



**FOR IMMEDIATE RELEASE**  
**Entity Beauty appoints Regional Sales Director**

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**ORLANDO, FL July 6** Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the appointment of Michelle Williams as Western Regional Sales Director.

Michelle brings a wealth of industry experience to the Entity team. Beginning her career as a nail technician, she gained leadership and management skills with leading nail manufacturers as director of research and development, director of education and regional sales manager. She has also served as a company representative on the Nail Manufacturer's Council.

For the past four years she has been the CEO of Sparkles All Over, LLC, a jewelry manufacturing company that she founded with a mission to help disadvantaged women support themselves and their families. During this time she served as an Honorary Chairperson for the Business Advisory Council of the NRCC and was nominated "Business Woman of the Year" in 2004.

**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. 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 to a variety of hands-on professional nail training events, the company recently released Entity Success Series DVDs. Entity Beauty's products are available in the United States, Europe and Asia.

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