



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

**Be! is the Exclusive Nail Care Line in the
Celebrity Gift Bag at the
2007 Latin GRAMMY's® Gift Basket!**

November 8, 2007 Chicago, IL Be! Products, Inc. Be! Products is proud to be the exclusive nail care line in the **2007 Latin GRAMMY's® Gift Basket** being held on November 8th 2007 at the Mandalay Bay in Las Vegas. "As a big fan of latin music, we are very excited to be involved in this extraordinary event. Celebrities known to be first-rate, top-notch beauty seekers will find the **Be! "Let it Snow"** Color Collection is a beautiful gift set they will find as the perfect goods to please the most discriminating tastes in beauty. **Be!'s 'message in a bottle'** to *inspire and make a difference* is sure to resonate with the music industry professionals," said Neli Vazquez-Rowland, CEO

The **Be! "Let it Snow"** Color Gift Set is a trifecta of "**Award Winning**" products which includes one of three "best selling" colors from **Be! Nail Lacquers**, a **2Be! Repaired Nail Strengthener** and a **Be! eXpress Accelerated Top Coat** packaged in an adorable Clear Cosmetic Mini-Tote Bag packed in posh powder snow reminiscent of that first feather-like snowfall. A perfect backdrop to color to show off "hot" winter fashions and beauty!

The "**Let it Snow**" Gift Set kits include hand-picked **Be!** "best selling" classic colors for the upcoming season that are sure to bring out her best polished look and give her the perfect vibe. Whether she is the girl looking for that sweet classic look "**The World is My Oyster**" an irresistible iridescent pearl, for the edgier look a creamy sweet dark plum "**Black Tie Affair**" perfect or a vintage bold creamy red look it can be found in "**What Woman Want**". Each "Let it Snow" gift set includes a beautiful polished total mani and/or pedi-couture look for every occasion.

About Be! Products, Inc.

*Be! Products is a high quality professional 2006 and 2007 Award Winning "next generation" indie brand with "Duraflow" patented formulas of nail lacquers for **longer lasting manicures** (even on natural nails), **high-gloss, self-leveling/high floss finish** and **fast drying** formulas and 2Be! Nail Strengtheners made with Ayurveda's "**Gotu Kola**", an ancient asian herb, used for centuries to heal natural nails and skin disorders. Be! Products can be found in upscale spas and resorts nationally and internationally. Be! Products are also available online www.BeProducts.com.*

United States/Canada/Europe

Be! Products, Inc. 180 W. Washington 10th Floor, Chicago, IL 60602

Toll Free: 866-JustBeYou (587-8239)