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Nail Lacquers & 2Be! Strengtheners
"For Women on Top of Their Game!"™
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Be! “Beauty Secrets” Collection Revealed...inspired by “The Secret”

Chicago, IL July 1, 2007 Be!auty Secrets *revealed* Collection newest color collection release was inspired by the best selling book "The Secret" with a twist, rather than applying the "law of attraction" to "money and success" is applied to "love and romance".

The Be!auty Secrets revealed collection was created and colors were named with each distinct beauty secret inherent or acquired in woman as your *dominant thoughts* bring love and passion into your life. Examples of some of our names in this collection include: Fantasy Tiara, Hypnotic, Cruel Intentions...*psst are you thinking what I'm thinking?*

Each name was selected based on research on beauty secrets passed on from generation to generation, ancient pharaohs, goddesses of love and between close intimate girlfriends. Corresponding with, of course, the season's hottest fashion colors on the runways for this upcoming season!

“In our quest for beauty secrets from the scrolls of the goddesses of love and fertility, we discovered that although cultural and ethnic definitions of beauty varied and had an ever changing cycle, one thing remained constant, the intention of beauty rituals: To attract the man of your dreams!” said Neli Vazquez-Rowland, CEO

On our journey for beauty secrets here's a fun fact we learned about the history beauty rituals as it relates to manicures:

*"The earliest historical documentation of manicures and pedicures as part of beautification goes back to the time when traces of henna were found upon the nails of mummified pharaohs. Thus henna was used to color the nails and to condition them: **A Royal Manicure!**"*

The “Beauty Secrets *revealed* Collection” is a theme of high fashion colors and messages that act as your own “*Be! liquid love genie in a bottle*” meant to mysteriously enhance and inspire the sensual magnetism in you and your universe!

The 12 secrets of the Beauty Secret collection have stood the test of time, have been handed down from generations and shared by intimate friends. No longer under the shroud of secrecy our Beauty Secrets are revealed...

Beauty Secrets	Item Code	Color Code	Secret Message
Brown to Earth	537BLC	Deep Brown	<i>Essence of the Beauty</i>
Camouflage!	538BLS	Gold/Brown	<i>When all else fails...</i>
Feigned Innocence	539BLS	Crème	<i>Guilty as sin</i>
Uninhibited	540BLF	Gold	<i>Nothing to Hide</i>
Radiance	541BLF	Lt. Purple	<i>Radiant and Glowing</i>
Hypnotic	542BLC	Plum	<i>Arrestingly Beautiful</i>
Fantasy Tiara	543BLS	Wine	<i>Princess Royalty</i>
Fantasy Runway	544BLS	Wine/Copper	<i>Strutting my stuff</i>
Flattery	545BLC	Dark Orange	<i>Will get you everywhere...</i>
Got it...Flaunt it!	546BLS	Orange/Shimmer	<i>Don't you wish your girlfriend was hot as me...</i>
Love Scents	547BLC	Red	<i>Yum!</i>
Cruel Intentions	548BLS	Fall Burnt Red	<i>pssst, are you thinking what I'm thinking??...</i>

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 2006/2007 Award Winning 2Be! Nail strengtheners, Be! Nail Lacquers and Be! eXpress Accelerated Top Coat 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.

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