



TOGETHER, BUILDING PEOPLE™

TO: Federal Trade Commission/ Office of the Secretary
FR: 4Life Research™ Executives
RE: Revised Proposed Business Opportunity Rule, R511993
DT: May 27, 2008

To Whom It May Concern:

We write in regards to the Federal Trade Commission's (FTC) Revised Proposed Business Opportunity Rule, R511993. We appreciated the FTC's consideration of direct sellers around the country and concur with your conclusion that revisions to the originally proposed rule were necessary to exempt legitimate direct sellers from coverage.

As a direct selling company and member of the Direct Selling Association (DSA), 4Life® recognizes and supports the FTC's important consumer protection role. We share your commitment to protect the public from unfair and deceptive business practices that undermine consumer confidence in legitimate business enterprises such as our own.

We also fully concur with the comments and suggestions submitted to the FTC by the DSA and trust that you will incorporate these helpful recommendations as you work to clarify and implement the revised business opportunity rule.

We appreciate your consideration of our views. For additional information, feel free to contact our offices.

Sincerely,

David Lisonbee
Founder & CEO
4Life Research

Steve Tew
President
4Life Research