

522418-70413



Federal Trade Commission,

I have been a retailer since 1975. I have experimented in the Direct Selling field until 2 ½ years ago, when I became fully committed to this industry.

In response to "New Business Opportunity Rules" #R511993: I find many of them cumbersome and overly restrictive. My experience with direct selling industry has shown me that it is very consumer driven. Businesses that have been faulty, inconsistent, or unfair do not last long.

Rules and accountability measures need to be in effect. Some rules, however, are burdensome to any business. For example the "7 Day Waiting Period", though appropriate for gun sales, is inappropriate for most other businesses.

Financial disclosures and income figures for groups of people are available through any legitimate company, in their web sites, through the Direct Selling association contacts, and volunteer clients within these organizations. In other words, these rules are already in place without jeopardizing/disclosing an individual's private data. All legitimate companies' direct selling or otherwise, work on these principals.

Let us not overburden a growing sector of our economy. Nor hamper the creative endeavors of business through unwieldy rules and regulations.

Thank You,

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Santana Tamarak

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