



by professionals...for professionals™

## FOR IMMEDIATE RELEASE

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### **Be! Products, Inc. Releases Texas Hold 'em...To Be! Bluffin' Spring/Summer Collection**

December 28, 2005 Chicago, IL. This seasons Spring/Summer Collection by **Be!** Nail Lacquers "**Texas Hold 'em...To Be! Bluffin'**" in fashion-forward hues--now that is Hot!

At Be! this Spring we are playing with a full deck of color. From gentle shades of Pink, to an arresting red, a sensual lavender, and a radiant cut of amethyst, a zesty twist of lemon or go with a nude au naturel look with a hint of glisten, if preferred. With this in mind, the 12 unique shades in this Spring/Summer collection from Be! have been formulated to complement this season's winning fashion forward shades.

At Be! it's also about celebrating and empowering women. **Be!** has the only Nail Lacquers made especially "For Women on Top of Their Game!"™. She is smart, she is active, she has fun, she is fashionable and she expects nothing but the **best!**

This Spring we are for **All in...Goin' for the Gold!** There is **No Limit** to our rewards as long as we believe that we are the **Queen of Hearts** and that we recognize when we are **Dealt a Hot Hand!** We know when we will **Ante Up** and let them know when to **Shuffle Up and Deal...**whether we end up with **Aces High** or a **Royal Flush** we will **Hold'em and Hide'em** until we are ready to reveal. We might have **To Be!...Bluffin'**. We sense the **High Stakes...**The key is regardless of the outcome with **Be!** Nail Lacquers, we are always cool and clever and look like the **Winning Hand!**

These fashion forward shades are available individually or in 12, 24 or 36 piece displays.

All **Be!** Nail Lacquers are made with DuraFlow™, a patented formula that provides ultimate durability for the longest lasting wear even on natural nails.

Individual Nail Lacquer information:

<u>Item No.</u>	<u>Name</u>	<u>Description</u>
313-BLS	Aces High	An Arresting Red with a Shimmer
314-BLF	All in...Goin' for the Gold!	A Zesty Twist of Lemon
315-BLF	Ante Up	A Radiant Cut of Amethyst
316-BLC	Shuffle Up and Deal	This Pink satisfies us all
317-BLS	No Limit	Pink or Lavender make it your take
318-BLS	To <b>Be!</b> Bluffin'	Au Naturel with a Hint of Glisten
319-BLC	Queen of Hearts	Attention getting Corally Red with slightest twinkle
320-BLC	Winning Hand	A Pink Pastel with Personality
321-BLC	Dealt a HOT Hand!	Hot Summer Pink
322-BLS	Royal Flush	Juicy, Tangy Tangerine
323-BLS	Hold'em and Hide'em	A Sensual Lavender
324-BLF	High Stakes	Passionate Pink

For more information you may contact **Be!** Products at **1-866-JustBeYou** (587-8239) or visit them on their website, [www.BeProducts.com](http://www.BeProducts.com)