



Nail Lacquers & 2Be! Nail Strengtheners

For Immediate Release

Be!'s "Strikin' Gold" Shines in the 50th Annual GRAMMY® Gift Bag

January 23, 2008 Be! Products, Inc. Chicago, IL. Nail Care Industry's new, up-and- comer **Be!** Products, Inc. is honored to be the "Exclusive" Nail Care of the official Gift Bag for the **GRAMMY® Awards**.

"Celebrities are trendsetters in Beauty always wearing the hippest, hottest new products and "one-of-a-kind" lines. Be! is proud and incredibly grateful to be a part of the momentous, 50th Annual GRAMMY Awards," says Neil Vazquez-Rowland, CEO. "We love the venue, the energy, and the opportunity to provide Be! -- an "Award Winning" Nail Care line -- to the "Red Carpet Authority".

A world of glitz, fame, and high-expectations, with classic and cutting edge colors and the "Best Performing" formulas in Nail Care. Be! is sure to shine and measure up to the heavy scrutiny the celebrities endure. The Be!'s 'Strikin' Gold' color is part of the gift set (*which also includes a vinyl nail care carryall mini- tote with 2Be! Nail Strengthener and Be! eXpress Accelerated Topcoat great for a quickie mini-mani/pedi*) that is a perfect commemorative color for the event!" Said Neli Vazquez-Rowland, CEO.

Be!'s philosophy is infused with a passion for the human spirit and a love for beauty! Be! is an on trend, inspirational, lifestyle Color Cosmetic brand with names of colors and collection themes that are inspirational and aspirational -- through **Be!'s "Magic in a Bottle"** and **"Message in a Bottle"** we can make a difference not only in our own lives but in the lives of many everyday, by offering hope, empowerment and opportunities to those who need it most. Be! has also received various Entrepreneurial Awards for their innovative model in creating a Socially Responsible Economic Model by empowering people, through awareness campaigns for sustainable addiction recovery, education, and job opportunities for people who have been "at risk".

Be! Nail Lacquers are made with a patented formula called "Duraflow" which achieves ultimate durability, smooth, high-gloss finishes and fast drying results. 2Be! Nail Strengtheners come in six different formulas and are made with Ayurveda's "Gotu Kola" which is regarded as one of the most rejuvenating herbs in Ayurveda. By adding "Gotu Kola" to **2Be!** Nail Strengtheners and following the recommended system it has been very effective in not only healing various types of problem nails, but also in helping natural nails grow strong and beautiful for most people that use it. Be! eXpress Accelerated Top Coat is also included in the gift set to give that extra shine and finishing touch in a hurry.

There is a tremendous amount of excitement, enthusiasm and love for the brand by those that have already been introduced to **Be!**, the “Indie, Next Generation” brand of professional nail care marketed as a beauty brand with a cause to “Change the World” with Color. “The Message in a Bottle” is landing in more amazing places, as Be! is also very excited to have been selected to be the “Exclusive” Nail Care Celebrity Swag Bag Gift MusiCares. `MusiCares is GRAMMY® Foundation Charity whose mission is aligned with Be! to help those in recovery. Be! Thanks, salutes and sings MusiCares praises for the amazing work that they do to.

“At Be! we are equally proud of our award winning, product line-up, and the recognition and awards; we’ve received for our social responsibility efforts. Going forward we are excited about our growth at Be! and our increasing ability to offer hope, inspiration and change in peoples lives through Beauty!” said Neli Vazquez-Rowland, CEO.

The 50th Annual GRAMMY Awards, set for Feb. 10, 2008 at STAPLES Center in Los Angeles is scheduled to be broadcast live on the CBS Television Network from 8 – 11:30 p.m. ET/PT. In addition, the broadcast also will be distributed internationally to more than 160 countries.

About **Be! Products, Inc.**

Be! Products is a high quality professional Nail Care Brand including Be! Nail Lacquers, 2Be! Nail Strengtheners and Be! eXpress Accelerated Top Coat, serving the professional community. Be! Products are found in Fine Salons/Spas/Beauty Destinations Nationally, Internationally and Online. **Be!** Products, Inc. is based in Chicago, Illinois. For more information please e-mail info@BeProducts.com or call **Be!** Toll Free at **1-866-JustBeYou (587-8239)**.

Note: Runway to Reality Celebrity Be! Gift Sets Available Immediately Online.

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