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Be®! Launches “Lacquers & Lingerie” Celebrity Exclusive “Swag Bag” Gift Set

October 2, 2008 Be! Products, Inc. Chicago, Illinois. Introducing a sure to be favorite **Sexy New Be! Gift Set** called "**Lacquers & Lingerie**" a “swag bag” celebrity exclusive.

Be®!'s CEO, Neli Vazquez-Rowland partnered with another great woman-owned business named "Foxers™". Foxers® is a luxury Lingerie brand designed by April Spring, CEO. Vazquez-Rowland and Ms. Spring met through the OSCARS® & GRAMMYS®.

Be®! Nail Lacquers and Foxers® Lingerie are the “Hottest” new featured must have exclusive celebrity “swag bag” gifts. “I saw April’s Foxers® line at the GRAMMYS® Gift Lounge and thought her fabulous line was a “must have” for me, as the line impressed me as being fun, sexy, classy and comfortable boyshorts style undies. As it turns out when we met she loved our “award winning” Be®! nail care line too! Since we loved each others products for ourselves, we decided to create the perfect unique gift idea featuring both products for millions of women like us that want that nothing but the best when it comes to our personal treasures” said Ms. Vazquez-Rowland. “April and I are excited to offer this limited special promotional gift idea just in time for the upcoming shopping season as people look to buy and create their own “swag bag” made of one-of-a-kind “must haves” that are sure to impress any beauty maven and fashionista on your list!” said Ms. Vazquez-Rowland.

The “Lacquers & Lingerie” Celebrity “Swag Bag” Gift Sets include Be! red or white nail lacquer and matching boycott cotton or lace Foxers panties, with their patent pending innovative boxer style color coordinating waistband. “Another great idea by Neli to bring our products together in a convenient Celebrity gift bag available for every customer. I love Be! Nail lacquers and the idea of Lacquers and Lingerie! My customers will love the combination especially for all of the holidays from Thanksgiving to Valentines, and not to mention bridal gifts, this will make an easy choice for Brides.” commented Ms. Spring.

- Be®! Lacquer “The World is My Oyster” (Frosty White Pearl) and Red Cotton Foxers™ with White Lace Trim Item # LLGS-01(S,M or L) MSRP \$32.00*
- Be®! Lacquer “Pamper’d” (Shimmery Red) and Red Lace “Foxers™” Item # LLGS-02(S,M or L) MSRP \$46.00*

About Be! Products, Inc.

Be! Products is a high quality “award winning” 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, Internationally and Online. Be! Products, Inc. is based in Chicago, Illinois. For more information or to purchase please visit www.BeProducts.net, <http://www.beproducts.net/giftideas.php> or call Be! Toll Free at 1-866-JustBeYou (587-8239) or email us at info@BeProducts.net “Lacquers & Lingerie” Gift Sets available at select spa’s and online only.

About Foxers®

Foxers are patent pending, copyright, and registered and simply put- are boxer tops on several styles of women's and men’s underwear that are sexy, comfortable, functional, and high quality. We all know the days of showing us the backside of your thong is far over, but you can still be sexy, yet classy with a pair of Foxers. www.foxers.com in case your panties just happen to show, no problem Foxers are made of outerwear fabrics and o.k. to stick out.

Be! Social Responsibility Be! is a “cosmetic with a cause” line with a socially responsible economic model committed to raising awareness and empowering those “off” their game with job training and employment opportunities. In Partnership with A Safe Haven L.L.C. and A Safe Haven Foundation www.ASafeHaven.com The leading recovery home operator assisting those in recovery from diseases of alcoholism and drug addictions.

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