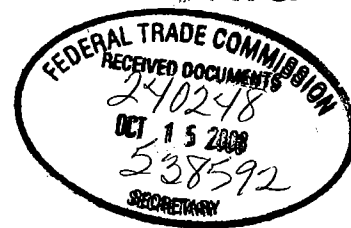


ORIGINAL



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

In the Matter of

NATIVE ESSENCE HERB COMPANY,
a corporation,

MARK J. HERSHISER, individually, d/b/a Native
Essence Herb Company, and as an officer of the
corporation, and

MARIANNE HERSHISER, individually, d/b/a Native
Essence Herb Company, and as an officer of the
corporation.

DOCKET NO. 9328


NOTICE OF APPEARANCE

Richard Jaffe, Esq. hereby files this notice of appearance as counsel for all Respondents

in the above captioned action. In accordance with Rule 4.(d)(1) of the Federal Trade
Commission's Rules of Practice, I certify that I am member of the bar in the States of Texas
and New York, and that I am in good standing within the legal profession.

Houston Texas,
October 8, 2008

RESPECTFULLY SUBMITTED


Richard Jaffe, Esq.
3200 Southwest Frwy, Suite 3200
Houston, Texas 77027
Telephone: (713) 626-3550

Fax: (713) 626-0420

CERTIFICATE OF SERVICE

Richard Jaffe, Esq. affirms as follows:

On October 8, 2008, I served the within Notice of Appearance via USPS first class mail on:

Office of the Secretary
Federal Trade Commission
Room H-135
600 Pennsylvania Avenue, NW

901 Market St, Suite 570
San Francisco, CA 94103

Regional Director
Federal Trade Commission
901 Market St, Suite 570
San Francisco, CA 94103

Hon. D. Michael Chappell

Federal Trade Commission