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## **Be! Products, Inc. launches “Harmonious Hues” Collection**

August 29, 2008, Chicago, IL – In harmony with creating nail products that are inspirational and aspirational, **Be! Products, Inc** collaborated with top fashion insiders and an “emerging artist” named Nelia who has a unique style of blending pop and Latin music. Nelia was selected as our model for our “Harmonious Hues” campaign not only for her talent, sense of style, fashion and beauty but also for her aspirations to inspire world peace through her music. What makes her uniquely qualified to do so, is she sings in five languages!

Nail lacquer products from the “Harmonious Hues” Collection are inspired by the rich colors and imagery around the world, and include Be!’s proven hidden jewels from our core colors and are now part of one “Harmonious Hues” collection. The Harmonious Hues Collection contains 12 radiant colors that are sure to please women who are “on trend” with fashion, expect performance from their products and who are also looking to make a statement of supporting a cosmetic with a cause of making a difference.

The idea of Be! combining a beauty with an emerging musical artist, is unique as it is applied to Color Cosmetics. “Everything we do at Be! must be aligned with our mission of doing well by doing good,” says Neli Vazquez-Rowland, CEO of Be! Products, Inc. “I found that by combining these seemingly disparate fields, we are in fact creating a supportive, creative, and positive vibe for a product that is practical, and meets our need to support ‘Women on Top of their Game!’ who are using their beauty and their talents to make a difference”

Everyone has the ability to attain his or her highest potential, which is limitless. It all begins in the mind, so it is appropriate that the names of the colors are affirmations of the energy one wishes to achieve and radiate. The “Harmonious Hues” Collection reflects how color can change the way you feel, your energy and your attitude.

“At Be!, we have a love affair with color and now in combining emerging beauty and musical talent with purpose, we believe the “Harmonious Hues” Collection will bring harmony to everyone’s aura according” says Ms. Vazquez-Rowland.

### **About Be! Products, Inc.**

**Be!** Products is an “award winning”, celebrity “must have” line of a high quality professional brand made with “Duraflow” formulas of nail lacquers for longer lasting manicures (even on natural nails), high-gloss self-leveling finish and fast drying formulas and 2Be! Nail Strengtheners made with Ayurveda’s “Gotu Kola” for healing and growing natural nails. Be! Products are especially being used and sold in many upscale spas and resorts nationally and internationally and online. **Be!** Products, Inc. is based in Chicago, Illinois. For more information please visit [www.BeProducts.net](http://www.BeProducts.net) or call **Be!** at **1-866-JustBeYou (587-8239)**.

For more information on “artist/model” visit her website at [www.Nelia.us](http://www.Nelia.us). Please nominate your favorite woman who you think is the total package of beauty, fashion and heart for our next campaign!

**Be! 2008 Exclusive Celebrity Swag Bag Nail Care Gift for GRAMMYS(R) & OSCARS(R)**

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