

Dear Sir or Madame,

This letter is in regard to the upcoming decision of Business Opportunity Rule, Matter No. R511993. I would like to voice my opinion and request that this Rule be stopped.

As a distributor in my company, Young Living Essential Oils, I take pride in the fact that my business is a home-based business that is a legitimate opportunity. I sell a great product at a fair price and I do so in an ethical manner. I am particularly glad to be part of an industry where a person without thousands of dollars to invest can get involved and make “a few extra dollars” or a lot of dollars, depending on their decisions. I want for myself, the opportunity to make these decisions and I think, if asked, others would too.

I feel that this rule would make all of this industry seem like a bunch of con artists, just out to take money from an unsuspecting public. Let me assure you, nothing could be further from the truth. We are a caring group of people who want the best for our customers. And I would dare to say that we spend way more time teaching people about both the product and the business than any retail store owner. As it is, 13 billion of us have decided to make direct marketing a way of life and have our own small business.

Do we all know that there are unethical people in all aspects of business? Of course, we do! But because we do, we, as a potential buyer, are responsible for the research and the decision to buy or NOT to buy. We, after all, are adults who are ultimately responsible for those decisions.

Can you imagine what a rule like this would do to economic trade in this country if it were imposed on the retail stores? What if the retail stores had to disclose every return of a particular product or give the names and personal information of people who had purchased this product in the past? And what about waiting a certain length of time before they could actually buy? It would bring the retail sales to a slow crawl, at best. And it would cause some people to not buy at all. Who wants all their personal information given to “someone” without their knowledge or permission? It is my belief that this is the type of results that you will impose on those of us who have chosen to do business in direct marketing.

It is my opinion that this rule will cause undue stress and hardship to people who are in the direct selling business. Please bring this rule to a halt and acknowledge that it is an unfair practice that will restrict a business that sends billions of dollars each year into our economy at the local, State and Federal levels.

I would like to thank you for my opportunity to be heard. Thank You in advance for your vote for the economic freedoms that are the basis for this country.

Sincerely,  
Alice Rockstead,  
Young Living Essential Oil Distributor