

June 7, 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

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In my professional life I have been a regional vice president, an HR director, a government policy advisor and most recently a program developer.

As a typical Baby Boomer I found myself beginning to ask, "What's next?" That's when it dawned on me I still want the income and emotional rewards that come from working but at this point in my life, if I am going to work, I want it to be fun and flexible.

When I discovered Silpada Designs I almost had to pinch myself. After asking just a few questions I knew that I had found my fun and flexible "what's next." Silpada has allowed me to turn my love of jewelry into the perfect part time job. I make good money for the time I work and I can control my own schedule.

Silpada can be anything from a jewelry hobby that pays for itself to a full career with significant income and professional development. For me ... Silpada is my dream job ... getting paid to share what I love and making new friends every week.

After being with Silpada for about four months I decided to retire from the "rat race" and turn Silpada into my new career. I have never been happier and I know my future is limited only by my imagination, passion and persistence.

Silpada Designs operates with the highest ethical standards and provides superior customer service. The company is careful not to overstate the business opportunity or make income projections. It is quite clear this is a pay for performance business however the proposed business opportunity rule would throw cold water on other fledgling entrepreneurs even before they have a chance to evaluate an opportunity for themselves.

Legitimate direct selling companies are a tremendous resource to Baby Boomers faced with the challenge of subsidizing their retirement income at an uncertain stage of life. I am facing my retirement years with far less trepidation because I have experienced the benefit of joining a reputable direct selling company.

Please do not overburden companies like mine and limit the opportunity for the many just to punish or control the few offenders that may misrepresent themselves.

The Direct Selling Association provides the ethical guidelines necessary for our industry.

Sincerely,

Linda Meissner

Silpada Designs Independent Representative