

FOR IMMEDIATE RELEASE

**NATURE'S SUNSHINE PRODUCTS REPORTS FILING OF
AMENDMENT TO FORM 10 REGISTRATION STATEMENT**

PROVO, UTAH, April 1, 2009 – Nature's Sunshine Products, Inc., a leading manufacturer and marketer of encapsulated herbs and vitamins, recently filed with the U.S. Securities & Exchange Commission ("SEC") its Annual Report on Form 10-K for the fiscal year ended December 31, 2008 and an amendment to its Form 10 registration statement covering all classes of the Company's stock. The Company amended its previously filed Form 10 registration statement to include audited financial statements and other information for 2008 and to respond to comments received from the SEC in relation to its initial filing of the Form 10.

The Form 10 registration statement does not contemplate an issuance of Company stock, but instead provides for registration of all classes of the Company's currently outstanding shares under the Securities Exchange Act of 1934. The Company's goal remains to return the Company's shares to the public markets as quickly as practicable, although the Company is not able to predict when this will occur.

The filing of the Form 10 became necessary after the issuance of an order on January 21, 2009, by the SEC upholding an earlier decision by an administrative law judge revoking the registration of all classes of the Company's stock. As a result of this order, broker-dealers are not permitted to effect transactions in the Company's shares until the Company's registration becomes effective.

This news release does not constitute an offer to sell or a solicitation of an offer to buy. The securities being registered have not been approved or disapproved by any regulatory authority, nor has any such authority passed upon the accuracy or adequacy of the information contained therein. A registration relating to the securities has been filed with the Securities and Exchange Commission, and a copy can be obtained from the SEC website, the Company's website at www.natr.com, or by writing Investor Relations, Nature's Sunshine Products, Inc., 75 East 1700 South, Provo, Utah 84606. In addition, a copy of the Annual Report on Form 10-K for the fiscal year ended December 31, 2008 can also be obtained from the SEC website or the Company.

About Nature's Sunshine Products

Nature's Sunshine Products manufactures and markets through direct sales encapsulated and tableted herbal products, high quality natural vitamins, and other complementary products. In addition to the United States, the Company has operations in Mexico, Central America, Canada, Venezuela, Dominican Republic, Japan, Ecuador, the United Kingdom, Columbia, Peru, Israel, Russia, Ukraine, Latvia, Lithuania, Kazakhstan, Mongolia, Belarus, China, Poland, Brazil, South Korea, Singapore, Thailand, Taiwan, Malaysia, Indonesia, the Philippines, Australia, Hong Kong, Germany, Austria, and the

Netherlands. The Company also has exclusive distribution agreements with selected companies in Argentina, Australia, Chile, New Zealand and Norway.

Cautionary Statement Regarding Forward-Looking Statements

In addition to historical information, this release contains forward-looking statements. Nature's Sunshine may, from time to time, make written or oral forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements encompass Nature's Sunshine's beliefs, expectations, hopes, or intentions regarding future events. Words such as "expects," "intends," "believes," "anticipates," "should," "likely," and similar expressions identify forward-looking statements. All forward-looking statements included in this release are made as of the date hereof and are based on information available to the Company as of such date. Nature's Sunshine assumes no obligation to update any forward-looking statement. Actual results will vary, and may vary materially, from those anticipated, estimated, projected or expected for a number of reasons, including, among others: further reviews of the Company's financial statements by the Company and its Audit Committee; modification of the Company's accounting practices; the outcome of the Section 12(j) review; the outcome of the various inquiries, requests for documents and proceedings by government agencies; foreign business risks; industry cyclicality; fluctuations in customer demand and order pattern; changes in pricing and general economic conditions; as well as other risks detailed in the Company's previous filings with the SEC.

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