

Debra S. Carlos
Scent-Sations, Inc.

June 7, 2006

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W) 600 Pennsylvania Avenue, NW Washington, DC 20580 Re: Business Opportunity Rule, R511993 Dear Sir or Madam: I am writing this letter to express my strong opposition to the proposed Business Opportunity Rule R511993. I understand that it is the responsibility of the Federal Trade Commission to protect the public from "Unfair and Deceptive Acts or Practices," but the rule as proposed would make it very difficult for me to operate my business as a Scent-Sations, Inc Independent Distributor. One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new distributors. If anyone wishes to become a Scent-Sations Distributor, they simply fill out an application which is free to do. There is no additional kit or fee required. This is far less than many, if not most, consumer purchases, From TVs to all manner of household appliances, none of which Require a seven-day waiting period. In addition, the seven-day waiting period is unnecessary in that Scent-Sations, Inc already has a 90% buyback policy for products! The proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. There are many problems with this proposed requirement. In this day of identity theft, I am uncomfortable giving out the personal information of other Scent-Sations distributors, without their knowledge or consent, to strangers. I understand that those who sign up after the rule takes effect would be told in writing "If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers." I believe that this would dissuade new people from signing up as distributors as they are concerned not only about identity theft, but also about their privacy. People today are understandably reluctant to share their personal information with individuals they may never have met. Providing the ten references also could damage the businesses of numerous Scent-Sations distributors. Lower ranking distributors often are involved in more than one direct selling company and providing a list to a potential recruit, who may already be a distributor for a competing direct selling company, may be an invitation to solicit existing distributors for such other Opportunity.

The ten reference requirement also is an administrative burden. In order to obtain the list of 10 prior purchasers, I will need to provide Scent-Sations Corporation with a prospective distributor's address, and then wait to receive the list of the 10 nearest distributors who became distributors within the past three years. Each prospective recruit will need a customized disclosure Statement. This will result in a delay far longer than seven calendar days before any potential recruit can sign an application. In view of the fact that many people enter direct selling part-time to earn extra income for a specific goal, such as holiday purchases or a family vacation, the long wait which the proposed rule will entail may make the goal unattainable. The proposed rule calls for the release of any information regarding lawsuits that allege misrepresentation or unfair or Deceptive practices over a ten-year period. It does not matter if the company was found innocent or not liable. Today, almost all business lawsuits contain claims of misrepresentation or unfair competition. It does not make sense to me that I would have to disclose these lawsuits unless Scent-Sations Corporation, or its officers, directors or sales department employees, had been found guilty or liable. I have been a Scent-

Sations Distributor for a little over a month, and I have been a Mary Kay Consultant for approximately five years. This legislation will cause undue hardship on my ability to build my business effectively, whether it be as a Scent-Sations Distributor or a Mary Kay Consultant.

Some people need to work to make money and if they have to wait in order to make money to feed their families, then what are we saying to them? Also, employers who hire someone at-will do not have to justify their hiring practices under "Unfair and Deceptive Acts or Practices" and only adhere to unemployment laws, which do not do much at all to protect the employee, which is the real reason so many Americans are wanting to build a business--to get away from the fear of being fired or not having any retirement income that we, as Americans, were so long ago preached about--the American dream. By people reaching out for a business opportunity, whether it be in a time of need to support family, extra income, retirement income, or residual income, it should be there decision whether or not they sign up in one day or seven days.

Further, generally my recruits take at least 3-5 days researching the company, Scent-Sations or Mary Kay before they contact me. Most of my Mary Kay customers have used the products for a long period of time. My Scent-Sations prospects generally continue to research the company and do a thorough business check before they sign anything. I know I did the same thing. It's only when people are uninformed that there is a problem and Scent-Sations and Mary Kay are both viable, informative, and caring companies.

Originally, I became a Scent-Sations Distributor because I love the Company's candles--the triple scented, natural, soy candles are wonderful and I haven't had an unhappy customers yet. The Candles and Personal Care products are super and I wanted to add something to my Mary Kay business that was different but somehow soothing to women because it's all about how we feel in our homes and surroundings. I teach school and I wanted additional income working from home, so that I could stop teaching in the next few years because of my health, and I felt this could provide the additional income I need to keep me from applying for disability. While I appreciate the work of the FTC to protect consumers, I believe this proposed new rule has many unintended consequences for direct sellers and that there are less burdensome alternatives available to the agency to achieve its goals. Thank you for your time in considering my comments. Sincerely,

Debra S. Carlos
Scent-Sations Distributor and
Mary Kay Independent Consultant