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[REDACTED]  
522418-70067



June 1, 2006

FTC/Office of the Secretary/Room H-135 (Annex W)  
600 Pennsylvania, NW  
Washington, DC 20580

Re: Business Opportunity Rule, E511993

Dear Sir or Madam:

I am writing to express my strong opposition to the proposed Business Opportunity Rule as above. I know your institution would like to protect the public from deceptive practices, but the rule would also make my life difficult as far as business operations.

The most confusing section and burdensome, is the seven-day waiting to enroll new distributors. Most of the people who sign an application want to buy products immediately at wholesale prices.

Also, the proposed rule requires the disclosure of 10 prior purchasers. I honestly could not give out personal information due to identity theft which is prevalent in this day and age. Providing 10 references is also an administrative burden, delays far longer than seven calendar days. Also, 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, the long wait would be discouraging.

I have been a Shaklee representative for over 2 years. I became a representative because of the love I have for the nutritional/personal and household care products and wanted additional income working from home.

While I am thankful to the FTC for protecting 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 consideration.

Sincerely,

[REDACTED]  
[REDACTED]  
[REDACTED]  
Ted Masters