



by professionals...for professionals™

## FOR IMMEDIATE RELEASE

Be! Products Inc, Kicks Off the “Be! Gives .05 in '05 Funds for Flood Victims Campaign” from Fall/Winter “What Women Want” Collection

September 1, 2005, Be! Products, Inc. Chicago, IL announces it will be giving five percent of its profits for every bottle sold in the U.S. from the Be! Fall/Winter “What Women Want” Collection to Flood Victims of Hurricane Katrina throughout the balance of 2005.

The devastation that has hit these families and businesses is beyond words. “Here at Be! We are not only about Be!-ing, but we are also about Do!-ing” and “We Be!-lieve that by working together that we can make a big difference in peoples lives.” said Jackie Ray, President.

The two charities selected by Be! To receive a 50/50 split of the proceeds are the NCA Disaster Relief Fund to help cosmetology industry professionals who have lost their livelihoods get back on their feet. And, the other half of the proceeds will go to the American Red Cross to provide food, shelter and medical assistance to the needy that have been impacted by Hurricane Katrina.

About Be! Products, Inc.

Be! Products is a high quality professional brand of nail lacquers and nail strengtheners serving the professional community. Be! Products specializes in natural nail care and is based in Chicago, Illinois.

For more information on how you can help make this a successful campaign either by getting the product into your spas and salons or if you already have the product and need a “Be! Gives .05 in '05 Funds for Flood Victims” Campaign marketing materials please contact:

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