

**DEPARTMENT OF CORPORATIONS
RECEIVED LOS ANGELES OFFICE****JAN - 7 2008****PERSONAL CARE
BY DESIGN****Personal Care by Design, Inc.**

217 A. North Main Street
Roswell, NM 88201
phone 505-627-1112

www.personalcarebydesign.com

UNIFORM FRANCHISE OFFERING CIRCULAR

INFORMATION FOR PROSPECTIVE FRANCHISEES REQUIRED BY THE FEDERAL TRADE COMMISSION

TO PROTECT YOU, WE HAVE REQUIRED YOUR FRANCHISOR TO GIVE YOU THIS INFORMATION. WE HAVE NOT CHECKED IT, AND DO NOT KNOW IF IT IS CORRECT. IT SHOULD HELP YOU MAKE UP YOUR MIND. STUDY IT CAREFULLY. WHILE IT INCLUDES SOME INFORMATION ABOUT YOUR CONTRACT, DO NOT RELY ON IT ALONE TO UNDERSTAND YOUR CONTRACT. READ ALL OF YOUR CONTRACT CAREFULLY. BUYING A FRANCHISE IS A COMPLICATED INVESTMENT. TAKE YOUR TIME TO DECIDE. IF POSSIBLE, SHOW YOUR CONTRACT AND THIS INFORMATION TO AN ADVISOR, LIKE A LAWYER OR AN ACCOUNTANT. IF YOU FIND ANYTHING YOU THINK MAY BE WRONG OR ANYTHING IMPORTANT THAT HAS BEEN LEFT OUT, YOU SHOULD LET US KNOW ABOUT IT. IT MAY BE AGAINST THE LAW.

THERE MAY BE LAWS ON FRANCHISING IN YOUR STATE. ASK YOUR STATE AGENCIES ABOUT THEM.

FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

CALIFORNIA, HAWAII, ILLINOIS, INDIANA, MARYLAND, MICHIGAN, MINNESOTA, NEW YORK, NORTH DAKOTA, RHODE ISLAND, SOUTH DAKOTA, AND WASHINGTON REQUIRE FRANCHISORS TO MAKE ADDITIONAL DISCLOSURES RELATED TO THE INFORMATION CONTAINED IN THIS OFFERING CIRCULAR. IF APPLICABLE, THESE ADDITIONAL DISCLOSURES WILL BE FURNISHED TO YOU IN AN ADDENDUM TO THIS OFFERING CIRCULAR.

IN ACCORDANCE WITH THE REQUIREMENTS OF THE FEDERAL TRADE COMMISSION, THE EFFECTIVE DATE OF THIS OFFERING CIRCULAR IS LISTED BELOW. THE EFFECTIVE DATE FOR A STATE WHICH REQUIRES FRANCHISORS TO MAKE ADDITIONAL DISCLOSURES WILL BE DISCLOSED IN THE ADDENDUM FOR THAT STATE.

The Issue Date of this Offering Circular is August 17, 2007.

For Use in FL, TX, UT, VA, and the Non-Registration States Only.

Not for Use in: CA, HI, IL, IN, KY, MD, MI, MN, NE, NY, ND, RI, SD, WI, and WA.

FRANCHISE OFFERING CIRCULAR FOR PROSPECTIVE FRANCHISEES**PERSONAL CARE
BY DESIGN**

PERSONAL CARE BY DESIGN, INC.
A New Mexico Corporation
217 A. North Main Street
Roswell, NM 88201
505-627-1112

The Franchisor franchises the right to operate a single private duty, non-medical companionship and personalized care service business under the name "Personal Care by Design."

The initial franchise fee is \$22,500. We may require you to pay an initial deposit prior to signing the franchise agreement to reserve a territory, which will then be credited towards your initial franchise fee. The estimated total initial investment for establishing a single franchised business ranges from \$35,650 to \$48,525.

Risk Factors:

- 1. THE FRANCHISE AGREEMENT PERMITS THE FRANCHISEE TO ARBITRATE WITH PERSONAL CARE BY DESIGN, INC. ONLY IN NEW MEXICO. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE WITH PERSONAL CARE BY DESIGN, INC. IN NEW MEXICO THAN IN YOUR HOME STATE.**
- 2. YOUR SPOUSE MUST PERSONALLY AND UNCONDITIONALLY GUARANTEE WITHOUT NOTICE, DEMAND OR PRESENTMENT THE PAYMENT OF ALL MONETARY OBLIGATIONS UNDER THE FRANCHISE AGREEMENT, EVEN IF YOUR SPOUSE IS NOT INVOLVED IN THE OPERATION OF THE FRANCHISE. YOUR SPOUSE IS ALSO BOUND BY THE CONFIDENTIALITY AND NON-COMPETITION COVENANTS IN THE AGREEMENT AND MUST SIGN A SPOUSAL CONSENT. SUCH REQUIREMENTS PLACE THE PERSONAL ASSETS OF THE FRANCHISEES, SPOUSE(S) AND FAMILY MEMBERS AT RISK.**
- 3. THE FRANCHISE AGREEMENT STATES THAT NEW MEXICO LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.**
- 4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

INFORMATION COMPARING FRANCHISORS IS AVAILABLE. CALL THE STATE ADMINISTRATORS LISTED ON THE ATTACHED LIST OR YOUR PUBLIC LIBRARY FOR SOURCES OF INFORMATION. EVEN THOUGH THE FRANCHISE AGREEMENT STATES THAT NEW MEXICO LAW GOVERNS THE AGREEMENT, LOCAL LAW MAY SUPERSEDE IT IN YOUR STATE. PLEASE REFER TO ANY STATE-SPECIFIC ADDENDUM THAT MAY BE ATTACHED TO THE OFFERING CIRCULAR FOR DETAILS.

REGISTRATION OF THIS FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS, APPROVES, ENDORSES, OR HAS VERIFIED THE INFORMATION IN THIS OFFERING CIRCULAR. IF YOU LEARN THAT ANYTHING IN THE OFFERING CIRCULAR IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND THE STATE ADMINISTRATOR IDENTIFIED IN EXHIBIT 1 OF THIS OFFERING CIRCULAR.

Issue Date: August 17, 2007

[The Effective Dates for this Offering Circular in the Registration States is listed on the Effective Dates Page.]

EFFECTIVE DATES 2007

PERSONAL CARE BY DESIGN, INC.

FLORIDA	EFFECTIVE
TEXAS	EFFECTIVE
UTAH	EFFECTIVE
VIRGINIA	DECEMBER 11, 2007

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