

June 27, 2006

522418-70337

Federal Trade Commission
Office of the Secretary, Room H-135 (Annex W)
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: FTC Business Opportunity Rule, R511993

Dear Sir or Madam:

On behalf of AdvoCare International, L.P., a direct seller of high-quality nutritional products headquartered in Carrollton, Texas, I urge you to reconsider some parts of the proposed FTC New Business Opportunity Rule, R511993.

We, at AdvoCare, respect and understand the Federal Trade Commission's responsibility to protect the public from business opportunity fraud, a valuable service that can also protect the best interests of legitimate direct selling companies like AdvoCare. However, some of the sections of the proposed rule would make it extremely difficult for AdvoCare to continue as a business.

First, I oppose the seven-day waiting period. This long waiting period may cause undue uncertainty for the prospective Member and also for the prospective consumer. AdvoCare's sales kit costs only \$50. Consumers may purchase products that cost more than a kit and they do not have to wait the seven days. This waiting period also may imply that something is inherently wrong with our business, an unnecessary caution since AdvoCare already has a buyback policy for all products and the sales kit purchased by the Member within the last 12 months. Under the proposed new rule, our Members would also have to keep very detailed records of when they first speak to someone about AdvoCare, then send in reports to AdvoCare, and maintain those reports for at least three years. This process could become overly burdensome and time-consuming for our independent Members as well as a sizeable expense for our company.

Second, the proposed rule also calls for the release of any information regarding prior litigation and civil or criminal legal actions involving misrepresentation, or unfair and deceptive practices from the previous 10 years. It would not matter if AdvoCare is found innocent. In today's environment, anyone or any company can be sued for almost anything. AdvoCare sees little value in disclosing these lawsuits unless we are found guilty. Otherwise, we are put in an unfair light and advantage even if we have done nothing wrong or the claim has no relevance to a product purchase or the pursuit of a business opportunity. Therefore I propose that only relevant litigation references that would reinforce laws and Direct Selling Association (DSA) standards regarding direct selling activities be considered when offering an earning opportunity to the prospective Member.

Finally, the proposed rule requires the disclosure of individual salespeople or product purchasers geographically closest to the prospect. AdvoCare is willing to comply, but in this day and age of identity theft, we are very uncomfortable giving out the personal information of individuals, to strangers. Oddly enough, the requirement to provide references may result in lawsuits, which under the proposed rule, we would be required to report. Without any controls on the information that would be given out, personal details also could possibly be used by and benefit our competitors. People are vitally concerned about their privacy and identity theft, and so is AdvoCare.

I appreciate the hard work of the FTC to protect consumers, but believe that this proposed new rule would hinder the industry of legitimate direct selling, with disastrous repercussions for independent AdvoCare Members who follow the rules. I believe that there are less burdensome alternatives available in achieving the goals of protecting consumers as stated in the proposed rule.

Thank you for your time in considering my comments.

Sincerely,

[Redacted signature]

[Redacted text]

Additional commenters who submitted this form letter:

First Name	Last Name	Organization Name
Bertha	Adent	AdvoCare International, L.P.
Regina R.	Aguinaga	AdvoCare International, L.P.
Brenda L.	Allsap	AdvoCare International, L.P.
Whitney	Andkers	AdvoCare International, L.P.
Felua R.	Atkinson	AdvoCare International, L.P.
Wanda	Beaver	AdvoCare International, L.P.
Sandra	Beyes	AdvoCare International, L.P.
Judy	Bieroth	AdvoCare International, L.P.
Neil	Bishkin	AdvoCare International, L.P.
M.	Cedillo	AdvoCare International, L.P.
Andy	Chen	AdvoCare International, L.P.
Claude M.	Chistden	AdvoCare International, L.P.
Wendep	Chistolini	AdvoCare International, L.P.
Erendira	Coellar	AdvoCare International, L.P.
	Conts	AdvoCare International, L.P.
Rafarla	Costillo	AdvoCare International, L.P.
Gregory	Cremaidor	AdvoCare International, L.P.
Allison	Cunningham	AdvoCare International, L.P.
Steve	Cunningham	AdvoCare International, L.P.
Sue	Cunningham	AdvoCare International, L.P.
Austin P.	Cunningham	AdvoCare International, L.P.
Huphong	Doan	AdvoCare International, L.P.
April	Duncan	AdvoCare International, L.P.
Amy	Feng	AdvoCare International, L.P.
Loretta	Forbey	AdvoCare International, L.P.
Gerald	Furget	AdvoCare International, L.P.
Monica	Gandara	AdvoCare International, L.P.
Shelli	Gomes	AdvoCare International, L.P.
Joe	Gomez	AdvoCare International, L.P.
Robert E.	Graf	AdvoCare International, L.P.
Lindsey	Hal	AdvoCare International, L.P.
Amy	Hawk	AdvoCare International, L.P.
Carla	Howard	AdvoCare International, L.P.
J.	Jones	AdvoCare International, L.P.
Lan	Lam	AdvoCare International, L.P.
Alan	Lery	AdvoCare International, L.P.
Allison	Levy	AdvoCare International, L.P.
John	Loy	AdvoCare International, L.P.
Chris	Mauiloff	AdvoCare International, L.P.
Jennifer R.	McGaha	AdvoCare International, L.P.

First Name	Last Name	Organization Name
William	Merel	AdvoCare International, L.P.
Courtney	Monuller	AdvoCare International, L.P.
Maria	Morales	AdvoCare International, L.P.
Gustavo	Nurador	AdvoCare International, L.P.
Larin	Osborne	AdvoCare International, L.P.
Neil	Parmar	AdvoCare International, L.P.
Dail	Phillips	AdvoCare International, L.P.
Dana	Phillips	AdvoCare International, L.P.
Martin	Pixley	AdvoCare International, L.P.
Wayne R.	Prescott	AdvoCare International, L.P.
C.D.	Presentt	AdvoCare International, L.P.
Sheila	R	AdvoCare International, L.P.
Earl	R	AdvoCare International, L.P.
Sheila	R	AdvoCare International, L.P.
Jose	Ranger	AdvoCare International, L.P.
Maru	Reiynef	AdvoCare International, L.P.
Ronald L.	Reynolds	AdvoCare International, L.P.
Gilbert	Rico	AdvoCare International, L.P.
Claudia	Rocha	AdvoCare International, L.P.
Hugo	Sairclig	AdvoCare International, L.P.
Liz	Saldana	AdvoCare International, L.P.
Margaret L.	Salozar	AdvoCare International, L.P.
Salvador	Sanchez	AdvoCare International, L.P.
Salvador	Solis	AdvoCare International, L.P.
Julie	Spence	AdvoCare International, L.P.
William T.	Spruce	AdvoCare International, L.P.
Steve C.	Stelman	AdvoCare International, L.P.
Sidney J.	Stohs	AdvoCare International, L.P.
Mary A.	Stoner	AdvoCare International, L.P.
Dean	Taylor	AdvoCare International, L.P.
Shelton	Taylor	AdvoCare International, L.P.
Juanita	Thompson	AdvoCare International, L.P.
Robert J.	Ulrich	AdvoCare International, L.P.
Cynthia A.	Ulrich	AdvoCare International, L.P.
Denicis	Valles	AdvoCare International, L.P.
Bob	Ward	AdvoCare International, L.P.
Karen	West	AdvoCare International, L.P.
Frank E.	Wiese	AdvoCare International, L.P.
Charles	Williams	AdvoCare International, L.P.
Nathan	Williams	AdvoCare International, L.P.

First Name	Last Name	Organization Name
Dalton	Wok	AdvoCare International, L.P.
Toni	Wood	AdvoCare International, L.P.
Ronald G.	York	AdvoCare International, L.P.
Melane		AdvoCare International, L.P.