

The following sample letter is provided to serve as a guideline for creating a compelling heartfelt personal note. Your letter will have a much more meaningful impact if it is written in your own words.

Tammy Alemao Sales Director
Mary Kay Cosmetics

July 4, 2006

Dear Sir or Madam:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as a Mary Kay Cosmetics, Director. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," yet some of the sections in the proposed rule will make it very difficult, if not impossible, for me to sell Mary Kay products.

I have been a DIRECT SELLING MARYKAY SALES DIRECTOR for more than 9 years. Originally, I became a CONSULTANT in Mary Kay because I felt the products were exceptional and I wanted to earn some additional income. When I began my business 9 years ago, we were beyond paycheck to paycheck. My husband and I had just go done fighting for a year in a half for my baby half brothers after I lost my Mother to domestic violence with her 5 husband. It was very expensive. Because of Mary Kay it has brought us out of debt, provided income to allow us to add a 1,000.00 square feet onto our home The most priceless thing Mary Kay has given me due to this fabulous opportunity for women across our Nation; It enabled me to leave corporate America where someone else was raising my children so I could go off to work. Now, I get the privilege of working from home and raising my three children myself. I have an eye disease which hugely affects my vision. I can make a great income with Mary Kay and work it against my obstacles. I would no longer be able to go back to corporate America and would probably have to collect disability, which wouldn't even come close to what I bring home now due to my Mary Kay business. The future of my family is dependent on the stability of the direct selling industry.

I STRONGLY DISAGREE WITH THE SEVEN DAY WAITING PERIOD! One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new [CONSULTANTS, DISTRIBUTORS, ETC.]. [DIRECT SELLING COMPANY'S] sales kit only costs \$100.00 + tax and shipping= \$118.80 People buy TVs, cars, and other items that cost much more and they do not have to wait seven days. This waiting period gives the impression that there might be something wrong with the company or the compensation plan. I also think this seven-day waiting period is unnecessary, because MARY KAY COSMETICS already has a 90% buyback policy for all products including sales kits purchased by a salesperson within the last twelve months. Under this waiting period requirement, I will need to keep very detailed records when I first speak to someone about MARY KAY COSMETICS and will then need to send in many reports to my company headquarters.

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 anything. It does not make sense to me that I would have to disclose these lawsuits unless MARY KAY COSMETICS is found guilty. Otherwise, MARY KAY COSMETICS and I are put at an unfair advantage even though it has done **nothing** wrong.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. I am glad to provide references, but in this day of identity theft, I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. Also, giving away this information could damage the business relationship of the references who may be involved in other companies or businesses including those of competitors. In order to get the list of the 10 prior purchasers, I will need to send the address of the prospective purchaser to MARY KAY COSMETICS headquarters and then wait for the list. I also think the following sentence required by the proposed rule will prevent many people from wanting to sign up as a salesperson - "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. They will be reluctant to share their personal information with individuals they may have never met.

Please search your heart toward what you asking of Direct Sales. Do you have children? In today's world would you really want someone else raising them? If your husband or wife could work from home making a fabulous income and to be able to be there for your children when they need you, wouldn't you like that? Imagine the first ½ hour that your child gets off the school bus and is able to tell you about there day good, bad, or indifferent? Do you realize that after that half hour they don't want to discuss it any more? What could you have prevented if you were only there? A friend of mine lost her teen age son because he chose to commit suicide because the teen pressures at school was getting to be too much? Did he have her to talk to? No, she was working very long hard hours to support him financially but wasn't there to provide for him emotionally, so he took his own life. If only there was a second chance. If only she could have been part of a Direct selling company. Do you realize how much the Direct selling industry supports our economy? I appreciate the work that the FTC does to protect consumers, yet I believe this proposed new rule has many unintended consequences and there are less burdensome alternatives available to achieving your goals.

Thank you for your time in considering my comments.

Respectfully,

Tammy M. Alemao