

Tina Gibbons
Lia Sophia Fashion Jewelry

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Dear Sir or Madam:

I am writing to you to express my concern for the new proposed Business Opportunity Rule R511993. I appreciate the fact that the FTC protects the public from corrupt business practices and dishonesty however please take into consideration the credibility and great reputation most direct sales companies do have. Rather than blanket us all under one category why single out those who specifically proven to have unfair and corrupt business practices rather than make this impact those who are running very ethical business?

I have been with lia Sophia for 3 years and have a down line of approximately 80 advisors. I do believe lia sophia runs their business very ethically and does have specific criteria in place to insure we all run an honest business. This opportunity has allowed me to be home with my 2 small children. When I first started this business I was on unemployment struggling to get by. Now I am a successful business woman taking care of my family. I truly feel that lia sophia has allowed me the opportunity to work hard and EARN the American Dream.

What baffles me most is the 7-day waiting period. When you purchase a Louis Vuitton handbag you have only 14 days to return it. We offer a lifetime replacement guarantee on all of our jewelry and will even buy back the \$149 starter kit. Some of these handbags sell for well over a thousand dollars. You are not given any sort of criteria about other consumer's purchases, such as bags that broke or fell apart. I know this may be an unusual example, but I find it interesting that something that costs so much more is not regulated (like buying an expensive handbag or even 50K car!) Our start up cost is only a \$149 investment. I recognize the fact that some companies start up cost is much higher then ours but again why should this impact every direct sales company if some of us are not running an unethical business that would require such steep restrictions and guidelines going forward, especially when lia sophia in particular has done nothing wrong.

I appreciate all of the work the FTC does to protect consumers, but I almost feel that for all of us who are running an honest business we are being penalized for something unfairly.

Thank you for your time in considering my comments. Feel free to contact my team or me if you would like.

Respectfully,

Tina Gibbons