



TM

Nail Lacquers & 2Be! Strengtheners

"For Women on Top of Their Game!"™

FOR IMMEDIATE RELEASE

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Be! Products, Inc. Mixes Business with Pleasure with "The Power 2Be!" Fall/Winter 2006-2007 Collection

June 15, 2006 Chicago, IL. This Fall/Winter Collection by Be! Products, Inc. is called "The Power 2Be!" in complementary shades for fall and winter fashions with names that inspire!

Introducing Be! Fall/Winter 2006-2007 Collection we are mixing business with pleasure! At Be! that is our Beat! Be! inspires the woman that makes a mans heart beat faster by being "**Mystically Magnetic**" or she can be a woman who devilishly prefers a lifestyle of being "**Rich and Decadent**". She is adventurous and always living "**In the Moment**", she is not afraid to break out of the sea of sameness and emerge as "**Glam Galor-ious**"...she knows how to work the room and networks to be "**Hooked Up!**" in business and in pleasure for she is "**La Conquistadora**"! She is socially conscious and as the "**ATHENA, Goddess of Wisdom**" always willing to give back to woman that are "off" their game...she leads by example to get them "**All Fired-Up**". As a "**Vibrant Thang**" she shines, for she knowingly has within her "**The Power 2Be!**"

A Message from CEO, Neli Vazquez-Rowland

As a mother, wife, daughter, sister, social entrepreneur, triathlete, friend, volunteer, beauty and fashion lover, I thought it was important to really develop the Be! philosophy around the platform that I have lived all of my life to not only Be! passionate and inspired, but also to inspire other woman to live life to the fullest and to pursue dreams. My goal is to make the world a better place through expression in fashion, beauty, inspiration and compassion! I draw on this philosophy to bring out my inner strength in issues ranging from romance, prosperity and love. Own or give the gift of high-fashion, and beauty in inspirational colors and names by Be! to yourself, your clients and friends...they will remember it each morning when they first see their Be!autiful hands, they will be reminded of the message throughout the day, and they will experience their day unfold effortlessly and powerfully!

Be! Nail Lacquers are available individually or in 12, 24 or 36 piece displays professional.

All Be! Nail Lacquers are made with DuraFlow™, "next generation" patented formula that provides longer-lasting manicures (even on natural nails!), smooth self-leveling application (looks like glass!), and faster drying formulas (saves time!).

Individual Nail Lacquer information:

Item No. Name

Description

525-BLS	The Power 2Be!	A Bold Shimmering Blue
526-BLF	Mystically Magnetic	Bronze and Frosty Drawn Together
527-BLS	Rollin 'n' Dough	Shimmering Pink backlit with gold
528-BLC	Rich and Decadent	Creamy and Chocolately Delicious
529-BLS	In the Moment	Pink backed up by a Powerful Red
530-BLC	Hooked Up!	Creamy Brown but Orange is beggin' to Be! Heard
531-BLS	Boom! Boom! Boom!	Shimmering Caramel is Knockin' at the Door
532-BLC	ATHENA, Goddess of Wisdom	Philanthropic and Wise Creamy Red
533-BLC	Glam-Galor-ious	Fall into the Wine Bin
534-BLS	La Conquistadora	A Pink and Gold River of Shimmer
535-BLS	All Fired Up!	A Golden Frost Sure to Start a Fire
536-BLF	A Vibrant Thang	Purple and Passionate

For more information you may contact Be! Products at **1-866-JustBeYou** (587-8239) or visit the Be! website,

www.BeProducts.com

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