



Nail Lacquers & 2Be! Nail Strengtheners

For Immediate Release

**Be! Shines in the
“Everybody Wins at the Oscars”
Nominee Gift Bag**

January 18, 2007 Be! Products, Inc. Chicago, IL. Nail Care Industry new up-and-comer Be! Products, Inc. is proud to be the exclusive nail care line in the “Everybody Wins at the Oscars” Nominee Gift Bag.

“Celebrities are trendsetters in Beauty, wearing the hippest, hottest new products and “one-of-a-kind” lines! We are so excited about the opportunity to present Be!, an “Award Winning” Nail Care line, to the “Red Carpet Authority”. A world of glitz, fame and high-expectations with classic and cutting edge colors and the “Best Performing” formulas in Nail Care that are sure to shine and measure up to the heavy scrutiny the celebrities are under!”, says Neli Vazquez-Rowland. The gift set the selection committee chose is a perfect tote nail care carryall that includes a 2Be! Nail Strengthener, “Strikin’ Gold” Color Nail Lacquer and a Be! eXpress Accelerated Top Coat, great to take for a quickie mani/pedi they can do themselves or take to their nail professional.

Be!’s philosophy is infused with a passion for the human spirit and a love for beauty! Be! is an award winning, professional nail care line for hands that care. Be! is a lifestyle Color Cosmetic brand with names of colors and collection themes that are inspirational and aspirational. **Be!’s “*Magic in a Bottle*” and “*Message in a Bottle*”** can make a difference, not only in our own lives, in the lives of many by offering hope, empowerment and opportunities to those who need it most!

Be! has also received various Entrepreneurial Awards for their innovative model in creating a Socially Responsible Economic Model; empowering people, through awareness campaigns for sustainable addiction recovery, education, and job opportunities for people who have been “at risk”.

Be! Nail Lacquers are made with a patented formula called “Duraflow” which achieves ultimate durability, smooth, high-gloss finishes and fast drying results. 2Be! Nail Strengtheners come in six different formulas and are made with Ayurveda’s “Gotu Kola” which is regarded as one of the most rejuvenating herbs in Ayurveda. By adding “Gotu Kola” to **2Be!** Nail 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. Be! eXpress Accelerated Top Coat is also included in the gift set to give that extra shine and finishing touch in a hurry.

There is a tremendous amount of excitement, enthusiasm and love for the brand from people who have already been introduced to the product. **Be!**, the “Indie, Next Generation” brand of professional nail care marketed as a beauty brand with a cause to “Change the World” with Color.

About **Be! Products, Inc.**

Be! Products is a high quality professional Nail Care Brand including Be! Nail Lacquers, 2Be! Nail Strengtheners and Be! eXpress Accelerated Top Coat, serving the professional community. Be! Products are found in Fine Salons/Spas/Beauty Destinations Nationally and Internationally and Online. **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)**

This Gift Bag has no affiliation with A.M.P.A.S or the Oscar telecast.

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