

Kim Bardsley
Independent Consultant

To: The Federal Trade Commission:

I am opposed to the Business Opportunity regulations being reviewed as they apply to the direct marketing industry. I have been a part of the direct marketing industry for three years. Prior to becoming involved, I researched the company and the industry for six months. What I found surprised me. The direct marketing industry operates with more integrity than I have seen in any other industry or business.

What is clear to me is that the advertising and marketing industries are not getting a piece of the financial pie of the direct marketing industry. News media does not benefit from direct marketing companies. Are true consumers up in arms over how direct marketing companies operate or it is lobbyists whose clients don't like market share erosion due to the tremendous success of the direct marketing industry.

Pyramid scheme companies, franchise offers or other businesses where fraud has been seen, or any direct marketing company not obeying laws, should be held accountable and prosecuted. But regulations lumping in the direct marketing industry makes no sense. In my company, you can be a distributor for \$29 and have a 45 day money back guarantee on product.

Direct marketing distributors operate home businesses which are so good for our country. Home based businesses allow families to spend more time together, save gas from commuting and allow a person to earn a better income and have a better retirement plan which is less burden on Social Security and government assistance. Why would our government want to make having a legitimate home based business burdensome with regulations that aren't even relevant?

I hope that these proposed regulations clearly define what kind of companies will be required to follow proposed rules and will not lump in the direct marketing industry.

Sincerely,

Kim A. Bardsley
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