

To whom it may concern:

I wish to thank you all for your efforts to protect all of the public from fraud. I'd also like to express my deep concern for the extremely detrimental impact that Business Opportunity Rule R511993 would have on legitimate direct sales businesses such as the one my husband and I operate.

We're currently entering our 19th month in business. This opportunity has been a huge blessing to us. It's allowed us to start our own business which otherwise wouldn't have been possible, we enjoy the freedom to set our own hours and I'm able to be home caring for my children and still enjoy working with my husband, family, and friends on a daily basis. We've been able to help positively impact hundreds of lives by sharing our product and opportunity with great individuals we meet who are seeking a way to improve their lives. This industry has been the catalyst for huge personal growth and development for my whole family and we take great joy in seeing those we've shared our opportunity with change and benefit tremendously as well. So many lives have benefited because of the freedom we've had with sharing our business.

The 7 day waiting period would be extremely detrimental to the way we do business. We often travel and meet individuals at trade events or otherwise who we share information with and they often choose to order product, providing us with their information at that time as they have a totally risk free 30 day trial period with our company. To have to wait 7 days and reconnect with individuals would be very impractical for both parties and often difficult with busy schedules. It also would give an unfair air of suspicion to our business to have to explain that the FTC requires a waiting period before ordering. With this type of restriction many of our customers who've experienced tremendous benefits would've otherwise most likely opted to not try our product because of the hassle and suspicion a waiting period would impose.

Needing to provide the 10 nearest references would also be very impractical and pose definite privacy and security issues which customers wouldn't appreciate and we currently take measures to protect.

Again, I realize your goal is to protect all of us from fraud and I thank you. I don't believe however that this ruling would accomplish that at all. Those who cheat would still find a way to do so and this ruling would severely limit legitimate direct selling business owners in their efforts to bless and change lives as well as cast an unfair suspicion on the whole industry because of a few bad apples. Please reconsider and don't pass R511993 as it would strip a legitimate opportunity from many good, hard working people.

Respectfully,
Brooke Sullivan