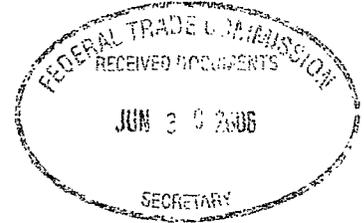


Sandra Besemann
[REDACTED]
[REDACTED]
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522418-70222



June 23, 2006

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 aware of the proposed ruling concerning network marketing, Business Opportunity Rule, #R511993, and I am extremely concerned about its negative impact on my business. I am writing to voice my personal objections to the proposed rule since this rule (as it is now written) would drastically alter my business as an Independent Sunrider Distributor, to the point of ceasing my sole source of income.

One of the most troublesome and confusing parts of the proposed rule is the seven-day waiting period to enroll new Distributors. When a new prospect is ready to join my business to purchase products or build an additional income stream, a waiting period is very burdensome and quite useless, because all new Sunrider Distributors are given a very generous 60-day money back return policy on our products. This rule would have disastrous results on my business because by the time I meet with prospective new Sunrider Distributors they are usually eager to begin trying for themselves to find the personal benefits of the products and the business opportunity – they do not want to wait a week to begin using the products and building a business.

If the proposed rule is implemented, much of what I now do will then become illegal and impossible, and I will be constrained to keep truly unjust rules concerning financial disclosure to these people I have shared with, which again would put my business in jeopardy (the "earning claims statement"). This requirement would be expensive and time consuming, and would indeed *not* provide the wished-for protection for the consumer.

I do not see how it would be possible to pursue Sunrider as a business; under the proposed rule. Even my effort to simply help someone understand how to help themselves with the excellent nutrition Sunrider offers would become a burden to both me and them. My daughters and I have been consuming the products Sunrider offers for about 17 years, and because I enjoy them so much, I have shared them with many others. I make it my practice to simply assist anyone who is interested in pursuing the health and financial benefits of

becoming a Sunrider Distributor. There is absolutely no pressure on them, or anything wrong with what I do. I simply help people with good nutrition and replacement products and assist in creating a part or full time income stream.

The section that requires me to provide a "full disclosure" of records of others who have joined as distributors would be an invasion of my personal rights to do business and also an invasion of the privacy of those others who are already distributors in my organization! In addition, it would be an undue burden to the new prospective business person, and would likely prevent him/her from deciding to try the business for himself, because of having to give personal information to whomever the rule demands he give it to. This requirements would also be expensive and time consuming, and would not provide the wished for protection of the consumer. The way I presently conduct my Sunrider business in sharing with people is NOT illegal. I am aware of the need for potential consumers and business people to be fully advised of all aspects of the business practices and claims made by Sunrider, as well are those things which are not claimed, and may not be. I adhere to all rules and laws which apply, as does Sunrider International.

I do not understand why there is the effort to make distributors of Sunrider products provide full disclosure of any and all lawsuits ever *filed* against Sunrider. This is tantamount to making me admit that anyone who, for any reason whatever...jealousy, spite, whatever...has *filed suit* against the company was right! The records stand, and are available to anyone who wishes to know. Why would you burden me and others with the needless effort to degrade a company whose integrity is truly above reproach, as I believe Sunrider is in its business practices? This is unconscionable.

In conclusion, this rule would be an **undue and illegitimate burden** to place on distributors of Sunrider products, and **would not at all promote the goal for which it is purportedly designed** - to protect the consumer. There are already sufficient protections in place, both by Sunrider and by the FTC, to protect consumers from any possibility of fraud or deceit on the part of distributors.

As I stated previously, my Sunrider business is my primary source of income and consequently, of GREAT importance to me. **Please do not implement this rule.**

Sincerely,


Sandra Besemann
c: Sunrider International


Additional commenters who submitted this form letter:

First Name	Last Name	Organization Name
Sandra	Besemann	Sunrider
Norell	Sears	Sunrider
Susan	Sorensen	Sunrider