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Entity Beauty Announces Milestone 2,000 Advantage Members

ORLANDO, FL June 1 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced that membership in its innovative Entity Advantage Reward Plan now exceeds 2,000 beauty professionals. Entity Advantage, a membership program that is revolutionary in the professional beauty products industry, is growing the company's U.S. market share for its line of nail couture and beauty products.

Entity Advantage Reward Plan

Unlike other leading professional beauty companies, Entity Beauty sells direct to its Entity Advantage members by phone or through its online store at entitybeauty.com. Cost efficiencies are passed on to Advantage members through price discounts and volume rewards. In addition, Entity Advantage members have access to a variety of business support tools including advanced professional training.

Advantage members invite other beauty professionals to join the program. Members are eligible to receive commissions on product sales of those they invite. "We are providing beauty professionals with the opportunity for multiple streams of income not tied to their hours in the salon," says Craig A. Fleming, President and CEO. "Our growth is exploding because we are focused on their success, and this is reflected in every product and program we develop."

In only 10 months since going national with the Advantage program, Entity Beauty membership has exceeded 2,000 beauty professionals. This milestone marks the end of Entity's Founders Club, the first 2,000 members who receive special privileges for this distinction. Licensed beauty professionals and beauty school students, instructors or owners in the United States can visit the Entity Beauty website (entitybeauty.com) for more information on Advantage membership, or to enroll in the program.

A unique vision

Co-founded by two industry icons and world champion nail artists, Tom Holcomb and Tom Bachik, Entity Beauty began with a simple mission: to empower nail artists with the best products, training and support tools. "We started Entity Beauty partly because we wanted great product to work with," Tom Holcomb says, "but we also weren't satisfied with the direction the industry was headed. We saw it everywhere. Talented nail artists – our friends and colleagues – weren't getting the same access to great products or the professional support and attention that hairdressers were getting, even in the same salon."

"The biggest advantage is that we are focused on giving back to the nail professional, and helping them be successful in their business," adds Tom Bachik. "That's what Entity Beauty is doing – creating a powerful community of nail artists, *for* nail artists."

According to Fleming, Entity Beauty is empowering the community of nail artists in many ways. "Our products are simply state-of-the art," he says. "We use the highest-quality materials, from our brushes to the powders and files." Entity Beauty has also developed hands-on training programs and educational DVDs that capture the 30-plus years of experience of their world championship creative team.

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, 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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