



by professionals...for professionals™

FOR IMMEDIATE RELEASE

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Be! Products, Inc. To Launch “eXpress Accelerated Top Coat™” At 2007 Chicago Midwest Beauty Show®

Be Among the First to Receive Free Be! eXpress March 3-5, 2007

January 3, 2007 Chicago, IL -- A brilliant extension to the fast drying speed of Be! Products, Inc. nail lacquers and top coats is the much anticipated exclusive release of **Be! “eXpress Accelerated Top Coat™”** at the 2007 Chicago Midwest Beauty Show®.

The new, DBP-free Be! eXpress Accelerated top coat will debut at The Show, March 3-5, 2007, in Rosemont, IL, with a free product sample given to the first 1,000 salon professionals who visit the Be! Products booth. Great for extending the life of manicures and pedicures with a high-speed drying time and the benefit of a glossy finish, the “eXpress Accelerated Top Coat” puts salon pros in the fast lane to profitability in the year ahead.

“We are excited to announce the exclusive launch of our latest product, Be! “eXpress Accelerated Top Coat” at the Chicago Midwest Beauty Show,” said Neli Vazquez-Rowland, CEO of Be! Products, Inc. “With so much anticipation for this innovative new product, we’ve chosen America’s Beauty Show as the platform for reaching industry professionals looking to impress their clients in 2007. Fashion-forward with high-style glossiness, this turbo-charged tool takes fast drying to a whole new level.”

The Be! “eXpress Accelerated Top Coat” 4 oz ‘professional only’ refill size bottle and the regular .5 fl. oz bottle will be available for purchase at the show, along with introductory packages at special show pricing. Advance pre-orders will be accepted until February 23rd to guarantee delivery by release date. For more information, please visit www.BeProducts.com or call Be! toll free 866-JustBeYou (587-8239).

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.