



Nail Lacquers & 2Be! Nail Strengtheners  
by professionals...for professionals™

## FOR IMMEDIATE RELEASE

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### **Be! Products, Inc. Ready to “Celebrate Every Moment” with the Winter 2006/2007 Collection**

**August 23, 2006 Chicago, IL** – We are having a blast over at **Be!** this winter with the latest collection **“Celebrate Every Moment”**.

What could be the cause for all this ruckus? The sleek and sassy **“Celebrate Every Moment”** collection that’s going to get every celebration pumped this party season! **Be!** Nail Lacquers are not only *“For Women on Top of Their Game!”*™, but also for the woman who is ready to **“Celebrate Every Moment”**.

That’s why this collection is all about colors to inspire her and leave them awestruck in her presence. **“Her Majesty”** with its vivid radiance will drape you in luscious red and leave them enraptured by the captivating queen of the ball. **“The World is My Oyster”** with a white luminescent glow of sophistication telling them you are a classic woman with true elegance and grace. The exotic **“Dark Star”** radiates and reflects your mystique through lightening strikes of silver, pink, blue or plum soft iridescent hues that hide playfully inside each drop.

**“Celebrate Every Moment”** on the go with a versatile and indispensable little black case in this season’s hottest velvet fabric that can hold your favorite bottle of Be! or your jewelry during a manicure. Also included is a personal hand crafted crystal cut Be! glass nail file, encased in its own black velvet sleeve that is beautiful, efficient and gentle even on natural nails. You’ll love how safe the file is and how silky smooth it will leave your nails. Finally, for that extra sparkle for that special occasion our glimmering Be! Nail Crystals will always make the cut for that perfect finishing touch.

**Be! Nail Lacquers** creates colors that go beyond and reflect to the world just who you happen to Be! The party is in full swing, so come **“Celebrate Every Moment”** with Be!

All **Be!** Nail Lacquers are made with DuraFlow™, a patented formula that is long lasting (even on Natural Nails), a smooth, high gloss finish, and fast drying nails.

Individual Nail Lacquer information:

<b><u>Item No.</u></b>	<b><u>Name</u></b>	<b><u>Description</u></b>
455-BLS	Her Majesty	A vivid regal red
453-BLF	The World Is My Oyster	Luminescent sophisticated white
454 –BLS	Dark Star	Exotic black with soft iridescent hues

For more information you may contact **Be!** Products at call **I-866-JustBeYou** (587-8239) or visit them on their website, [www.BeProducts.com](http://www.BeProducts.com)

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