



For Immediate Release

Be! Products, Inc. Launched The Be! Nail Lacquers and 2Be! Nail Strengtheners Brand at the Chicago Midwest Beauty Show!

March 8, 2006 Chicago, IL. Nail Lacquer Industry new, up and comer **Be!** Products, Inc. was proud to have had a successful launched **Be!** Brand of Nail lacquers and **2Be!** Nail Strengtheners in their hometown at Chicago Midwest Beauty Show this weekend March 4th-6th.

It was a remarkable opportunity to introduce Beauty Professionals to a truly professional brand with patented formula called "Duraflow" which achieves ultimate durability, smooth self-leveling application, and fast drying results for the Nail Lacquers and a patent-pending key ingredient in formula for **2Be!** called "Gotu Kola" which is regarded as one of the most rejuvenating herbs in Ayurveda. By adding "Gotu Kola" to **2Be!** 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.

There was a tremendous amount of excitement, enthusiasm and love for the brand by those that have already been introduced to **Be!** The **Be!** booth experienced a flurry of activity throughout and created a *buzz* at the show by Beauty Professionals and Distributors looking for the next new Hot! line in nail "by professionals...for professionals"TM products.

Be! Products also launched its website www.BeProducts.com to allow Beauty Professionals to set up an account and buy online. **Be!** is in the process of creating partnerships with various channels to complement the distribution and availability of the **Be!** Brand to professionals and to improve the response and delivery times of product. **Be!** is also going to be sending **Be! Blast** Newsletter e-mails to give Beauty Professionals up-to-date information on happenings at **Be!** as far as collections, promotions, sponsored events, etc. in line with the Mission Statement.

Mission Statement:

Be! Products is a fashion forward beauty company firmly built on the foundation of *Doing Well by Doing Good!* Being focused on empowering all stakeholders with innovative, trend setting concepts and products for “Women on Top of Their Game”™

About **Be! Products, Inc.**

Be! Products is a high quality professional brand with patented formulas of nail lacquers and nail strengtheners serving the professional community. **Be!** Products, Inc. is based in Chicago, Illinois. For more information please visit www.BeProducts.com or call **Be!** at **1-866-JustBeYou (587-8239)**.

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