

522418-70387

Shaun Park
Effervescence

June 8, 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:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I have been working with the direct selling industry for a year and a half, and the extra \$1000 income generated through my direct selling business has contributed to our family finances. I have learned to do public speaking, train leaders, make presentations, and grow as an individual via being involved with the industry. By all means, I have learned immensely valuable skills that will last me for a life time.

I understand that some individuals do not hold the direct selling industry with the highest esteem. Therefore, I am worried that the seven-day waiting period would adversely influence the general perspective of a great industry. The seven-day waiting period creates undesirable delay in the consumer's right to purchase goods and/or services. In addition, the seven-day waiting period would compound record keeping and administrative hardships.

The disclosure of all litigation regardless of win or loss also would adversely influence the industry's reputation. Many, if not all, businesses are taken to court on a regular basis for a variety of reasons. Therefore, disclosure of all litigation would hinder the public relations of all direct selling companies.

The requirement of references in a particular area seems to be highly impractical. The disclosure of individual information for references increases the worries of identity theft which has become a major issue in our data based society. The privilege of privacy is of great importance for everyone.

I understand that the FTC has a civic duty to protect consumers from "unfair and deceptive acts or practices," but many legitimate companies would endure hardship in conducting business with the passing of the currently proposed business opportunity rule. I thank the FTC for looking after the general public because I would not have been able to find myself involved with a company built upon integrity.

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

Thank you for your time in considering my comments.

Sincerely,

A large black rectangular redaction box covering the signature of the sender.

Mr. Shaun Park