



For Immediate Release

Be! Products, Inc. was the Official Nail Lacquer and Product Sponsor at “A Celebration of Textures” Event in Chicago

December 18, 2005 Chicago, IL. Nail Lacquer Industry new, up and comer **Be!** Products, Inc. was proud to be the Official Nail Lacquer and Product Sponsor at “A Celebration of Textures” Event held at the Hot Lincoln Park West Venue in Chicago.

The Salon Development Institute of Chicago, Cosmetologists Chicago and The Chicago Midwest Beauty Show produced the Inaugural Event. **Be!** Products provided manicures to the models and product to all of the guests at the show.

At **Be!** we were delighted to be a part of something new, exciting and visionary. The show inspired those in attendance with an evening featuring a dynamic presentation of hair and fashion through the odyssey of time. It was a historical tribute of fashion and style expressed through African dance and led up to current Pop Culture.

The Artists at the event that were the creative forces behind the scenes included well-known stylists that included James Harris, Haroon Rashid, Nicole Mangrum, Aaron Thompson, Darya, and Nikita Smith. Each of the Multi-textural Hair specialists is known for their expertise. They also have been featured for their work in Hair and Beauty Publications like Modern Salon. They are the genius behind the looks of celebrities such as Diana Ross, Patti LaBelle and Tyra Banks just to name a few. After seeing the show, it is easy to see why industry power players and mega giants in the hair industry such as Wella Products, Johnson Products, Namistee Products and Soft Sheen Products seek after the talents of these Artists.

About Be! Products, Inc.

Be! Products is a high quality professional brand with patented formulas of nail lacquers and nail strengtheners serving the professional community. Be! Products, Inc. is based in Chicago, Illinois. For more information please visit www.BeProducts.com or call us at 1-866-JustBeYou (587-8239).

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