



FOR IMMEDIATE RELEASE
Entity Beauty releases Success Series DVDs

ORLANDO, FL March 5 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the premiere of its new four-set educational DVD entitled 'Success Series' at Chicago's Midwest Beauty Show.

Produced by Entity Beauty, the DVD series features Entity's world championship creative team of Tom Holcomb, Tom Bachik and Alisha Rimando, who have individually set the standard of excellence for the nail industry, winning numerous world championships and global renown.

The unique DVD series shares step-by-step instructions to a classic French nail designs, inspirational stories from the artists and practical business suggestions from salon success expert Kristi Valenzuela. DVD titles include:

Competition Design Principles - Create the Winning Competitive Nail

Salon Design Principles – Secrets of the Salon Perfect Nail using Entity's Evolution Nail Tips

Reality Design Principles - Nudit  Powders and the Techniques to Perfect the Most Challenging Nails

French Alternative Design Principles - Decorative Alternatives to the Traditional French Nail

Entity's Success Series DVDs are complemented with a complete line of state-of-the-art acrylic nail couture products.

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. Entity Beauty's products are available in the United States, Europe and Asia.

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