

Lesley King
lia sophia Fashion Jewelry



522418-70672

July 13, 2006

Dear Sir or Madam:

I am writing this letter because I feel very concerned about the proposed Business Opportunity Rule r511993. I believe that as a result of this rule, it could prevent me from succeeding as a lia sophia Fashion Jewelry zone manager. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," yet some of the sections in the proposed rule will make it very difficult, if not impossible, for me to sell lia sophia Fashion Jewelry products.

I would like to share with you a little bit of my story with my business. I have been involved with selling lia sophia Fashion Jewelry for more than 5 years. Since then, I have been extremely blessed to earn a great income while still being able to be home during the day. My family and I have benefited from all that the lia sophia Fashion Jewelry business has to offer. I have had the opportunity to meet new people and to encourage them to pursue their dreams. I have been able to express my passion for people through this opportunity.

The restraints will be burdensome due to the fact that most women whom are interested in this business are ready to start without the added complications. In regards to the litigation information, I personally do not run my business with misrepresentation or unfair and deceptive practices. I realize that not everybody does their business with integrity. However, those type of people do not last long in this business. The time that this would take to do the references is unrealistic. The majority of the women involved in this type of business do not have the time due to the other roles they have including being a wife, mother, chauffer, nurse, counselor, cook, laundry services, etc., and trying to run a successful home-based business. We are tax-paying entrepreneurs like everyone else and want to practice the American Dream ethically.

I 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.

Thank you for your time in considering my comments.

Respectfully,

Lesley King

