



FOR IMMEDIATE RELEASE

Entity Beauty Announces Innovative Advantage Reward Plan

ORLANDO, FL August 27 Nail and beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the national launch of its innovative Entity Advantage Reward Plan. 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 products.

Entity Advantage Reward Plan

Unlike other leading professional beauty companies, Entity Beauty sells direct to its Entity Advantage members 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. Entity Beauty also has plans to help Advantage members build a stronger advertising presence among salon customers.

Advantage members invite other beauty professionals to join the program. Members are eligible to receive commissions on product sales of those they invite. "The reality in this industry is that nail professionals often work alone and simply don't have the same access to product distributors, advertising opportunities and advanced training that salon stylists do," says Craig A. Fleming, President and CEO. "They don't have the opportunities to network with their peers, share ideas and solutions, build on their skills, and learn new techniques. At Entity Beauty, we're changing all that."

Entity Beauty has been testing the Advantage program since May, and is exceeding membership goals in targeted regions. Licensed beauty professionals 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 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.

Contact information:

Craig A. Fleming, President and CEO Entity Beauty, Inc.
407-352-5285 or cflaming@entitybeauty.com
entitybeauty.com