

Diana Isbister

June 14,2006

Federal Trade Commission Office of the Secretary Room H-135 Annex W  
Re: Business Opportunity Rule, R511993

I am a Sunrider Distributor and have been for the past 3 years, and I have huge concerns that passing this rule will have a negative impact on the growth of my business. It is understandable that the FTC is the watchdog for unfair and fraudulent or deceptive business practices, it IS NOT fair to lump all companies that operate under this business model as one. That is what rule R511993 proposes to do.

For example, the 7 day wait period? Where does that work in today's world? You do not have to wait 7 days to finish a transaction on a car, TV, stereo system, plane ticket, or any other major purchase. The low cost of the Sunrider Start Pak is a mere \$140 US, and this delay of 7 days after introducing someone to an opportunity is unfortunate because it inconveniences all parties involved.

Sunrider already has a 60 day return policy on the Starter Pak and a 90% buy-back policy on any products purchased by former distributors within the last 12 months of order. That is ample coverage for people who change their minds.

Finally, the proposed rule requires a minimum of 10 prior purchasers nearest the prospective buyer to disclose their annual income/salary. Privacy and identity theft are very real concerns to everyone today, and it is a breach of civil liberties to have to disclose such information. People are shopping online all the time at ebay, amazon, you name it, and there is no 7 day wait period, or an accountating statement about how much money was spent by the last ten customers closest to you. The logistics of that being made readily available is ludicrous.

Finally, Sunrider's website offers plenty of links of successful people in the business, and provides very general examples of gross incomes, if someone is interested in seeing how different people make this business grow, year after year.

Sunrider has been a joy in my life, my business skills have improved tremendously over the past three years because of the mentorship that comes along with the purchase of the Starter Pak. Please consider this letter as a very impassioned plea not to disrupt the lives of many thousands of Sunriders who do billions of dollars worth of business in the USA every year. Please do not pass this bill.

Yours Sincerely,  
Diana Isbister