



FOR IMMEDIATE RELEASE

Entity Beauty promotes Carla Shappelle to Regional Sales Vice-President

ORLANDO, FL June 15 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the promotion of Carla Shappelle to North Eastern Regional Sales Vice-President.

Carla is an experienced educator whose enthusiasm and skill have influenced nail artists across the U.S. and internationally. Her industry accomplishments include many education awards including The Most Influential Educator list by NAILS magazine and Ambassador of the Year with Creative Nail Design. She has achieved many sales recognition awards, and was selected as an NAHA finalist. Carla has been published nationally and internationally, and has appeared on the Today Show demonstrating her art. She also has experience as the general manager of a large day spa.

Carla's responsibilities will include leading Entity's significant growth initiatives in the U.S. North Eastern region.

About Entity Beauty

Founded in 2004, 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 championship creative consultants. 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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