



**FOR IMMEDIATE RELEASE**

**Entity Beauty appoints Ben Williams as Chief Financial Officer**

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**ORLANDO, FL July 15** Nail and personal care beauty products company Entity Beauty Inc. (entitybeauty.com) today announced the appointment of Ben Williams as its new Chief Financial Officer.

Ben gained financial and strategic planning expertise at the corporate headquarters of both Ford Motor Co. and PepsiCo, and brings 17 years direct selling experience to Entity Beauty.

Throughout his career, in addition to accounting responsibilities, his financial analysis expertise has been heavily utilized in supporting marketing and sales functions. At Ford, he worked extensively with the advertising and marketing departments. At PepsiCo, he was involved in strategic planning and promotional fund allocation, and developed pricing and sales forecasts.

In direct sales, he served as a Director of Financial Planning and Analysis (U.S. and later Worldwide) and Chief Financial Officer. He has also been a consultant for several direct sales companies, focusing on developing financial models for start-up companies and improving existing companies' methods of tracking and interpreting sales data.

**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. 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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