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Lia Sophia Advisor

To Whom It May Concern:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as a Lia Sophia Advisor. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," yet some of the sections in the proposed rule will make it very difficult, if not impossible, for me to sell lia sophia products.

I have only been a Lia Sophia advisor for 3 months. I have become an advisor in my company because I felt the products were exceptional and I wanted to earn some additional income and I needed to get out of the house and have some fun. Even though I work a fulltime job that I love it does not pay very well and financially, we are a struggling couple in debt. The Lia Sophia opportunity gives the flexibility to continue working days and to set my own hours at my extra job. That's an opportunity that working in the retail world does not allow. The business opportunity was presented to me very clearly and precisely. There were no catches or gimmicks and all of what they told me has worked. My first paycheck was around \$50.00 but my second paycheck that was around 500.00! And I had only done 2 shows!! That was very exciting to me and it has only getting better. Now I actually feel as though we will get out of debt and that we can be financially healthy.

I present the opportunity in the same way it had been presented to me. I let any potential advisors know what a difference this opportunity because has already made in my life. We have a business plan that works. Women love to share things. Showing someone how to become a successful business owner is not a crime, it is a life changing opportunity! And that what Lia Sophia does for women-it changes them in more ways than just financially. It has changed so much of me personally and the opportunity to share this and make other women feel more confident, worthy, and successful is something I want to do for the rest of my life!!!

One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new lia sophia advisors. Lia sophia's kit only costs \$149.00. People buy TVs, cars, and other items that cost much more and they do not have to wait seven days. This waiting period gives the impression that there might be something wrong with the company or the compensation plan. The initial investment to start your own company with lia sophia is minimal compared to franchising or opening a small business! Where can you start up your own company for \$149 and expect to make a 6 figure income in THREE years! Also, when I first speak to someone about lia sophia, I will then need to send in many reports and unnecessary paper work 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 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. Do other professionals have to do this...I have never seen anything like this from my doctor and I know he was sued and his job could actually hurt or kill someone.

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. 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, as would you and I.

I appreciate the work that the FTC 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,

Erika Santy, Lia Sophia Advisor