



Immediate Press Release

***Be! Products Inc, Partners with A Safe Haven L.L.C. and Steven Pappageorge Cosmetology Academy to give Mothers in Need a Day of Pampering!***

**May 5, 2006, Chicago, IL** Be! Products partners with A Safe Haven L.L.C. and Steven Pappageorge Cosmetology Academy to give “Mothers in Need a Day of Pampering!” in Chicago.

Be! Products an emerging Chicago based cosmetic firm has partnered with two of Chicago’s premier organizations in their field to “Make a Difference”. On March 10<sup>th</sup> and March 11<sup>th</sup>, over 45 women from A Safe Haven will be given a new make-over by Steven Pappageorge’s students.

“We are very excited about the opportunity to “make a difference” in the communities we live in. These woman have been selected based on their success in the A Safe Haven Program, the largest recovery home operator in the country, in learning to live clean and sober” and our slogan “For Women on Top of Their Game!” means that we support and celebrate woman that are doing amazing things in business, sports, etc. but also, these “Women on Top of Their Game!”<sup>TM</sup> remember to reach back and give back to “Women that are Off Their Game!” By doing so, only then have we completed our mission at Be! to “Do well by doing Good!” in keeping with our spirit at Be! of social entrepreneurs.

**About A Safe Haven\***

A Safe Haven, is the largest recovery home operator in the country had been invited last month by Harvard University to be a lead panelist at a gathering of leaders in the field of treatment, corrections, social policy legislators, and prominent educators from other prominent institutions in the Country to discuss the issues of “Re-thinking Re-entry”. At the panel A Safe Haven provided leadership and vision on the successes they have had here in Chicago as being a significant resource for addressing the issues of addiction, housing and recovery.

One of the programs at A Safe Haven come from a “Women with Children” program. The “Women with Children” program focuses on working with mothers in recovery and focus on the needs and life skills that they need to be dependable, caring, self-sufficient mothers.

Over 2000 people are served every year at A Safe Haven through various programs.

### **About Steven Pappageorge Cosmetology Academy**

Steven Pappageorge Cosmetology Academy is located at a very hip Clark Street location. The Academy is generously providing the accommodations and services for the makeover which include haircuts and manicures.

### **About *Be!* Products, Inc.**

*Be!* Products, Inc. is the “Next Generation” in high quality professional brand of nail lacquers and nail treatments and strengtheners serving the professional community. In March *Be!* did its Chicago launch at the Chicago Midwest Beauty Show and was featured as a “Best in Show” product. *Be!* Products is based in Chicago, Illinois.

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\*Neli Vazquez-Rowland was one of the original founders of A Safe Haven, L.L.C. in 1994.

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