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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

1 Focus.

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

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

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

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

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

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

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

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

2 Dated: June 14, 2011
3 Sacramento, California

4 PRESTON DuFAUCHARD
5 California Corporations Commissioner

6
7 By _____
8 ALAN S. WEINGER
9 Deputy Commissioner
10 Enforcement Division
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STATE OF CALIFORNIA
BUSINESS, TRANSPORTATION AND HOUSING AGENCY
DEPARTMENT OF CORPORATIONS

TO: Paul J. Stewart
14455 Preston Road, #128
Dallas, Texas 75420

RESCISSION OF DESIST AND REFRAIN ORDER
(For violations of section 25110 of the Corporations Code)

Pursuant to section 25610 of the Corporate Securities Law of 1968 (Corporations Code section 25000 et seq.), the California Corporations Commissioner (“Commissioner”) hereby rescinds its Desist and Refrain Order issued on June 14, 2011 (“June 14, 2011 Order”) as to Paul J. Stewart only. The June 14, 2011 Order, pertaining to the offer or sale of unqualified securities in violation of Corporations Code section 25110, remains in effect as to all other persons and/or entities named.

Based on information received after the issuance of the June 14, 2011 Order, the Commissioner is satisfied that Paul J. Stewart was not associated with any of the investment activities of Natural Focus, LLC. The Commissioner is satisfied that Paul J. Stewart’s identity was used without his consent creating a fictitious relationship between him and Natural Focus, LLC.

The Commissioner finds that the rescission of the June 14, 2011 Order as to Paul J. Stewart is necessary and appropriate, in the public interest, and consistent with the purposes, policies and provisions of the Corporate Securities Law of 1968.

Dated: September 15, 2011
Sacramento, California

PRESTON DuFAUCHARD
California Corporations Commissioner

By: _____
ALAN S. WEINGER
Deputy Commissioner
Enforcement Division