

Lisa Adcock  
lia sophia Fashion Jewelry

July 17, 2006

Dear Sir or Madam:

I am writing out of concern for the Business Opportunity Rule R511993. I understand that your responsibility as the FTC is to protect our public from unfair practices and deception. I do understand where you are coming from, however, prior to your final ruling, please take into consideration the credibility and the track record of the people and the companies this bill will affect the most.

Though I have been with lia sophia Fashion Jewelry for just 3.5 months, I have a sales team of close 8 people and our group is continually growing. Like my team members, I take this business opportunity as a very serious commitment. In just 4 months of being with lia sophia, I am going to be making more money monthly than I did when I worked full-time at Walworth County Department of Health and Human Services. Lia sophia is allowing me to provide a financial well-being for my family that I would not be able to experience at a "job".

One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new lia sophia Fashion Jewelry. When someone applies for a job with any business, he/she is not required to wait 7 days before accepting the offer. When my husband, Jason and I purchase a new/used automobile, they don't allow us to drive it for 7 days before signing a contract and paying for it. So let's put things into perspective. With lia sophia fashion jewelry we are offering people a \$149.00 business investment (the cost of the lia sophia's starter kit which holds a retail dollar value of over \$700). Most business' have a start up cost ranging in the thousand's of dollars. We should be more concerned with those wanting to scam us...not hurting those who are legitimately looking for an avenue of income and flexibility. This is an amazing win-win situation for anyone starting a new business.

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 can be sued for almost anything. It does not make logical sense that I would have to disclose these lawsuits unless lia sophia Fashion Jewelry is found guilty. Otherwise, lia sophia Fashion Jewelry and I are put at an unfair advantage even though lia sophia Fashion Jewelry has done **nothing** wrong.

Today everyone is concerned about identity theft. The proposed rule requiring the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser is of concern to me, I am glad to provide references, but I am very uncomfortable giving out the personal information of individuals to strangers. 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's 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. Wouldn't you be reluctant to share your personal information with individuals you may have never met?

I appreciate all your efforts to protect consumers, however with so many people struggling to get out of debt due to medical cost, gas prices, food prices, housing, utilities, credit cards and educating our children, I would think that this issue would be better directed at those without a history of making a positive difference in so many lives. lia sophia Fashion Jewelry is working to keep our economy healthy. We offer more than just a business opportunity, ask anyone of us who has had the opportunity to be apart of this great organization and are truly on our way to living the "American Dream."

Thank you for allowing me to have a voice!

Respectfully,

Lisa Adcock