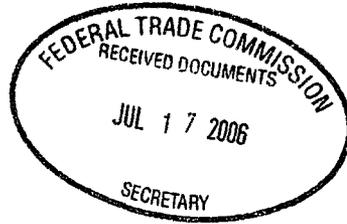


Pat Norton

[REDACTED]

522418-70676



July 14, 2006

Dear Sir or Madam:

I am very concerned about the proposed Business Opportunity Rule R511993 that is being considered by the FTC. I have been in direct sales for over 32 years. I came into the direct sales jewelry business when I was a young mom and wanted to be able to stay at home with my children but be able to add to the family income. This industry has allowed me to provide income for my family, support myself after the death of my first husband, and now at age 70 continue to work at my own speed. I would probably not be able to work an eight hour a day job now but I certainly can run my own lia sophia jewelry business. My husband will be forced to retire in three years and my lia sophia business is what we are planning to continue to support ourselves.

I do understand there will always be companies that do their business in an unethical way, but I do not understand why you would consider making it almost impossible for us to continue our businesses because of a few rotten eggs.

We give women, and men, the chance to work at their own pace and also allow them to be able to build their own business as large or small as they choose.

I appreciate the work that the FTC is doing to protect us, the consumers, but I feel very strongly that this new rule has many unintended consequences and there are better alternatives available to achieve your goals.

Thank you for your time in considering my comments.

Respectfully,

[REDACTED]

Pat Norton  
lia sophia Division Manager