



# NATURE'S SUNSHINE

**FOR IMMEDIATE RELEASE**

## **NATURE'S SUNSHINE PRODUCTS COMMON STOCK TO BEGIN TRADING ON NASDAQ CAPITAL MARKET MONDAY, OCTOBER 12**

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**Trading Symbol will be NATR**

PROVO, UTAH, October 12, 2009 -- Nature's Sunshine Products, Inc., (NASDAQ:NATR) a leading manufacturer and marketer of encapsulated herbs and vitamins, and a publicly traded company since 1978, announced today that its common stock began trading on The NASDAQ Capital Market on Monday, October 12, 2009, under the symbol NATR.

"We are pleased that Nature's Sunshine Products common stock has been approved for re-listing on the NASDAQ Capital Market," said Douglas Faggioli, President and CEO of the Company. "This approval represents another important step forward for Nature's Sunshine Products and will enhance liquidity for our shareholders. It is an important acknowledgment of our Company's continuing progress."

### **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, Norway, Sweden, the Czech Republic 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](http://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; 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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