



Be! Nail Lacquers™
180 West Washington St.
Chicago, Illinois, 60602
Toll Free 866-JustBeYou-587-8239
www.BeProducts.com

Highlights from the **2007 Chicago Midwest Beauty Show, March 3-5** in Rosemont included a launch event for **Be! eXpress Accelerated Top Coat**, named among the top 10 New "CMBSpotlight Products" featured in Sunday's show daily and **Be! Feng Shui Color Nail Lacquer Collection** by Be! Nail Lacquers and Strengtheners, *For Women on Top of Their Game*.

Be! Booth #4624...the place to be:

- Be! Friend - Reggie Wells stopped by on Saturday, March 3 to show his support for the Be! Brand and CEO Neli Vazquez-Rowland and her team of professionals.
- Be! A Proud Sponsor - of International Nail Technicians Association (INTA) Conference held Sunday during the Chicago Midwest Beauty Show, providing the most up-to-date information and insight into techniques designed to keep hands and feet beautiful.
- Be! *A love affair* - with color and in combining it with Feng Shui, created the first "Be! Feng Shui Color Nail Lacquer Collection" Launched for Spring/Summer 2007 at CMBS. Be! collaborated with a Feng Shui expert frequently consulted by Hollywood Media and asked to do Celebrity wardrobe analysis to describe the image that is conjured up by what they wear to red carpet events. Be! also collaborated with fashion insiders to tie into the season's hottest fashion colors.