

Raised in the Little Village Community, a vibrant Latino enclave in Chicago, Neli Vazquez-Rowland graduated and instantly started down the entrepreneurial path. In 1994, Neli and her husband co-founded A Safe Haven L.L.C., an organization that provides programs for individuals in recovery from the diseases of drug and alcohol addiction. To date, ASH is recognized as the largest and most effective recovery home program in the country. Two years ago, Neli purchased Be! Products, Inc. and has since turned it into an award-winning nail care line which works to support the message of ASH by advocacy and providing jobs for ASH graduates. Recently, Neli was honored for her work when she received the Entrepreneur Award from Legal Momentum, the nation's oldest women's legal rights organization.

**Our overall goal** Is to build Be! Products into an inspirational and aspirational brand that people associate with recovery programs, and a cause that is creating an effective paradigm shift in the continuum of care for those afflicted with the diseases of drug addiction and alcoholism. Be!'s success will be noteworthy as the cause associated with it is not a by-product of our success as a brand, but as a product, deeply woven into the philosophy of the brand.

**We're excited to announce** That our very first Be! and A Safe Haven sponsored nail student just graduated from school in the field of Nail Technology. She is already employed and actively working in the field at one of the hottest salons in Chicago... Be! is more than a color cosmetic nail care brand. We are a movement for recovery programs as an effective alternative for many who need it.

**I hope that I inspire other women** To believe that they can have a head for business and a heart for service...and be successful. I'm always excited and truly love to champion other women accomplishing amazing things. I believe it's so important to do so.

**My personal mantra** Is also the mission at Be! and A Safe Haven: Making a difference by 'Doing well by doing good.'

For more information visit [www.beproducts.com](http://www.beproducts.com) or [www.asafehaven.com](http://www.asafehaven.com) ■



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