

July 07, 2006

Sandy Gioiosa

Federal Trade Commission

Office of the Secretary

Room H-135 (Annex W)

600 Pennsylvania Avenue, NW

Washington, DC 20580

Re: Business Opportunity Rule, R511993

Dear Sir or Madam:

I am writing to express my concerns with the FTC's proposed Business Opportunity Rule R511993.

I became an Herbalife Distributor in May of 1984 to supplement my income and to enjoy the benefits of the products. I liked the fact that I could use the products, and share them with others to build a part-time income. Herbalife completely changed my life and the lives of so many of my friends. For the past 22 years I have enjoyed building my business and working with my customers and distributors.

Being a small business entrepreneur gave me the opportunity to create a better life and build a business without a startup investment. The company provided a mentorship program where I could learn at my own pace and help other people who needed the products. Herbalife has helped me to develop as a person and as a leader. I work in my community to bring awareness about good nutrition and a healthy lifestyle.

The FTC proposed rules would cause a tremendous burden on my business. It would slow down my business growth, it would create a backlog of people waiting to get started, and it would disrupt my business method.

In Herbalife, we look for people who are interested in Herbalife. We let them know up front about how our business works. Our company, Herbalife, is a well known publicly held company. It reflects poorly on me as an independent business person to have to deliver a disclosure statement. What other business is required to do that?

As an entrepreneur, I support FTC's goal of preventing consumer fraud, but I think the agency needs to revisit its proposal to take into account the significant burdens it would impose on legitimate, hard-working direct sellers such as myself.

Sincerely,

Sandy Gioiosa