



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

FOR IMMEDIATE RELEASE

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Be! "Beauty at It's Best!"
NYC Shecky's "Beauty Editors Choice" 2007 Awardee debuts in New York
2Be! Nail Strengtheners

New York, NY August 10, 2006 Be! Products, Inc. is making its debut at The Puck Building (SoHo) in New York. The hottest new line of Be! Nail Lacquers and 2Be! Nail Strengtheners is being introduced to the Beauty and Fashion Worlds over 2,000 V.I.P., Invitation-Only Movers and Shakers at Sold Out NYC Shecky's Beauty Night Out Event in the "Beauty at Its Best!" in the Award Winners Pavilion. 2Be! Nail Strengtheners are also being featured in NYC Shecky's 2007 Edition of "Beauty at It's Best" Beauty Book that is distributed to Beauty and Fashion industry leaders.

2Be! Nail Strengtheners have a revolutionary patent-pending formula that includes a key ingredient called "Gotu Kola" which is an ancient herb used in Ayurvedic medicine as one of the chief healing herbs for natural nails. 2Be! Nail Strengtheners are achieving amazing results in helping people grow strong, beautiful natural nails. "2Be! Nail Strengtheners formulas are a unique in the nail care industry. They actually perform exceptionally well on most people that have problem nails. We are very excited about our products and we are especially excited about the raving response from consumers and beauty editors to our line!" said Neli Vazquez-Rowland, CEO.

Be! is also becoming famous for their patented "Duraflow" Be! Nail Lacquers that provide for longer lasting wear, high shine and are faster drying. As for colors, they are named after favorite expressions and inspirational messages meant to empower women to reach new levels of success in life. The heart of Be! is to with color in the world and we add beauty that empowers the individual to be vital, elegant or fun loving. Yet, Be!'s lacquer means there's no time to fool around-with your nails. You need a lacquer that will hold up to your everyday life. Of course, the name of the Fall/Winter 2006-2007 Collection is "The Power 2Be!". Be!'s CEO, Neli Vazquez-Rowland, chose wonderful deep rich colors that work well with all skin tones and have names like "Rich and Decadent", "All Fired Up!", or a "Vibrant Thang" to name a few. "We've even trademarked our slogan "For Women on Top of Their Game!"(tm) since we feel it truly defines who we are and who we want to cheer on," said Vazquez-Rowland.

About Be! Products

Be! Products, Inc. is Chicago based social entrepreneur and CEO Neli Vazquez-Rowland is the woman behind Be! Products, Inc., a revolutionary concept in the professional beauty care industry that features a unique line of premium nail care products. She took the helm of newcomer Be! Products, Inc. to expand and redefine the ever competitive nail industry into a broader, more comprehensive market, a total care package that stretches far beyond the existing boundaries. With a unique marketing network, new technologies, and extensive knowledge of business, Vazquez-Rowland strategy is to stay ahead of the trends and help shape a new, innovative way of doing business for the beauty industry, while making a difference in the lives of women everywhere. Be! Products are sold through distributors, fine Beauty Spas and Salons or online at www.BeProducts.com.

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