

Ann Lubeck-Brown

July 10, 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:

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 Take Shape for Life Health Advisor. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," but some of the sections in the proposed rule will make it very difficult if not impossible for me to sell Take Shape for Life products.

The proposed rule 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 Take Shape for Life is found guilty. Otherwise, Take Shape for Life and I are put at an unfair advantage even though Take Shape for Life 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. I am further concerned about privacy issues with the disclosure of this type of information. As you know, California has very strict regulations about what can and cannot be shared when it comes to one's personal information. I do believe that everyone should do their due diligence before one ventures into a new business. It should be a part of one's business plan before any funds are invested in any type of business. People need to take individual responsibility to investigate, on their own, as I have done, before venturing into any business, this is fundamentally "good business sense." No one or no one entity can hand-

hold anyone on the pitfalls of any business venture. 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 Take Shape for Life 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. I might be reluctant to share my business information with people I know, once again, why does the privacy act come into play with the proposed legislation?

I am a new Take Shape for Life Health Advisor. I did my due diligence before I decided to embark on this business opportunity. I became a Take Shape for Life Health Advisor because I used the products and believed that others could benefit from the weight loss program the potential income from that belief is an added bonus. I anticipate in time that I will be able to leave my full time job as a financial institution CEO and rely on this as my sole income for my household.

In conclusion, I appreciate the work of the FTC to protect consumers, but I believe this proposed new rule has many unintended consequences and that there are less burdensome alternatives available in achieving its goals.

Thank you for your time in considering my comments.

Sincerely,

Ann Lubeck-Brown

Take Shape for Life Health Advisor