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Be! Products, Inc. Introduces “Be! Feng Shui” 2007 Spring/Summer Collection

December 13, 2006 Chicago, IL – In harmony with creating nail products that are inspirational and aspirational, **Be! Products, Inc** collaborated with top fashion insiders and a Feng Shui Color Expert to introduce the “Be! Feng Shui” 2007 Spring/Summer Collection. Based on the tenets of Pyramid School of Feng Shui, the line is designed to enhance and showcase the power of color while utilizing the consciousness of Feng Shui.

Nail lacquer products from the “Be! Feng Shui” Collection are inspired by the rich history of color and imagery around the world, and include such inspiring names such as, “Top of the Class”, a burgundy lacquer representing Wisdom; “All that Glitters”, in bountiful peach apricot for Wealth; and a purple “Passionate Play” lacquer, for Love and Relationships. The Be! Feng Shui Collection contains 12 radiant colors that are sure to please women who are “on trend” with fashion, and who are also looking to make a statement.

The idea of Be! combining Feng Shui with Beauty, is unique as it is applied to Color Cosmetics. “Everything we do at Be! must be aligned with our mission of doing well by doing good,” says Neli Vasquez-Rowland, CEO of Be! Products, Inc. “I found that by combining these seemingly disparate fields, we are in fact creating a supportive, creative, and positive vibe for a product that is practical, and meets our need to support and inspire ‘Women on Top of their Game!’”

Everyone has the ability to attain his or her highest potential, which is limitless. It all begins in the mind, so it is appropriate that the names of the colors are affirmations of the energy one wishes to achieve and radiate. The “Be! Feng Shui” Collection reflects how color can change the way you feel, your energy and your attitude.

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“At Be!, we have a love affair with color and now in combining it with Feng Shui, we believe the Collection will bring harmony to everyone’s aura according to the principles of Feng Shui,” says Ms. Vasquez-Rowland. “We are very excited that the Collection reflects the strength of a person’s inner chi, the clarity of one’s thoughts and the purity of one’s attitudes,” adds Feng Shui Expert Diantha Harris.

About Be! Feng Shui Expert

Neli Vazquez-Rowland, CEO of Be! Products collaborated very closely with the illustrious Diantha Harris, FSII, ASID. Ms. Harris has emerged as an expert in both Feng Shui and color. Ms. Harris frequently is consulted by Hollywood Media and asked to do Celebrity wardrobe color analysis to describe the image that is conjured up by the couture that celebrities wear to high profile Celebrity events.

Be! Products, Inc./add 1

Ms. Harris has also written a highly acclaimed book called Simply Color, which has come to be known as the book to own if you want the basics about color at your fingertips. She is also a member of the world renowned Feng Shui Institute International, she remains as the color expert on the faculty of their teaching arm, Feng Shui Institute of America. To find out more about Ms. Harris and her many facets, go to www.lifepotentials.net

Be! strongly encourages anyone interested in incorporating Feng Shui into their Spas/Salons and lives to consult with Ms. Harris. She was extremely sensitive to our goals and was a joy to work with.

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. For more information please visit www.BeProducts.com or call **Be!** at **1-866-JustBeYou (587-8239)**.

Colors and Names

| Feng Shui Tenet | Name of Color | Color Description |
|------------------------|-----------------------|------------------------------------|
| Career/Life Path | Open Says Me! | Sandy/Nude with a hint of lavender |
| Wisdom | Top of the Class | Rich Burgundy |
| Family | Heiress | Deep Taupe for rockin' roots |
| Prosperity | All that Glitters | Bountiful Juicy Peach/Apricot |
| Reputation | Rock Star! | Sterling Blue |
| Love/Relationships | Passionate Play | Purple...the new "Pink" |
| Creativity | Dreams are my Theatre | Dreamy Hot Pink |
| Helpful People | Showin' Some Luv | Soft Caring Corally Pink |
| Health/Well Being | Beauty Temple | Fuschia For Foundation |
| Chi | Kosmic Karma | Red/Orange Brick Yes! Vibe |
| Yin | Ox-y-In | Breathtaking Deep Dark Purple |
| Yang | Exhale! | Ahhh...Ruby Red. |

The Be! Feng Shui Collection will be released on March 1st 2007. Free Shipping on pre-release orders in continental U.S. For guaranteed delivery by release date orders are being accepted now until February 24th 2007. Quantities available while supplies last.

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