

July 14, 2006

Dear Sir or Madam:

This letter is to inform you of my concerns with the proposed Business Opportunity Rule R511993. In its present form it could prevent many of us from continuing as a Lia Sophia Jewelry advisor. I appreciate what the FTC does as a federal organization, in protecting us from "unfair and deceptive acts or practices," but in some of the sections the proposed rule will make it very difficult, if not impossible, for me to sell Lia Sophia products.

My full time job is an elementary counselor. I have been an educator for 24 years and am close to retirement which is why I became a Lia Sophia advisor. This job is to help supplement my retirement income. I have been with this company for 1&1/2 years. I believe the jewelry is exceptional and the company is outstanding. I've helped guide children and have enjoyed working with the young ones and am now ready to help women with their dream. Right now, it's pretty easy as a part time job, but if there would be extra to do I'm not so sure I could continue.

This proposed ruling adds an extra burden and as a part time job for many of us that is tough. To have a seven-day waiting period to enroll a new recruit doesn't make sense. Lia Sophia's sales kit is only \$109. People buy TVs, cars, and other items that cost much more and they do not have to wait seven days. This waiting period gives the impression something is wrong with the company or the plan. It's unnecessary because there is already a 90% buyback policy for all products including sales kits purchased by a salesperson within the last twelve months. Under this waiting period requirement, I will need to keep very detailed records when I first speak to someone about Lia Sophia and will then need to send in many reports to my company headquarters.

I do appreciate the work that the FTC does to protect consumers, yet I believe this proposed new rule has many unintended consequences and there are less burdensome alternatives available to achieving your goals.

Thanks you for your time in considering my comments.

Respectfully,

Paula Linneman