



FOR IMMEDIATE RELEASE

Entity Beauty announces partnership with *Your Beauty Network*

ORLANDO, FL Feb 1 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced its partnership with premiere salon success training provider *Your Beauty Network*.

Entity Beauty is committed to empowering the success of beauty professionals through superior products, training and business support tools. The partnership with *Your Beauty Network* will provide Entity Beauty Advantage members with access to resources including business-building information from their team of success coaches. In addition, Entity Beauty will participate in *Your Beauty Network's* annual Business Retreat.

Resources from Entity's Your Beauty Network partnership will be provided through Entity's new *My Entity Advantage* web pages. This Advantage member only content includes a library of business building articles from the Entity team and *Your Beauty Network*, free Entity promotional support, monthly surveys and access to reports to help members track their Entity team building progress.

About *Your Beauty Network*

Your Beauty Network (YBN) is the only business support membership that offers ongoing business support for any area of a salon's business. YBN members receive personal coaching, access to business tools including marketing programs, and a variety of practical resources to help beauty professionals with the management and profitability of their business. YBN members see a positive impact on their business within the first month of becoming a member.

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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