

Jan Nelson
lia sophia, Advisor

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Dear Sir or Madam:

I've recently become aware of the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as a lia sophia, Advisor. Some of the sections in the proposed rule will make it very difficult, if not impossible, for me to sell lia sophia jewelry items.

I have been a stay at home mom for 20 years. My decision to stay at home to raise my children without having to send them to a daycare and let someone else raise them is one that I will **NEVER** regret! As of two years ago, I have become a single parent. I still have 2 small children and 2 teenagers living at home with me. I continue to desire to raise my children myself and lia sophia has allowed me to do just that. I work in the evenings when the children's father has his time with them (3 times a week). During the day, I am able to stay at home, supervise my children and continue to participate in their busy schedules because of the opportunity to be in a direct selling company that allows me to schedule my work around my children! I am certainly a better parent because of lia sophia and my children are better people and citizens because of being raised in a loving home where the mom is not away at a 9-5 job. If it weren't for lia sophia, I would be needing to get a 9-5 job and leave my younger children in a daycare setting and my teenagers would be without supervision. Especially in the summer months! During the school year, I would not be able to volunteer in their schools or attend many of their sporting events and other activities.

One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new Advisors. lia sophia's sales kit only costs \$149. People buy TV's, cars, and other items that cost much more and they do not have to wait seven days. Not only that but they can turn around and resell the jewelry kit on EBay if they made a wrong decision and not be out one cent—and certainly make money off the deal! This waiting period gives the impression that there might be something wrong with the company or the compensation plan. I also think this seven-day waiting period is unnecessary, because lia sophia already has 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.

The proposed rule also calls for the release of any information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It does not matter if the company was found innocent. Today, anyone or any company y can be sued for almost anything. It does not make sense to me that I would have to disclose these lawsuits

unless lia sophia is found guilty! Otherwise, lia sophia and I are put at an unfair advantage even though lia sophia has done nothing wrong.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. I am glad to provide references, but in this day of identity theft, I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. **Not only that, but when I prepare invitations to send to potential guests for my jewelry shows, I actually have hostesses that will not even give me her guests' addresses. She hand delivers or mails them herself as to protect the identity of her friends!** Also, giving away this information could damage the business relationship of the references who 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 proposed rule will prevent many people from wanting to sign up as a salesperson - "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!

I appreciate the work that the RTC 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,

Jan Nelson
lia sophia, Advisor