

I have read a synopsis of your proposed ruling (The Business Opportunity Rule) and stand with others in my profession in concern for our future. Don't penalize us for a few bad apples.

I'm a recent stay at home Mom expecting the arrival of another baby soon. Selling jewelry at home parties and recruiting is how I'm able to stay home with my children during the day. My company, lia sophia, is completely upfront and honest about the opportunity, and so am I. In fact, the cost to enroll is small (\$149) and enrollees get over a thousand dollars in jewelry for that. They usually cover the cost of their starter kit with their first show. In fact, if their starter show is 1,000 or more, I personally refund the cost of their starter kit, so there's nothing to lose.

I think a disclosure requirement is ridiculous given we are in the information age and there are plenty of tools to research business opportunities and find the ones that are best. I think the tried and true adage, "Buyer Beware" applies. You can't save people from themselves with disclosures... just ask any mortgage professional. People who are drawn to get rich quick schemes will be enticed no matter what.