



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

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**LITTLE MAMA WORE IT, NATALIE COLE ADORES IT, TAYLOR SWIFT ADMIRERD IT,
AND FANTASIA WANTED MORE OF IT**

AT THE GRAMMY AWARDS,

CATE BLANCHETT, MARION COTILLARD AND MORE GOT IT

AT THE OSCARS®!

**Be!'s™ 'Strikin' Gold' the perfect fashion accessory in the 50th Annual
GRAMMYS® Gift Bag**

and in the 80th OSCARS® celebrity swag bag gift bags

CHICAGO, March 4, 2008 -- Nail Care Industry new, up and comer [Be! Products, Inc.](#) was honored to be the "Exclusive" Nail Care of the official Gift Bag for the 80th OSCARS(R) Awards. "Celebrities are trendsetters in beauty. They wear the hippest, hottest new products and 'one-of-a-kind' lines. Be! is proud and grateful to be a part of the momentous, 50th Annual GRAMMY Awards & the 80th OSCARS," says Neli Vazquez-Rowland, CEO. "We loved the venue, the energy, and the opportunity to provide Be! an 'Award Winning' Nail Care line to the 'Red Carpet Authority.'"

A world of glitz, fame, and high-expectations, with classic and cutting edge colors and the "Best Performing" formulas in Nail Care, Be! is sure to shine and measure up to the heavy scrutiny the celebrities endure. Be!'s 'Strikin' Gold' color is part of the gift set (which also includes a vinyl nail care carryall mini-tote with 2Be! Nail Strengtheners and Be! eXpress Accelerated Topcoat great for a quickie mini-mani/pedi) that is a perfect commemorative color for the event!

"Be!'s message of inspiration and making a difference attracted me to the line. Joining Be! is the best thing I can do right now for the community and the world of cosmetics," said Reggie Wells.

Be!'s philosophy is infused with a passion for the human spirit and a love for beauty! Be! is an award winning, professional nail care line for hands that care. Be! is an on trend, inspirational, lifestyle Color Cosmetic brand with names of colors and collection themes that are inspirational and aspirational -- through Be!'s "Magic in a Bottle" and "Message in a Bottle" we can make a difference not only in our own lives but in the lives of many everyday, by offering hope, empowerment and opportunities to those who need it most. Be! has received various Entrepreneurial Awards for their innovative model in creating a Socially Responsible Economic Model by empowering people, through awareness campaigns for sustainable addiction recovery, education, and job opportunities for people who have been "at risk."

Be! is also excited to have been selected to be the "Exclusive" Nail Care Celebrity Swag Bag Gift MusiCares and the Oscars. **MusiCares is a GRAMMY(R) Foundation Charity whose mission is aligned with Be! -- to help those in recovery.** Be! thanks, salutes and sings MusiCares praises for the amazing work that they do.

Be! Products is a high quality professional Nail Care Brand including Be! Nail Lacquers, 2Be! Nail Strengtheners and Be! eXpress Accelerated Top Coat, serving the professional community. Be! Products are found in Fine Salons/Spas/Beauty Destinations Nationally, Internationally and Online. Be! Products, Inc. is based in Chicago, Illinois. For more information please visit www.BeProducts.com or call Be! Toll Free at 1-866-JustBeYou (587-8239).

Be! Products, Inc.

Web site: <http://www.BeProducts.com/>
PARTNER: <http://www.ASafeHaven.com>

High resolution images of Red Carpet events available upon request. See website photo gallery for Images.