



FOR IMMEDIATE RELEASE
Entity Beauty appoints Regional Sales Vice-Presidents

ORLANDO, FL April 5 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the appointment of Stu Ludlow as Eastern Regional Sales Vice-President and Steve Searcy as Central Regional Sales Vice-President, to support Entity Beauty's expanding regional efforts.

Stu Ludlow brings more than 25 years of experience in the successful development of independent contractors, business owners and professionals. He has assisted numerous major corporations and Fortune 500 companies in the recruitment and development of their most valuable asset—people. As a successful business owner himself, Stu understands the day-to day challenges of growing clientele and the bottom line. The track record of this seasoned professional includes achieving outstanding performance and award-winning accomplishments.

Steve Searcy began his career as the communications director and personal aid to a state governor. There he worked with impressive names like Humphrey, Biden, Kennedy and Stevenson. Since then, Steve has taken his communication skills into the development of creative and effective education programs. After the 9/11 tragedy, Steve co-developed the "After" program to help young teens cope when tragedies occur. Based on that experience, Steve co-edited the book, *Kid's Letters to Terrorists*, which has been translated into numerous languages and endorsed by the likes of Jack Canfield of *Chicken Soup for the Soul* fame. Steve has produced hundreds of training films and videos for companies around the world, often using humor creatively to convey important ideas. Steve has also developed educational materials for universities and major seminar companies.

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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