

Mary Ann Boe  
Radiant Energies

June 14, 2006

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)  
Re: Business Opportunity Rule, R511993  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
RE: Business Opportunity Rule, R511993

Dear Sir or Madam:

There is a great concern from myself and my business associates about the proposed Business Opportunity Rule R511993. Of course it is important to be protected from unfair and deceptive acts or practices, but I can assure you that Sunrider Distributors are principle-based and highly ethical because that is the nature of our founders, our products and our business practices. Some sections in the proposed rule will make things so hard for us to be able to continue our businesses. In times when core values and high personal and professional standards are so important to establish in our country's economic culture, please don't hurt this wonderful company and the good work we do.

Regarding the waiting period, our starting packs of product are only \$140 and not even mandatory to become a distributor. There are many things that the public purchases that cost way more without any thought of waiting 5 minutes, let alone 7 days. We are trying from our hearts and souls to create marketing through a network into a professional, effective means to obtain financial security at a time when there is *so very little out there* that can offer this. By having a "waiting period" people may be swayed to thinking, "Well, it has too much red tape, I don't want this, maybe they have this waiting rule because this is not an ethical business." Why put people through that when all our products and have a 60-day return policy. People love the simplicity of our business. The administration of such waiting periods and other tasks the bill demands will take away the simplicity all of us depend on, and all new prospects look for in a business.

Regarding the litigation information, Sunrider has never done anything wrong. Like any billion dollar company or even any religious organization, you can go onto the web and find lots out about people who are unhappy or have sued and carried on trashing this and that. The only thing that should be mandatory to disclose is a case that ended up in a guilty verdict. Otherwise it is simply unfair and damaging and a waste of time and a way to further bog down a beautiful business that prides itself on always focusing on positive and truth in business and in people.

And regarding disclosure of 10 prior purchasers - again more administrative nightmare, more cause for people to pull back knowing their information may be made available for theft. Also, think about how long it would take to send the name of a prospective purchaser to Sunrider and then wait to get the list back from them. Once again, this

destroys the simplicity of our business that is one of the best parts! I can only imagine how many people I would lose in my business if I had to say, "If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers." It is a frightening thought to be forced to give away your personal identity to be disclosed to people you don't know and at a "future" time. I don't understand that at all. Making a living -- trying to fight through the already negative, non-professional ways people think about marketing through a network -- is hard enough! We are trying to change the image and the experiences of network marketing to be the best it can be, with honesty, professionalism, simplicity, and concentrating on the needs of the people we meet. These rules take us right back to the reasons people don't like network marketing, not trusting what's going on - and perhaps, with this forced disclosure, with reason not to trust! Please consider the companies like Sunrider who are doing so much good for individuals, communities, our country and the world.

My husband and I have been distributors for over 4 years. We would never leave Sunrider -- not only because the products are the best I have ever found for our health, but because this company is our vehicle to achieve financial freedom and help others. This is the way we are healing our world - one person at a time, giving them health and wealth. We now make an extra \$1200 each month through Sunrider, doing it as a part-time business. And we depend on this money. We also depend on the promise of a stable company that adheres to the honesty, quality, and simplicity. Please don't let this bill force Sunrider into a change that could devastate the ease and simplicity and trust that the millions of people in our company have enjoyed and count on.

The work of the FTC is important, I am just hoping that you will consider my comments and look more closely at the unintended consequences that will do so much harm to so many in the new positive and highly professional wave of interpersonal marketing that is burgeoning throughout our country, thanks to wonderful companies such as Sunrider.

Thank you for reading this letter and for considering my concerns.

Sincerely,

Mary Ann Boe