



Nail Lacquers & 2Be! Nail Strengtheners

For Immediate Release

Reggie Wells Oprah's Long-Time Make-Up Artist Joins Be! Products, Inc. Advisory Board

Chicago, IL January 15, 2008 Be! Products, Inc. is honored to announce that Reggie Wells has joined the Be! Advisory Board. Emmy Award Winning Reggie Wells is the most influential Make-Up Master in the world. Reggie has been working with Oprah, since 1989. He is the make-up master behind all 80 covers of *O Magazine*. In addition, his work has appeared on the cover of *Essence* on nearly sixty occasions and in issues of *Glamour*, *Mademoiselle*, *Harper's Bazaar*, *Life*, *Time*, and *Bride's* to name a few. He is also a personal favorite of celebrities, and super models alike for his consistently new vision and his skill that marks their individuality.

"We believe that Reggie is a tremendous authority in Beauty and an excellent addition to our Advisory Board. Reggie will be a big contributor to us as our creative collaborator for identifying colors and trends for Be!'s Color Nail Care line. We are very excited about having Reggie on board. It is clear to both of us that Make-up and Nail Care go hand-in-hand." Said Neli Vazquez-Rowland, CEO. The big question we expect to have to answer is "Why nail care first? As for me, I can look like any "starlet" by putting on the big sunglasses and run an errand in a hurry, but my fingers and my toes should never give me away by not being well-groomed at all times. Besides my hands give 'me' the most feedback and depending on how they look they will make or break my day!" quipped, Neli Vazquez-Rowland.

Another reason why Reggie makes a perfect partner for Be! is his passion for "making a difference." We share a passion for beauty and for the human spirit! We have some great plans for Be! to continue to reach out and make a difference to those "at risk", specifically for drug and alcohol related problems. Our mission of "doing well by doing good" is focused on empowering women and people in general towards recovery and rebuilding their self-esteem by not only pampering them, but also empowering them with job placement through our active partnership and sponsorship with A Safe Haven L.L.C. " shared Neli Vazquez-Rowland.

"I am excited and looking to moving forward on this. I feel it is one of the most important things I can do to give back to the Community and to the Cosmetic World." Said Reggie Wells.

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).

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