

Ruth Harper
Lia sophia Region Manager

July 13, 2006

Dear Sir or Madam:

This letter is concerning the projected Business Opportunity Rule R511993. I fear, if left as is, this could ruin a highly successful business that took me over five years to build with lia sophia. I realize that your interest and responsibilities are to protect the consumer from being taken advantage of, thank you. But, with all due respect, part of this rule will hinder or maybe kill my business that I've already put so much time, energy, and emotion in to build to the capacity it is today.

Just to give you a little background, I joined lia sophia just a little over five years ago. The jewelry was/is awesome! Socialization was a priority for me at the time. My husband worked really complicated hours which left me alone a lot of evenings and some weekends and lia sophia had the answer for me. Needless to say, it is much more than that today. I've built a very successful business, established wonderful friendships, and just recently, made it possible for my husband to retire early from his own job which was becoming physically damaging. So the interest I have in this rule runs deep and puts much worry on our household and great stress on me.

One of the most baffling and troublesome sections of the anticipated rule is the seven-day waiting period to enroll new lia sophia advisors. It could critically sabotage a business. Time is of the essence to get new advisors working and building their lia sophia businesses. Time spent on reports and paper work takes time away from working. It is also unnecessary, because lia sophia has a 90% buyback policy for all products including sample kits purchased by a salesperson within the last twelve months. This waiting period requirement would mean keeping detailed records when recruiting, and more reports to lia sophia company headquarters.

Let's discuss the release of **any** information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. What happen to innocent until proven guilty? Anyone or any company can be sued for almost anything. If lia sophia is found guilty of any wrong doing, then disclose those lawsuits. **Any** lawsuits would put an unfair speculation on lia sophia and myself even though there may have been no wrong done by us.

Finally, the anticipated rule requires a minimum of 10 prior purchasers nearest to the prospective purchaser. References, not a problem, but in this day of identity theft, I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. Also, giving away this information could damage the business relationship of the references of whom may be involved in other companies or businesses including those of competitors. In order to get the list of the 10 prior purchasers, I will need to send the address of the prospective purchaser to lia sophia headquarters and then

wait for the list. I also think the following sentence required by the anticipated rule will prevent many people from wanting to sign up as an advisor – “If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers.” People are very concerned about their privacy and identity theft. They will be reluctant to share their personal information with individuals they may have never met or just met.

I do appreciate the work that the FTC does to protect consumers. I just happen to believe this anticipated new rule has many unintended consequences and there are less troublesome alternatives available to achieving your goals.

Thank you for your time in considering my comments.

Sincerely,

Ruth Harper