State of California - Department of Corporations

STATE OF CALIFORNIA

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

DEPARTMENT OF CORPORATIONS

TO: Kevin Johnson, CEO/Manager
Giselle A. Blanco, CFO
William Case, Marketing Director
Paul J. Stewart, Director of Practice Management
Natural Focus, LLC
2401 Marshallfield Lane
Redondo Beach, CA 90278

1680 Vine Street, #717
Los Angeles, CA 90028

944 East Pico Blvd., #104
Los Angeles, CA 90021

4225 Inglewood Blvd., #304
Los Angeles, CA 90066

DESIST AND REFRAIN ORDER

(For violations of section 25110 of the Corporations Code)

The California Corporations Commissioner finds that:

1. At all relevant times, Kevin Johnson (hereinafter "Johnson") was CEO and Manager of Natural Focus, LLC (hereinafter "Natural Focus"), a California limited liability company using the addresses of 2401 Marshallfield Lane, Redondo Beach, California, 1680 Vine Street, #717, Los Angeles, CA, 944 East Pico Blvd., #104, Los Angeles, CA, and 4225 Inglewood Blvd., #304, Los Angeles, CA, and maintaining websites located on the Internet at www.naturalfocus.biz and www.famousmortgages.com.

2. At all relevant times, Giselle A. Blanco (hereinafter "Blanco") was CFO of Natural Focus.

3. At all relevant times, William Case (hereinafter "Case") was Marketing Director of Natural

Focus.

4. At all relevant times, Paul J. Stewart (hereinafter "Stewart") was Director of Practice Management of Natural Focus.

5. Beginning in or about November, 2009, Johnson, Blanco, Case, Stewart and Natural Focus offered or sold securities in the form of Limited Liability Company Membership Units of Natural Focus.

6. Through cold-calling or other means of general solicitation, Johnson, Blanco, Case, Stewart and Natural Focus offered or sold 1,000 units at $10,000 per unit to raise $10 million.

7. The purported purpose of the offering was to raise $10 million in equity capital to manufacture, market and distribute "rigid gas permeable contact lenses" designed specifically for corneal reshaping, and build a lens manufacturing laboratory, construct and operate company clinics and form an affiliation of optometrists. Investors are told that Management will manage and control the affairs of the company. Investors are also told that they will receive 90% of all dividends until the initial investment has been returned with 15% interest, and thereafter receive dividends for the life of the company according to member ownership.

8. These securities were offered or sold in this state in issuer transactions. The Department of Corporations has not issued a permit or other form of qualification authorizing any person to offer and sell these securities in this state.

Based upon the foregoing findings, the California Corporations Commissioner is of the opinion that the Limited Liability Company Membership Units of Natural Focus are securities subject to qualification under the California Corporate Securities Law of 1968 and are being or have been offered or sold without being qualified in violation of Corporations Code section 25110. Pursuant to section 25532 of the Corporate Securities Law of 1968, Kevin Johnson, Giselle A. Blanco, William Case, Paul J. Stewart, and Natural Focus, LLC are hereby ordered to desist and refrain from the further offer or sale in the State of California of securities, including but not limited to units in the form of interests in a limited liability company, unless and until qualification has been made under the law.

This Order is necessary, in the public interest, for the protection of investors and consistent

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with the purposes, policies, and provisions of the Corporate Securities Law of 1968.

Dated: June 14, 2011
Sacramento, California

PRESTON DuFAUCHARD
California Corporations Commissioner

By_____
ALAN S. WEINGER
Deputy Commissioner
Enforcement Division

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