



FOR IMMEDIATE RELEASE
Entity Beauty expands internal support team

ORLANDO, FL Sept. 6 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the addition of two new employees to support the internal management of the quickly expanding Entity Advantage Member Reward Plan.

Peter Freudenberger was appointed Director of Information Technology. Peter brings over twenty years of technology experience, including development and management of information systems. He has specific expertise with direct selling management systems. Peter will lead the development of Entity's technology platform.

Richard Ryan assumes the role of Manager of Accounting. His background includes accounting and financial experience with major direct selling companies. He will report to Ben Williams, Entity's Chief Financial Officer.

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 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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