



Nail Lacquers & 2Be! Nail Strengtheners
"For Women On Top of Their Game!"(tm)

FOR IMMEDIATE RELEASE

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CEO of Be! Invited Panelist at the 2006 Women's Entrepreneurial Conference with Oprah Winfrey!

September 13, 2006 Chicago, IL – Neli Vazquez-Rowland the CEO of Be! Products Inc, is an invited Panelist for the Women's Business Development Centers 20th Anniversary Women's Entrepreneurial Conference on September 27th and 28th at Navy Pier in Chicago! The Women's Business Development Center (WBDC) is a nationally and internationally recognized not-for-profit organization established in 1986 to work with women to launch new businesses and strengthen existing businesses. The founders and co-presidents of WBDC Carol Dougal and Hedy Ratner have advocated tirelessly for Women-owned business and are tremendous role models to us all. Neli Vazquez-Rowland will be on stage with other premier women business owners panelists led by moderator Financial Guru Terry Savage. The keynote speaker is one of the most influential women in the world Oprah Winfrey! Over 2,000 people that are "centers of influence" will meet, network and Be! inspired. Be! is honored to be a part of a tremendous organization whose mission is aligned with Be!'s to support and inspire "Women on Top of Their Game!"(tm) To order tickets or learn more about WBDC

you can contact them online through their website: <http://www.wb.wbdc.org/conf/conf>
or call their offices at 312-853-3477.

About Be! Products

Be! Products, Inc. is a color cosmetics company based in Chicago, Illinois. Be! Products is emerging as the next generation, indie brand of color cosmetics specializing in professional nail care products. Be! Nail Lacquers are patented formulas “Duraflow” that is longer lasting (even on natural nails), high shine glossy finish, and fast drying. 2Be! Nail Strengtheners just received the coveted 2007 NYC Shecky’s Beauty Editors Choice Award for the best performing products and formulas. 2Be! Nail Strengtheners have patent pending formulas with the key ingredient based on Ayurveda’s Gotu Kola herbs used to heal and grow natural nails. Be! Products can be found in Salons/Spas throughout the U.S. and Eastern Europe or online at www.BeProducts.com

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