



PONTING DISTRIBUTORS

[REDACTED]

Federal Trade Commission
Secretary's Office Room H-135, Annex W
Re Business Opportunity Rule R511993

Dear Sir or Madam:

This is to express my strong opposition to the above proposed rule. I am told that you have the responsibility to protect us from unfair practices. This rule would sadly affect my business.

For about 30 years we have handled Shaklee products with excellent member relationships with virtually no complaints from them because of the company's high degree of integrity. Virtually everyone joins at \$19.95 in order to purchase at wholesale. We never had success in advertising. So just as we ourselves became convinced of the quality of the products from first hand experience of our friends we have always found that to be the way to go. The vast majority only remains customers with only occasional ones making it a means of income. Since people can readily purchase more cheaply in the store it takes one on one contact to show our values. All those we know in Shaklee have this same experience. To wait 7 days and find 10 customers in our case is pointless since people certainly satisfy themselves before they purchase even though we have a money back guarantee on everything and for any reason.

And what about the PRIVACY factor in divulging names of 10 customers? Customers or even any who sell might easily resign if divulging their names and getting their consent to use it and even if we do it would expose them to competitive organizations the new prospects may represent?!!!!

So will you please use the responsibility with which you are entrusted by us public to please protect what dwindling business we have left in these difficult times. Hard won freedoms can be quickly lost by ill considered rules. Americans have always been told to check things out before they buy. Even if laws are passed unscrupulous vendors will always circumvent as you well know. WHY not continue to emphasise that the 'buyer should always beware' and not try to 'cripple the goose that lays the eggs of business opportunity'.

I am yours in hopes of a very prudent & cautious consideration and thank you for your kind consideration,

[REDACTED SIGNATURE]

6-10-96