

June 16, 2006

Federal Trade Commission  
Office of the Secretary  
Room H-135, Annex W  
600 Pennsylvania Avenue, NW  
Washington, DC 20680

Reference: **Business Opportunity Rule, Matter No. R511993**

Dear Federal Trade Commission Member:

I am writing to ask that you reconsider some of the requirements you are proposing to regulate the direct sales industry. I began my own direct selling company seven years ago and it has truly been a blessing for my family and me. I have 4 office employees and over 150 distributors who sell our products through in-home parties. *Through the direct selling business model, my distributors are making money to support their families, spending more time with their children and having more fun in their lives. They are also providing a valuable service to the public.*

The proposals you are suggesting would seriously impact our business and the income of my distributors. Specifically, in terms of the references requirement, my distributors and I would never feel comfortable providing the personal contact information of other people in my company, nor would I want my own personal information given out freely.

Although we are not a member of the Direct Selling Association, we strictly adhere to their code of ethics. In seven years of business, we have never once had a consumer complaint in regard to our business opportunity. Each new distributor is treated with the utmost respect and is fully educated on the requirements and benefits. It is imperative that my distributors be able to freely share the gift of our unique business opportunity. The regulations you are proposing would hinder us from doing so – and would hinder others in starting their business in the timeframe they choose.

Please know that I'm thankful that we have the FTC working to protect average consumers like me. But in this case, you will be working against us - impacting my personal income, my future, my family's future and the same for all my distributors and employees.

Please reconsider the regulations you are proposing.

Respectfully yours,

April Allison  
President & Founder  
Just For Fun