



Nail Lacquers & 2Be! Nail Strengtheners
"For Women On Top of Their Game!"(tm)

FOR IMMEDIATE RELEASE

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Be! Products Featured Sponsor for ‘Chicago is... RED HOT!!!’

September 7, 2006 Chicago, IL – Be! Products Inc., is proud to be the official color cosmetic sponsor for this years hottest fashion event in Chicago, “*Chicago is... RED HOT!!!*”

Fashion Focus Chicago 2006 is an exciting 12 day event presented by The Apparel Industry Board, Inc. focusing on independent Chicago fashion designers and the many features of Chicago’s fashion scene. This must-see fashion extravaganza starts September 20th and runs through till October 1st. Featuring 50 of Chicago’s top apparel and accessory designers and 28 emerging designers, *Chicago is...RED HOT!!!* is the biggest event of the year in the Chicago Fashion scene!

Be! Products is excited and honored to be apart of *Chicago is... RED HOT!!!* To commemorate the event, Be! has created an exclusive color aptly named **Chicago is...Red Hot!!!** That will be given away in the goodie bags to the VIP’s at the event.

The *Chicago is... RED HOT!!!* event starts Thursday, September 28th at 6:00pm. Save the date for this amazing fashion and Be!auty experience!

About Be! Products

Be! Products, Inc. is a color cosmetics company based in Chicago, Illinois. Be! Products is emerging as the next generation, indie brand of color cosmetics specializing in professional nail care products. Be! Nail Lacquers are patented formulas “Duraflow” that is longer lasting (even on natural nails), high shine glossy finish, and fast drying. 2Be! Nail Strengtheners just received the coveted 2007 NYC Shecky’s Beauty Editors Choice Award for the best performing products and formulas. 2Be! Nail Strengtheners have patent pending formulas with the key ingredient based on Ayurveda’s Gotu Kola herbs used to heal and grow natural nails. Be! Products can be found in Salons/Spas throughout the U.S. and Eastern Europe or online at www.BeProducts.com

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