



For Immediate Release

Hop on! Be! Products, Inc. Scheduled at Chicago Union Station's "Great Hall" for their Premier "Consumer" Launch Tonight!

April 6th, 2006 Chicago, IL. Nail Lacquer Industry new, up and comer **Be!** Products, Inc. is proud to be a part of Shecky's Girls Night Out Spring Fling. Be! is the Chicago-based Premium Line "Next Generation" in Professional Brand of Nail lacquers and **2Be!** Nail Strengtheners.

Shecky's is known in New York, Atlanta, San Francisco and LA for holding events that attract the largest number of fashion-forward, trendsetting Beauty Products, Fashion Designers and Jewelry Designers offering the Hippest, Hottest new products and "one-of-a-kind" fashion lines for the season! The events are the "buzz" by Fashionista consumers that want that edge on the market. "Be! is proud to be a part of Shecky's launch into the Chicago Market with their first-ever already sold out event! We love the venue, the energy, and the opportunity to represent Chicago to the world of High-Fashion with cutting edge colors and the latest patented formulas in Nail Care" said Neli Vazquez-Rowland, CEO.

It is a remarkable opportunity to introduce *fashionista* consumers to a truly professional brand with patented formula called "Duraflow" which achieves ultimate durability, smooth self-leveling application, and fast drying results for the Nail Lacquers. A patent-pending key ingredient in our formula **2Be!** called "Gotu Kola" which is regarded as one of the most rejuvenating herbs in Ayurveda. By adding "Gotu Kola" to **2Be!** Strengtheners and following the recommended system it has been very effective in not only healing various types of problem nails, but also in helping natural nails grow strong and beautiful for most people that use it.

There is a tremendous amount of excitement, enthusiasm and love for the brand by those that have already been introduced to **Be!** earlier last month at the Chicago Midwest Beauty Show as the “Next Generation” of an exclusive professional brand.

Be! Products also launched its website www.BeProducts.com to allow Consumers and Beauty Professionals to set up an account and buy online. **Be!** is in the process of creating partnerships with various channels to complement the distribution and availability of the **Be!** Brand to professionals and to improve the response and delivery times of product. **Be!** is also sending **Be! Blast** Newsletter e-mails to give Beauty Professionals up-to-the-minute information on happenings at **Be!** as far as collections, promotions, sponsored events, etc. in line with the Mission Statement.

Mission Statement:

Be! Products is a fashion forward beauty company firmly built on the foundation of *Doing Well by Doing Good!* Being focused on empowering all stakeholders with innovative, trend setting concepts and products for *“Women on Top of Their Game”*™

About **Be! Products, Inc.**

Be! Products is a high quality professional brand with patented formulas of nail lacquers and 2Be! nail strengtheners serving the professional community. **Be!** Products, Inc. is based in Chicago, Illinois. For more information please visit www.BeProducts.com or call **Be!** at **1-866-JustBeYou (587-8239)**.

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