

Janeen Thompson
Focused Forward

June 12, 2006

Federal Trade Commission/Office of the Secretary, Room H135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580

Dear Sir or Madam:

I am writing this letter because I am very concerned about the proposed Business Opportunity Rule R511993. There are some troubling issues to me, in its current form, as it sounds like it could prevent me from continuing as an Independent Sunrider Distributor. I understand that it is part of the FTC's responsibility to protect the public from "unfair and deceptive acts or practices. Some of the sections in the proposed rule will make it very difficult if not impossible for me to sell Sunrider products.

I am especially concerned with the seven-day waiting period to enroll new distributors. With Sunrider it only cost \$140 for our Starter Pack and it is not a mandatory purchase in order to become an Independent Sunrider Distributor. Consumers buy many items every day that have much higher price tags than this. They buy cars, TV's, even i-pods and many times there is high pressure on the buyer to purchase these items and they do not have this seven day waiting period imposed on them. This waiting period directed at our business gives the impression that there might be something wrong with the plan. At Sunrider we have a generous 60-day return policy for existing distributors and it is applicable to all our products even the Sunrider Starter Pack. I proudly tell my customers this because I know our company backs us in this. Sunrider also has a 90% buyback policy for former Distributors applied to all products purchased within the last twelve months.

I think you understand that it is human nature to **want** to purchase and receive products at the moment while you are excited about them. If you put limits on this aspect of purchasing, I fear you will be dramatically slowing down the economy. Even people who shop via internet will quite often choose the expedited shipping because they **WANT** the product **NOW** and as quickly as possible. Not to wait a whole week and then think of purchasing. By this time they may have chosen a substitute product because they have been denied the right to purchase at **THEIR** moment of decision.

This seven day waiting period is a huge burden of keeping very detailed record for call back of when I first speak to someone about Sunrider and then having to send numerous reports to Sunrider headquarters.

[References] The proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. On paper this looks good but in this day of identity theft and to protect people's privacy, I am very uncomfortable giving out the personal information of individuals. Many people do NOT want others to know their personal purchasing choices.

Giving away this information could damage the business/client relationship we strive to create.

In order to get the list of the 10 prior purchases, I will need to send the address of the prospective purchaser to Sunrider headquarters and then wait for a list to be returned to me. Now, I ask you, would you want to wait for all this to happen if you were in the purchasing mode for a product you found superior to other things you had looked at?

The following sentence required by the proposed rule will prevent many people from wanting to become sales people with our company: "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 about their privacy and identity theft and rightfully so. When you think of the repercussions on the economy by slowing this entrepreneurial opportunity down, why would you pass a rule such as this?

I have been an Independent Sunrider Distributor for nineteen years. I originally became a consumer of the products because I liked them so much. Other people wanted to buy them when they would visit me in my home and would use the products and I saw the potential to earn an income. Now, if I had to make these people all wait for their products, how can that be helpful to myself or them? Our household now depends on this income to supplement our budget as I have been down sized out of my regular job.

Have you considered the repercussions this type of stifling will do to the entrepreneurial spirit in America? I appreciate the work of the FTC to protect consumers, but I believe this proposed new rule has many unintended consequences and there could be less burdensome alternatives in achieving its goals.

Thank you for your time and consideration of my comments.

Sincerely,

Janeen Thompson