

Re: Business Opportunity Rule, R511993

Dear Sir or Madam,

I am writing this letter because I am opposed to the proposed Business Opportunity Rule, R511993. I feel it has a negative impact upon me as I work in the direct selling industry as an Independent Isagenix Associate.

My personal story with Isagenix is super! I lost 70 lbs. in 4.5 months and have never felt better. My husband has also taken off 40 lbs. and also feels fabulous. I cannot imagine our lives without Isagenix in it. Also I am building a business with the Isagenix opportunity.

I have been in the direct selling business for the past 4 years.

My reason for the direct selling is to have some freedom and still be able to make a decent living.

With Isagenix you are able to build not only a business, but also your confidence, public skills and your personal self worth and self esteem.

Here is why I am opposed to the proposed FTC regulation, The Business Opportunity Rule, R511993:

The whole reasoning you have put forth is not in the best interest of me, Isagenix or the direct selling industry. Isagenix has in place plenty that protects its customers. They are fair and concerned about the well being of the people who do business with the. They are a wellness company! I do not want to spend all of my time stuck with way too much paperwork that is not necessary.

Also the other part of this Rule, R511993 is proposing that i have to give a list of 10 nearest distributors. That is completely out of the question. I cannot give out someone elses information. Not a good practice. I have people all over the US joining my business and I do not have the information of the 10 nearest distributors. Ridiculous!!!!

I do appreciate the fact that the FTC wants to protect customers, but I feel that this proposed new regulation will hinder my business. I believe there are less burdensome ways to achieve the FTC's consumer protection plan.

Again, I urge you to not pass the proposed Business Opportunity Rule, R511993.

Thank you for taking the time to consider my comments.

Sincerely,

Deborah K. Kirk  
Executive  
Isagenix International