



Nail Lacquers & 2Be! Strengtheners
"For Women on Top of Their Game!"™

FOR IMMEDIATE RELEASE

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**Be!'s Neli Vazquez-Rowland Honored By Nation's Oldest Women's Rights
Organization For Her Courage To Aim High**

Be! Products Nail Lacquers can make nails pretty and strong, but the polish goes beyond the surface with its groundbreaking message of empowerment to women pioneered by Chicago native Neli Vazquez-Rowland, a recipient of the Levine Leichtman Capital Partners Entrepreneur Award at Legal Momentum's Aiming High luncheon on March 27th in New York City.

Legal Momentum, the nation's oldest women's legal rights organization, paid tribute to Ms. Vazquez-Rowland, CEO of Be! Products, Inc, and co-founder of A Safe Haven, L.L.C, the largest home operator program in the country for individuals in recovery from the diseases of drug and alcohol, for her courageous path to achievement.

Ms. Vazquez-Rowland developed Be! "For Women on Top of Their Game!"® to transform the business of beauty nationally and internationally by championing women to be their amazing selves. The successful lifestyle brand with "The Power 2Be!" collection releases has garnered praise and awards in the industry through its support of programs that help women advance in the world, and people in general that are "off" their game. By providing affordable housing, job training and development of the human spirit, A Safe Haven was recently selected and featured for its successful *Access to Recovery* program by the National Drug Control Policy Office, and co-sponsored the "Addiction" documentary with HBO in Chicago. A Safe Haven has helped more than 25,000 people transition into more fulfilling, abundant lives.

"As someone who has enjoyed success by overcoming obstacles in life, I derive tremendous joy in helping others find inspiration," said Vazquez-Rowland. "Every decision I make reflects Be!'s mission of doing well by doing good. I love the fact that I can champion a high-quality nail product as a platform for celebrating the power of women, and I am honored to be a part of Legal Momentum's advocacy."

Honorees at the 7th Annual Aiming High Awards luncheon themed, "A Celebration of the Power of Women", held at the Hilton New York, also included: Denise Morrison, President, Campbell USA; Eileen K. Murray, Global Head of Operations & Technology, Morgan Stanley; Kathryn A. Oberly, Vice Chair and General Counsel, Ernst & Young; and Diane Schumaker-Krieg, Managing Director, Global Head of Research, Wachovia.

Be! Aiming High/ add 1

“Each of these outstanding women embodies what it truly means to have the courage to aim high,” says Legal Momentum President Kathy Rodgers. “We chose to honor them because they have broken new ground and risen to the top in the highly competitive business world. They are leaders, and more than that, they are examples of what Legal Momentum fights for every day: equality. They inspire other women to see what is possible.”

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About Be! Products, Inc.

Be! Products is a high quality professional brand with “Duraflow” patented formulas of nail lacquers for longer lasting manicures (even on natural nails), high-gloss, self-leveling finish and fast drying formulas and 2007 Award Winning 2Be! Nail Strengtheners serving the professional community. Be! Products are especially recommended and are currently being used in many upscale spas and resorts nationally and internationally. Be! Products, Inc. is based in Chicago, Illinois.

About Legal Momentum

With offices in New York City and Washington DC, Legal Momentum advances the rights of women and girls by using the power of the law and creating innovative public policy. Since its founding in 1970, Legal Momentum has been a leader in establishing innovative legal, legislative and educational strategies designed to secure equality and justice for women across the country. Legal Momentum is a 501(c)(3) organization. www.legalmomentum.org.