



For Women on Top of Their Game! ®
Be! Nail Lacquers & 2Be! Strengtheners

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For Immediate Release

Introducing the latest Be! "Let it Snow" Color Collection!

September 26, 2007, Chicago Be! Products, Inc. The Be! "Let it Snow" Color Collection is a beautiful gift set that first-rate, and top-notch beauty seekers and gift givers will find as the perfect goods to please the most discriminating tastes in beauty this holiday and gift giving season!

The "Let it Snow" Color Collection is a gift set of Be! Products "Award Winning" which includes one of three "best selling" colors from Be! Nail Lacquers, a 2Be! Repaired Nail Strengthener and a Be! eXpress Accelerated Top Coat packaged in an adorable Clear Cosmetic Mini-Tote Bag packed in posh powder snow reminiscent of that first feather-like snowfall. A perfect backdrop to color to show off your "hot" winter fashions and beauty!

The "Let it Snow" Gift Set kits include hand-picked Be! "best selling" classic colors for the upcoming season that are sure to bring out her best polished look and give her the perfect vibe. Whether she is the girl looking for that sweet classic look "**The World is My Oyster**" is an irresistible iridescent pearl, for the edgier look a creamy sweet dark plum "**Black Tie Affair**" is perfect or a vintage bold creamy red look it can be found in "**What Woman Want**". Each "Let it Snow" gift set includes a beautiful polished total look for every occasion.

About Be! Products, Inc.

Be! Products is a 2006 and 2007 Award Winning line of 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 2Be! Nail Strengtheners 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.