

July 2, 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

Re: Business Opportunity Rule, R511993

Dear Sir or Madam:

This letter is in response to the proposed Business Opportunity Rule (R511993) which, I feel, could have monumental negative consequences on my direct selling business through USANA Health Sciences. As in any industry, there are always unethical and unlawful people that try to 'push the envelope.' I understand that rules need to be put in place to keep the ethics and standards high, however this proposal goes too far and makes too many restrictions.

I have been in the direct selling industry for over 8 years and, most recently, with USANA Health Sciences for 1 ½ years. I am a true proponent of this industry and my family has benefited financially, physically, emotionally and spiritually. It is important that the public also know and benefit from the products and income that the direct selling industry has to offer. Direct sales is the most cost effective way to get quality products to the consumer. It is also one of the largest industries in our country. To put additional restrictions on direct sellers is like tying their hands behind their backs. You cut the income on direct selling associates, you cut buying potential out of the economy. One of the ways this bill is difficult is in the seven-day waiting period. USANA Health Sciences already has a 100% buyback policy in the first 30 days on their products and associate entry kits and a 90% buyback policy for 1 year. Maybe the better solution would be to require other direct selling companies to hold the same high ethical standards. You can buy much more expensive items in a store and not have a seven-day waiting period.

The proposed rule also calls for the release of any information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It does not matter if the company was found innocent. Today, anyone or any company can be sued for almost any reason. It does not make sense to me that I would have to disclose these lawsuits, unless USANA is found guilty. Otherwise, USANA and my independent USANA business are put at an unfair advantage because potential independent USANA Associates are misled to believe that USANA is guilty of wrong-doing even though USANA may have done **nothing** wrong.

Finally, the proposed rule requires that I release personal information on a minimum of 10 people previously enrolled as a USANA Associate. Is this really a wise thing to do in the age of identify theft? I know I don't want my name, address, phone number and

email address given to someone I don't know. My family has been the victim of identify theft and I have a right to privacy.

I understand and can appreciate what the FTC is trying to do and that is to cut unethical and unlawful practices. However, don't cut the programs that are effective, lawful and work very well. USANA Health Sciences is a highly ethical company, traded on the NASDAQ, with an open book policy. Take a look at the best and model your policy on companies that are working correctly.

Thank you for your time in considering my comments.

Sincerely,

Jane M Guyette