

July 15, 2006

FTC/Office of the Secretary  
Re: Business Opportunity Rule, R511993  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

To Whom It May Concern:

My name is Tami Eastridge, and I have been selling lia sophia Fashion Jewelry for 2 years now. Prior to selling jewelry, I was in the corporate world in sales for a major food distributor. I am married with 2 small children, ages 5 and 6. I sincerely hope that you read this letter because it is straight from the heart!

When I was on maternity leave with our second daughter, I just could not leave my kids (newborn and 18 months at the time). Now, to some people, that is no big deal. But to my family, it was. You see my husband is a teacher and we all know how well teachers get paid - joke!

To supplement income, I worked 2 part time jobs for 2 years at night after my husband came home from work or from college after he took classes. I had no choice to work because we have to pay for our own health insurance premium and both of our kids have health matters - one with asthma, the other with kidney reflex.

Two years ago, I was introduced to lia sophia, and that was truly a BLESSING in disguise. At that time, we were paying off 2 hospital bills that originated at \$3,000 total. Not easy on a very fixed income. After I started selling lia sophia, I was able to quit one of my part time jobs, and I sold lia sophia and waited tables. Eventually I was able to only sell lia sophia as my main job.

At this time, I am a unit manager for lia sophia and I can honestly say it helped my family from not having to file bankruptcy, sell our home, and it has even helped us to stop fighting because of financial reasons. This is important as this started becoming a regular conversation at night.

I am telling you all this because lia sophia has changed my life, and it has put my faith back into the American Dream. There have been many times where I wondered if I made the right choice. I am an educated woman with part of my Masters degree completed, but I chose my family over climbing the corporate ladder. I see SO MANY families destroyed by the greed and desire to be like the rest that it sickens me to see how some of these kids are turning out.

Just recently I have added 6 new ladies on my team for one sole reason - because they ALL want to stay home with their children. Do you not see how important this is to women? If you don't, you should because for once, women are taking a stand and backing down from thinking they have to work a full time job to be successful. If working 40-60 hours a week and seeing your child for 2 hours is worth it, what is it worth it for?

I am sure that you are reading this and saying blah, blah, blah. But I am living proof that this direct sales industry is working to HELP families stay together, to help them become financially independent, and to help mothers raise their children.

The proposal that is hopefully NOT going to pass is completely out of line. Most of these women that join lia sophia do it because it is so easy to join, there is a bonding between women who are in the same boat and because we do not require a lot of out of pocket money to get started. This is important because we don't want people to start selling lia sophia and start off in the hole. We help them earn certificates to buy samples and increase their kits that way.

I truly wish that you could come to one of my monthly meetings to hear ladies thanking others for introducing them to lia sophia. Sure this is not for everyone, but for the ones who really need the income, why would you punish them for doing an honest days work. Why would you harm the very fabric of our life by trying to help our families have a better life? Would you rather that I had worked 3 jobs just so I could pay for diapers, food and oh, the wonderful gas prices of today's world? I truly wish that just one of you would have lived my life 2 years ago and seen my baby struggle to breath because I couldn't afford her asthma medication because it doubled in 6 months.

This is reality for most of the Americans I come into contact with. Why won't you let us continue to help our families?

I would be so happy to talk about how far my family has come out of debt because of lia sophia. I am blessed and I thank God every day for giving me something to be proud of, for taking care of my family and for helping my family make it through what I think was a very trying time for us. What I can't stand is that it is nearly impossible for a woman to stay home nowadays and not have to supplement income in some way. Trust me, we were not spending a dime outside of what we needed to. But I refused to get government help and knew we could do it on our own.

Nowadays, I have medicine for my kids, I can afford a daily medication for my daughter (which I can say has decreased our hospital visits and sicknesses), and I have my family in one place - not broken up. So you see sir, lia sophia is a BLESSING to me, my family and so many others that you quite wouldn't imagine. If this changed, I am not sure what would happen. I do know that I wouldn't be able to stay home. I would have to go back to work because there would be no way I could afford to stay home and be with my kids. My kids would have to go to daycare, they would be picked up in a van and I wouldn't see them till 6:00 p.m. at least - what a shame we have to destroy homelife again!

Please, please, please think about this and what it is going to do to our families. Not to the individuals but to the families. I can guarantee that you will see a major change in the fabric of our lives for the ones who stay home. And consequently, our kids will continue to get worse and worse.

I sure hope that someone is reading this letter. I have cried through the whole thing because my family is that important to me and I remember what it used to be like. Consider what you will do to us all!

Sincerely

Tamara Eastridge  
lia sophia Unit Manager