



Nature's Sunshine Products, Inc.

Corporate Headquarters:
75 East 1700 South
Provo, UT 84606

FOR IMMEDIATE RELEASE

**NATURE'S SUNSHINE PRODUCTS COMMON SHARES AVAILABLE FOR
TRADING ON OTC UNDER SYMBOL: NATR**

PROVO, UTAH, June 23, 2009 -- Nature's Sunshine Products, Inc. (OTC:NATR), a leading manufacturer and marketer of encapsulated herbs and vitamins, announced today that trading in the Company's common shares has commenced on the OTC under the stock symbol NATR.

Nature's Sunshine also announced that it intends to apply for listing on the NASDAQ Stock Market as soon as practicable. The Company, however, is not able to predict when the listing process will be completed.

This news release does not constitute an offer to sell or a solicitation of an offer to buy. A copy of the registration statement on Form 10 is available through the Company's website at www.natr.com, or by writing to Nature's Sunshine Products, Inc., Attn: Investor Relations, 75 East 1700 South, Provo, Utah 84606.

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 Japan, Mexico, Central America, South Korea, Canada, Dominican Republic, Venezuela, Ecuador, Peru, the United Kingdom, Columbia, Brazil, Thailand, Israel, Singapore, Malaysia, Indonesia, the Philippines, Australia, Hong Kong, Taiwan, Russia, Ukraine, Latvia, Lithuania, Kazakhstan, Mongolia, Belarus, China, Poland, Germany, Austria, and the Netherlands. The Company also has exclusive distribution agreements with selected companies in Argentina, Australia, Chile, New Zealand, and Norway. Additional information can be obtained at the Company's website, www.natr.com.

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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