

May 22, 2008

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Federal Trade Commission/Office of the Secretary  
Room H-135 (Annex S)  
600 Pennsylvania Avenue, NW  
Washington, DC 20580



**Re: Business Opportunity Rule, R511993**

To Whom It May Concern:

This is to inform you that **lia sophia** concurs with the position of the Direct Selling Association and the industry regarding the Revised Proposed Business Opportunity Rule.

We appreciate the Federal Trade Commission's good faith efforts to consider the views of thousands of direct sellers and agree with the Federal Trade Commission's conclusion that revisions to the originally proposed rule were necessary to exempt legitimate direct sellers from coverage.

As a direct selling company and member of the Direct Selling Association, we recognize and support the Federal Trade Commission's important consumer protection role and share the commitment to protecting the public from unfair and deceptive business practices that undermine consumer confidence in legitimate business enterprises such as our own.

Also, we fully concur with the comments and suggestions submitted to the Federal Trade Commission by the Direct Selling Association, and trust that these helpful recommendations will be incorporated as the Federal Trade Commission works to perfect, clarify and implement the improved and revised Business Opportunity Rule.

Thank you.

Richard W. Schwartz  
Executive Vice President

RWS/lw

cc: John Webb, Direct Selling Association