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Dear Sir or Madam:

I am fully in agreement with the FTC's efforts to protect the consumers from fraudulent activities and companies and applaud your efforts. Furthermore, I am confident that these types of initiatives can be of great service to the many legitimate companies that desire to run their businesses honestly and ethically, as I know that the company I represent desires this supremely

However, I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993, believing that in its present form, it could prevent me from continuing as a small business owner. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," and we praise you for your wonderful efforts. Yet some of the sections in the proposed rule will make it very difficult, if not impossible, for me to sell my technology based products.

I have been an Independent Distributor for a little over a year. Originally, I became a Distributor in my company because I felt the products were exceptional and I wanted to earn some additional income. Now, my whole family loves these products and sees it as an opportunity to work together to have an opportunity to experience the benefits that can be found from using either the products alone or the products combined with the business opportunity. And our family desperately needs a way of making more income, as my teaching job, which although teaching children is the thing I love to do most, does not adequately provide for my family in the midst of a society where the costs of living are rising so drastically.

One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new distributors. My company's sales kit only costs \$49. People buy TVs, cars, and other items that cost much more and they do not have to wait seven days. This waiting period could unfairly single out my business and make more difficult to operate by giving the impression that there might be something wrong with the company I represent. I also think this seven-day waiting period is unnecessary, because our company as a Direct Selling Association member already has a 90% buyback policy for all products including sales kits purchased by any distributor 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 my company and its business opportunity 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. Anyone reading the headlines knows that this is true. We are living in the era of "Let's try to find a reason to sue someone." For a typical citizen, any mention of a lawsuit past or present represents "bad news" and could create a negative impact on my business regardless of the

outcome or nature of the suit. It does not make sense to me that I would have to disclose these lawsuits unless my company was found guilty. Otherwise, my company and I are put at an unfair competitive advantage even though we were innocent. It would be like going into a store and the cashier forgets to rub your DVD over that electronic device, so as you step out the door, the dinger goes off and you are apprehended as a criminal. Image your feelings with everyone looking at you like you were a thief! But you were all the while as innocent as a babe. My company works hard to maintain its integrity and honesty. I know of no one who labors so to make sure people are satisfied with what they get. And they will refund money to dissatisfied customers in a heartbeat, no questions asked.

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 and sexual predators, I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. Why when everyone else is required to hand out a privacy policy statement would we be expected to give out people's personal information? 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 my company 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 product or service from the seller, your contact information can be disclosed in the future to other buyers." People are very concerned about their privacy, identity theft and personal safety. They will be reluctant to share their personal information with individuals they may have never met.

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. And I love my industry! What other industry is set up so that anyone who so desires can do the extraordinary if they so choose.

Please do not pass this Rule!

Thank you for your time in considering my comments.

Respectfully,

Harry and Patricia Pike