

Jun 25th 2006

Charles Burch III

To whom it may concern:

I am taking the time to write this letter because I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as a distributor. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," but some of the sections in the proposed rule will make it very difficult if not impossible for me to sell 4life products.

One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new distributors. 4Life's sales kit cost only \$29.99. People buy TV's cars, and other items that cost much more than that, and they do not have to wait seven-days. This waiting period gives the impression that there might be something wrong with the plan. I also think this seven-day waiting period is unnecessary, because 4Life already has a 90% buyback policy for all products including sales kits purchased by sales person within the last twelve months. Under this waiting period requirement, I will need to keep very detailed records when I first speak to someone about 4Life and will then have to send in many reports to 4Life headquarters.

The proposed rule also calls for the release of any information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. I do not matter if the company was found innocent. Today, anyone or **any** company can be sued for almost anything. It does not make sense to me that I would have to disclose these lawsuits unless 4Life is found guilty. Otherwise, 4Life and I are put at an unfair advantage though 4Life has done **nothing** wrong.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. I am glad to provide references, but in this day of identity theft, I am very uncomfortable giving out personal information of individuals (without their approval) to strangers. Also, giving away this information of individuals could damage the business relationship of the references that may be involved in other companies or business including those of competitors. In order to get the list of the 10 prior purchasers, I will need to send the address of the prospective purchaser to 4Life headquarters and then wait for the list. I also think the following sentence required by the proposed rule will prevent many people from wanting to sign up as a salesperson "If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers." People are very concerned with about their privacy and identity theft. They will be reluctant to share their personal information with individuals they may have never met.

I have been a 4Life distributor for almost one year. Originally, I became a 4Life products distributor because I like them and wanted to earn some additional money. Now my family depends on this extra income to supplement our budget.

I appreciate the work of the FTC to protect consumers, but I believe this proposed new rule has many unintended consequences and that there are less burdensome alternatives available in achieving its goals.

Thank you for your time in considering my comments.

Sincerely

Charles Burch