIATE RELEASE**

**Entity Beauty announces new regional sales director**

**ORLANDO, FL Jan 23** Nail and beauty products company Entity Beauty Inc. ([entitybeauty.com](http://entitybeauty.com)) today announced the appointment of Diep (Dee) Nguyen as its newest regional sales director.

Dee brings over 20 years of experience in the nail care industry. Dee owned her own salon for ten years, and then advanced through the educational departments at Creative Nail Design (CND). For the past ten years Dee was CND's regional sales manager for new markets.

"We are very excited about Dee joining Entity Beauty as her sales management experience matches our aggressive growth plans for the next several years," said Craig A. Fleming, President and CEO of Entity Beauty. Dee will report to Stu Ludlow, Entity Vice-President of Sales, and will oversee the development of distributors nationwide.

**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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