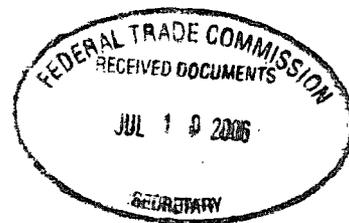


July 3, 2006



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'm concerned that this proposed rule, if adopted, will cause hardship to me and to any prospective purchaser.

The requirement that disclosure must be made at least seven days before a prospective purchaser signs a contract or makes a payment would place an unnecessary burden on me and unnecessary delay to the purchaser. If I were a prospective purchaser I'd be put off by such a long delay—it would probably kill the potential deal. I'd also wonder what was wrong with the plan. I think disclosures and long waiting periods are important for large purchases such as houses. There isn't such a waiting period when one wants to buy a TV or an automobile.

Getting a list of references would be an additional hardship.

The paperwork would be extremely burdensome and wouldn't even be read by the public. It would make it very difficult for participants to comply, and they would possibly have to pay fines and penalties.

It isn't fair that we would have to mention all lawsuits, whether Nature's Sunshine has won or lost. Nature's Sunshine always makes it easy for individuals to leave the company if the business opportunity is not right for them.

Our industry does a good job of policing itself by taking care of any and all complaints by the public.

Federal Trade Commission
Re: R511993

-2-

July 3 2006

I know you are trying to protect the public against fraudulent groups, but the proposed rule is unfairly targeting legitimate direct selling businesses. You are lumping our industry with the bad guys.

I have been selling Nature's Sunshine Products for approximately 12 years because I consider its products to be of superior quality, and I speak from personal experience. Also I have found the company to be extremely honest and forthright in its dealings with me and with those whom I have signed up as distributors. I am a senior citizen on a limited income and am greatly helped to earn the additional monthly income that I receive from Nature's Sunshine. The additional requirements of the proposed rule would place a great burden on my ability to sell these wonderful products.

Sincerely,



Sarah Landau
Nature's Sunshine Distributor

