

Barbara Brown

Dear Sir or Madame:

I am writing in regards to the Business Opportunity Rule **CFR Citation:** 16 CFR Part 437 in regards to Direct Sales and home business. I feel that this ruling would be more of a hindrance than a help. Though I know there is fraud and misleading information given out in direct sales, these tactics are used throughout any business, whether it be corporate America or direct sales (think of the car salesman with the plaid sportscoat.) To put these restrictions solely on direct sales questions any thread of truth to the business structure. For every 1 business person using unethical tactics to further their business, there are hundreds who are running their business in an ethical and honest way.

I am an advisor with Lia Sophia jewelry and have been for the past 4 months. As a military spouse, and stay at home mom, this income has been a huge help to our finances. When I signed my application with Lia Sophia, I promised to run my business in an ethical and honest manner, and I enjoy doing that. I feel it is the responsibility of the company I work for to hold us to high standards. If it is found out that any fraud is taking place, I feel it is up to the individual company to terminate the contract of the individual consultant. But to shed a questionable light on every consultant before anything negative has even been done is just not fair.

Please reconsider this proposal for the sake of thousands of people who run their business honestly and count on the income earned to live their lives.

Thank you for your time and consideration.

Sincerely,

Barbara Brown