



NATURE'S SUNSHINE

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS NAMES RICHARD ZHANG AND HENRY ZHOU AS MANAGING DIRECTORS, CHINA

LEHI, Utah, November 4, 2014 – Nature's Sunshine Products, Inc. (NASDAQ:NATR), a leading natural health and wellness company engaged in the manufacture and direct sale of premium-quality nutritional and personal care products, today announced the appointment of Richard Zhang as Managing Director, China for Nature's Sunshine Products ("NSP"), and the appointment of Henry Zhou as Managing Director, China for Synergy.

"I am confident that Mr. Zhang and Mr. Zhou will be excellent additions to our growing leadership team in China," said Gregory L. Probert, Nature's Sunshine Products' Chairman and CEO. "Both gentlemen are uniquely qualified to help lead our growth in this key market, bringing rich experiences in direct selling and consumer products as well as developing and managing business in China. We are confident that their combined leadership will help ensure the successful launch of our Nature's Sunshine-branded products in retail locations across China and Synergy-branded products through a direct selling model. I look forward to embarking on this journey to expand our Distributor and consumer bases and product lines into this region through our multi-brand, multi-channel go-to-market strategy."

"I am thrilled to have Mr. Zhang and Mr. Zhou join our team to execute our China strategy," added Paul Noack, Nature's Sunshine Products' President of China and New Markets. "I look forward to collaborating with these gentlemen and leveraging their unique experiences to ensure the successful launch and continued development of NSP into China."

Mr. Zhang is a seasoned executive with over 20 years of experience, including 10 years of general management experience in various industries including consumer packaged goods ("CPG"), over-the-counter ("OTC") / pharmaceuticals and technology. Mr. Zhang most recently served as General Manager, Asia Pacific at Welch's Foods Inc. where he was responsible for launching operations in China and subsequently achieved strong double-digit sales growth as well as significant improvements in market share during his tenure. From 2010 to 2011, Mr. Zhang worked as an independent consultant where he focused on market entry strategies, marketing, sales, distribution and M&A. From 2008 to 2010, Mr. Zhang served as General Manager, China of the Bayer Healthcare Consumer Care Division where he led cross-company regulatory initiatives and articulated several years of a profitable growth strategy focused on expansion and penetration. Prior to Bayer, Mr. Zhang served in various other professional capacities at The Hershey Company, Hewlett Packard and Unilever.

Mr. Zhou has a strong track record of success in direct selling with over 12 years of experience in the industry. Prior to joining Nature's Sunshine Products, Mr. Zhou most recently served as Deputy Managing Director, China at Oriflame (China) Co. Ltd. where he was responsible for longer-term strategy, sales, marketing, cross-cultural communications management and organizational restructuring. He also served as Director, Business Development, Asia Pacific for Oriflame Management Asia Ltd. where he consulted on the company's direct selling strategy and business model transition. From 2005 to 2011, Mr. Zhou was at Herbalife (China) Health Products, Ltd. where he most recently served as Vice President, Sales, Marketing and Operations, China. Prior to Herbalife, Mr. Zhou served in various other professional capacities at Amway (China) Co. Ltd.

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 680,000 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 Sunshine Heroes Foundation. Additional information about the Company can be obtained at its website, www.naturessunshine.com.

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