



NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS ANNOUNCES PARTICIPATION IN THE WEDBUSH 14TH ANNUAL CALIFORNIA DREAMIN' CONSUMER CONFERENCE

LEHI, Utah, December 5, 2013 – Nature's Sunshine Products, Inc. (NASDAQ:NATR), a leading natural health and wellness company engaged in the manufacture and direct selling of nutritional and personal care products, today announced that Gregory L. Probert, Chairman and Chief Executive Officer, and Steve Bunker, Chief Financial Officer, will participate in the Wedbush 14th Annual California Dreamin' Consumer Conference to be held December 10, 2013 at Le Parker Meridien Hotel in New York City. Nature's Sunshine Products' presentation is scheduled to take place on Tuesday, December 10, 2013 at 9:10 a.m. ET.

The presentation will be webcast live and will be available on the Investing section of the Nature's Sunshine Products' website at www.naturessunshine.com for 90 days.

About Nature's Sunshine Products

Nature's Sunshine Products (NASDAQ:NATR), a leading natural health and wellness company, markets and distributes nutritional and personal care products through a global direct sales force of over 320,000 active independent Managers, Distributors and customers in more than 40 countries. Nature's Sunshine manufactures most of its products through its own state-of-the-art facilities to ensure its products continue to set the standard for the highest quality, safety and efficacy on the market today. The Company has three reportable business segments that are divided based on the characteristics of their Distributor base, similarities in compensation plans, as well as the internal organization of NSP's officers and their responsibilities (NSP Americas, Asia Pacific and Europe; NSP Russia, Central and Eastern Europe; and Synergy WorldWide). The Company also supports health and wellness for children around the world through its partnership with the Little Heroes Foundation. Additional information about the Company can be obtained at its website, www.naturessunshine.com.

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