



Nail Lacquers & 2Be! Strengtheners

"For Women on Top of Their Game!"™

FOR IMMEDIATE RELEASE

CONTACT INFORMATION:

Kristine Porter, Media Relations
180 W. Washington, 10th Floor
Chicago, IL 60602

Kristine@BeProducts.com
Ph. 312-201-9669
Fax 312-223-9511

Be! Products, Inc. 2Be! Nail Strengthener Wins Industry Coveted Beauty Editors 'Best' Choice Award" by Shecky's Beauty Book NYC Editors for 2007!

June 15, 2006 Chicago, IL. Be! was voted as brand product winner for the 2Be! Nail Strengtheners by the Beauty Editors at Shecky's and will be featured in the SHECKY'S 'BEAUTY AT IT'S BEST' BOOK NYC 2007 to be released in July, 2006.

These are very exciting times for us as a newcomer and emerging independent brand in cosmetics. We are already viewed by many as the "Next Generation" of Professional Nail Lacquers and Strengtheners. We are hearing from consumers every day. Most of them we would describe as beauty conscious, fashion mavens. Be! has been growing both in the U.S. and internationally through "grass roots" and "word of mouth" campaigns. At Be! we believe that the consumer is ultimately the best judge of the best products. So it is very exciting for us every time we receive a "love letter" from a consumer, beauty professional or a beauty editor about our great performing products. Awards like these that are especially consumer-driven are what is going to be key to our success! said Neli Vazquez-Rowland, CEO.

In our research and development of the Be! line our focus was to develop the best performing products and we feel that through our patented "Duraflow" for our Be! Nail Lacquers we have achieved what we consider a 'best' based on our research. With "Duraflow" formulas we have longer lasting durability (even on natural nails), smooth, self-leveling application (glass-like finish) and it is faster drying (saves time). Our 2Be! Strengtheners have a patent-pending formula that uses Ayurveda's "Gotu Kola" a natural healing herb used for centuries on skin and nails. With our 2Be! Strengtheners we have the largest range of formulas to solve the various issues facing problem nails including weak, peeling, dry, or brittle nails and cuticles. Our focus on performance to be effective even on *natural* nails is what makes us unique and sets us apart from the other mainstream, commercial brands on the market, said Neli Vazquez-Rowland, CEO.

About Shecky's

Shecky's is the largest fashion, beauty and event organizer company in the U.S. They have been known to host events that attract over 6,000 fashionistas. Sheckys is based in New York and hosts events that showcase the best in fashion designers, and beauty products from New York, Atlanta, San Francisco, Los Angeles to Chicago. They just had their first ever, very successful "sold out" event in Chicago that attracted over 1500 fashionistas in March, 2006. Be! is among many other famous brands to have won the coveted 'Editors Choice' awards in their product categories for their Annual "Beauty at its Best" Book published in July. For more information visit their website at www.Sheckys.com

About Be! Products, Inc.

Be! Products, Inc. is based in Chicago. Be! is a new emerging Cosmetic firm specializing in Nail Care Products including Nail Lacquers and Strengtheners made for the most discerning consumer. Be! recently launched in Chicago at the Chicago Midwest Beauty Show 2006 and was featured as "Best in Show" Products. For more information on Be! please call us at 866-JustBeYou (587-8239) or visit our website at www.BeProducts.com

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