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June 9, 2006

Lea Keen


Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580
RE: Business Opportunity Rule, R511993

Dear Sir or Madam:

I am writing this letter to you because I have recently been told of the proposed Business Opportunity Rule, R511993. As I read this rule in its present form it would prevent me from continuing to offer the opportunity as a Direct Selling Consultant. The hardships placed on me would be such that it would be impractical and unprofitable for me to operate in the small capacity that I do.

I have been sharing this opportunity with a very few people over the last year and enrolling a few distributors which enables me to purchase these same products for my own use. I firmly believe in the products that I purchase and take for my health. We read constantly of the various drugs the Doctor's prescribe for persons with various illnesses. The products I take and recommend to people are an all natural product. The company has been in business approximately ten (10) years and its stock is registered on the Nasdaq...

The seven (7) day waiting day period proposed would in my opinion cast a negative light on this type of business, however, the few people that I have told about the business and the products will normally take two weeks or more of study before they commit to this plan. I keep accurate records and assist anyone that I have introduced to the product with any administrative problems that they might have, adding an additional seven (7) days to me would be ridiculous.

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Litigation reporting for a company that has been in existence for ten (10) years or more seems a little unfair because in today's world someone is always looking for someone to sue, however, I'm proud to say that the company I represent has had very few law suits filed.

Since I have only offered the opportunity and the product to a very few people in a period of one year it would be very difficult for me to give as references ten (10) people, and how would a new consultant start since they start with zero people? Further I would not appreciate someone giving my name, address or phone number to people I did not know in the environment we live in today, for instance, the Veteran's Administration error that should have and could have been prevented. My husband is a veteran and we are now forced to wonder who has access to our private information.

I realize that there are many fraudulent companies starting everyday and many of these are in the Direct Marketing Business and it the job and responsibility of the Federal Trade Commission to protect the general public from these types of business operations, however, many of the proposals being made in Business Opportunity Rule, R511993, create a major hardship on every Direct marketing Company and every independent consultant operating an in home business. These rules will cause many small in home businesses to go under because it will not be financially feasible for them to continue to operate.

All that I ask is a fair evaluation of the Direct Selling market, the many legitimate multi-million dollar companies that are providing excellent products and financial assistance to many in home businesses.

Thank you for considering my comments.

Sincerely,



Lea Keen