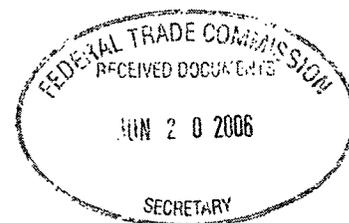


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June 14, 2006



522418-70401

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

Re: Business Opportunity Rule, R511993

To The Commissioners:

I just learned today about your proposed Business Opportunity Rule R511993, and I am very concerned about what you are proposing. While I appreciate your desire to protect the public from unethical and perhaps even fraudulent business presentations and opportunities, I am concerned that you may be "throwing the baby out with the bath water" so to speak.

There are many of us in the direct selling market that are honest business people who operate in an ethical and professional manner that I believe your proposed rule in its present form could seriously and negatively impact, even to the point of putting us out of the direct selling marketplace.

While I believe that you are well intentioned in wanting to protect the public from "unfair and deceptive acts or practices," some of the sections in the proposed rule are not only confusing, but require action which I believe goes above and beyond what is reasonable.

For example, there already is provision for a person making a purchase to cancel the transaction and obtain a refund, and the companies I deal with now (and have dealt with in the past) already have a buyback policy for products and sales kits.

Another concern is the seven day waiting period for enrolling new distributors. I believe that could make a person think there is something wrong with the many legitimate business opportunities that are available in the direct selling marketplace. True, there may be some who do not operate in an ethical and above-board manner, but why place such a burden on those of us who are ethical and above-board in an attempt to hinder the few who are not?

The record-keeping and submission of forms and reports only add to the burden you are proposing to place on us all. That in itself is likely to discourage many who otherwise would like to begin a direct marketing career from doing so.

While I am not opposed to the release of information related to lawsuits involving misrepresentation, unfair, or deceptive practices, I believe that should be limited to those where the parties have been found guilty. It would be unfair to require those who have not been found guilty to bring up the matter just because they once were sued by someone. It is quite likely to cast a shadow of suspicion on someone who already has been found innocent, and may even damage their reputation. I do not believe this is what you have in mind – at least I certainly hope it is not.

Lastly, I believe the requirement for “references” is an open invitation to invite identity theft, not to mention breaching confidentiality. I would not want to be put in the place of having to release information about a person without their knowledge, nor would I like to be asked to agree to having my contact information disclosed to others whom I do not know simply because I chose to buy a business opportunity -- would you?

I have been an independent distributor for products of several different companies and have never had one complaint lodged against me for any reason. I joined those companies because I liked and used their products, and earned money by selling them to others who liked and used their products. Some of them wanted to become distributors also, others did not. It was – and still is – a matter of personal choice. And I believe that is what it still should remain – a private matter of personal choice. If an issue comes up, it should be easy enough to resolve it, and if it is not resolved to a person’s satisfaction, there already are steps that can be taken to pursue the matter further.

We all market by word of mouth, don’t we, by making recommendations to family and friends about products, services, restaurants, etc. that we like. Would you propose to regulate that? Direct marketing is not that different – it just adds the possibility of a person who likes the products, services, etc. to become part of the business and make some extra money doing so.

I do appreciate the work of the FTC and its efforts to protect consumers. However, I believe there are other ways to achieve the goals you have in mind that would be less burdensome on everyone involved, from the consumer/business opportunity buyer all the way up to the FTC. Please take another look at what you are proposing, and try not to burden the innocent just to try to hinder a few who might not be innocent of wrongdoing.

Respectfully,



Marlene Y