



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

Contact Info: Chris Eaton
312-201-9669
Chris@BeProducts.com

FOR IMMEDIATE RELEASE

Be! Added Long Lasting Memory To Women for Daley Event

January 25, 2007 Chicago, IL -- Be! Products, Inc. was honored to be a premium sponsor of the recent Women for Daley event that brought together more than 700 Chicago women from all walks of life, communities and professions to support Mayor Daley. Every attendee received a bottle of longer lasting Be! Nail Lacquers with an inspirational message that will be a *long lasting* memory of the amazing event.

"The Women for Daley event was fantastic!" said Be! CEO Vazquez-Rowland. "It was inspirational, aspirational, and showcased some of Chicago's very best women in business, government and community all working together to make a difference."

The Mayor's call for a commitment to help keep Chicago moving forward on issues important to the entire family resonated with the audience, and with the mission at Be! of "Doing Well by Doing Good" and being "For Women on Top of Their Game!"®

A champion of the camaraderie that women in Chicago have in making a difference, Vazquez-Rowland's involvement in the community includes: serving as a panelist at the Women's Business Development Center's (WBDC) 20th Anniversary event last year that attracted a sold-out 3000 people; and a sponsor and supporter of Chicago is...Red Hot!

About Be! Products, Inc.

Be! Products is a high quality professional brand with "Duraflow" patented formulas of nail lacquers for longer lasting manicures (even on natural nails), high-gloss, self-leveling finish and fast drying formulas and **2007 Award Winning 2Be! Nail Strengtheners** serving the professional community. Be! Products are especially recommended and are currently being used in many upscale spas and resorts nationally and internationally. Be! Products, Inc. is based in Chicago, Illinois.

Editor's note: To request digital images from Be! Products, Inc, please email Chris@BeProducts.com.

####