



by professionals...for professionals™

FOR IMMEDIATE RELEASE

CONTACT INFORMATION:

Christopher Eaton
180 W. Washington, 10th Floor
Chicago, IL 60602

Ph. 312-201-9669

Fax 312-223-9511

Be! Products Inc, Featured in Nails “What’s HOT in Specialized Treatments” February 2006 Issue.

January 13, 2006, *Be! Products, Inc. Chicago, IL* is featured in Nails, the Advanced Education for Nail Professionals Magazine in an Article that features “What’s HOT in Specialized Treatments”. *Be! Products* was featured as a leading company in treatments in all four categories of Nail Treatments for Natural Nails including treatments for Normal Nails, Ridged Nails, Dry Brittle Nails, and Soft, Peeling Nails.

“At *Be!* we believe that the key to a beautiful manicure and pedicure is to start with healthy nails. *Be!* is becoming the recognized leader in Nail Treatments and Nail Strengtheners. As a former problem nail sufferer myself, we are focused on Research and Development and are always looking for the most innovative solutions for problem nails, so we were very excited to see that *Be!* was the only company featured in all four categories!” said Neli Vazquez-Rowland, CEO.

Also mentioned, “*Be! Products* created beauty buzz in the fashion community with the introduction of Me and My Man-Tra red nail lacquer at a VIP event at the recent Chicago is Red Hot trade show”.

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

Be! Products is a high quality professional brand of nail lacquers, nail treatments, and strengtheners serving the professional community. ***Be!*** Products specializes in natural nail care and is based in Chicago, Illinois.

For more information on how to buy 2*Be!* Nail Treatments, Strengtheners, and *Be!* Nail Lacquers from distributors or salons/spas, please visit the website at **www.BeProducts.com** or call **1-866-JustBeYou (587-8239)**.