



FOR IMMEDIATE RELEASE

Entity Beauty promotes Michelle Williams to Regional Sales Vice-President

ORLANDO, FL Nov 1 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the promotion of Michelle Williams to Western Regional Sales Vice-President.

Under Michelle's leadership, Entity has grown their share of acrylic nail products in the California and Arizona markets. Michelle brings extensive experience in the beauty industry along with great passion for mentoring other beauty professionals. Her responsibilities will now extend to Entity's entire U.S. western region.

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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