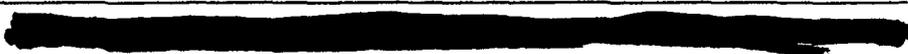


*Genevieve Lane*

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June 19, 2006

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



**RE: Business Opportunity Rule, R511993**

I am writing because I object to the proposed New Business Opportunity Rule R511993. In its present form it could severely hurt the Direct Selling Industry. I fully understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," but some of the sections in the proposed rule will make it extremely difficult, if not impossible, for a Direct Sales company to continue as a business.

**Under the proposed rule a Direct Sales Company's plan would fall under FTC regulatory authority, since the existing \$500 threshold under existing franchise rule will be eliminated and the companies would have to produce numerous pieces of documented materials in order to comply. It's a paperwork nightmare!**

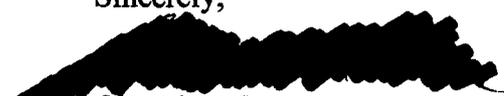
**The burdensome and absolutely ludicrous requirements proposed are nothing short of infringement of a company's right to do business. The government, in the guise of protecting the citizens of this country, intends to put a stranglehold on opportunities for the individual. Are we not capable of checking out opportunities for ourselves? Does the government protect us from starting a restaurant or a clothing store or a tanning salon where we could potentially lose thousands upon thousands of dollars?**

**The requirements of 20 prior purchases nearest to the prospective purchaser, release of any information regarding prior litigation and civil or criminal legal actions involving misrepresentation, or unfair or deceptive practices (whether guilty or innocent), to gather information concerning demographic/geographic data and earnings claims is so burdensome and anti-business (where only the honest, upstanding company will do it accurately) that the dishonest will simply falsify the data.**

**Why does government insist on saving the citizen from himself? We are treated like juveniles who don't know how to conduct business. The fraudulent will always be with us and more rules and laws will not stop them. It will only stop people from getting involved with a business for very little money yet have the opportunity to make more than the average income, and perhaps become rich.**

**We need less government, not more!**

Sincerely,



Genevieve Lane