

June 7, 2006

Federal Trade Commission
600 Pennsylvania Avenue
Washington, DC 20580



Re: Business Opportunity Rule R511993

522418-70417

Dear Sir or Madam,

This letter is in regard to the proposed Business Opportunity Rule R511993 that seeks to protect the public from "unfair and deceptive acts or practices." While trying to protect the consumer from unethical practices, this ruling does not take into consideration the devastation on ethical Multilevel marketing businesses. These rulings meant to punish the bad companies would be enforced on those providing **ethical** opportunities for those in Multilevel marketing. I believe there must be a way to restrict those companies who are unethical in their practices and yet allow **ethical** companies to function in their proven successful manner. I would hope that the wording of the Proposed Rule would exempt **ethical** companies from these restrictions.

I believe that in its present form, it could prevent my being able to continue in the multilevel marketing business. I am a 79 year old widow of 11 years and have been a Direct Selling Associate for 2 years. The income this generates for me helps me to better meet my expenses and home maintenance. With inflation's higher costs and small increases in income being consumed by health costs and countless other rising costs, this income added to my small pension and my social security is important to me

The seven day waiting period would severely hamper our ability to continue doing business in a timely manner or to provide people with the ability to purchase product at the most economical cost. Americans have always been able to purchase "on the spot" for all of my life. It is unreasonable to have to plan for a seven day waiting period.

A demand such as finding references, and the administrative demand, etc. is unreasonable. These rulings would seriously inhibit the growth of many businesses that are helping drive the economy of this country. Rulings, instead, to protect business practices and to encourage growth of Direct Marketing Companies would be wise for our country and for individuals as tax paying citizens.

In regard to lawsuits, which to day are many times frivolous, it would seem that the outcome of each lawsuit, of being innocent or guilty, should be the criteria for imposing restrictions. It doesn't make sense to be penalized when you are innocent.

I appreciate the work of the FTC to protect consumers but I believe this proposed new rule will have many unintended consequences and that there are other ways to accomplish its goal.

Sincerely,

A large, irregular black redaction mark covering the signature area.

Retta Hurst

Three horizontal black redaction bars covering contact information.