

FOR IMMEDIATE RELEASE

**NATURE'S SUNSHINE FILES FORM 10 SEEKING
RE-REGISTRATION OF OUTSTANDING SHARES**

PROVO, UTAH, February 13, 2009 – Nature's Sunshine Products, Inc., a leading manufacturer and marketer of encapsulated herbs and vitamins, filed with the U.S. Securities & Exchange Commission ("SEC") a Form 10 registration statement covering all classes of the Company's stock on February 12, 2009.

The Form 10 registration statement does not contemplate a public offering of the Company's stock to raise funds or capital, but instead seeks registration of all classes of the Company's currently outstanding shares. The Company's goal remains to return, as quickly as practicable, the Company's shares to the public markets, although the Company is not able to predict when the Form 10 will become effective.

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 or the Company, by writing Investor Relations, Nature's Sunshine Products, Inc., 75 East 1700 South, Provo, Utah 84606, or visiting the Company's website, at www.natr.com.

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 and the Russian Federation. 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 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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