



NATURE'S SUNSHINE

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS ANNOUNCES PARTICIPATION IN UPCOMING INVESTOR CONFERENCES

LEHI, Utah, September 11, 2014 – 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 Stephen Bunker, Executive Vice President, Chief Financial Officer and Treasurer, will participate in two upcoming investor conferences:

- Imperial Capital's 8th Annual Global Opportunities Conference to be held September 18, 2014 at the Waldorf Astoria in New York, NY. Nature's Sunshine Products' presentation is scheduled to take place on Thursday, September 18, 2014 at 1:45 p.m. ET.
- Wedbush Securities' California Dreamin' Consumer Conference: "The NY Edition" to be held September 23, 2014 at Le Parker Meridien in New York, NY. Nature's Sunshine Products' presentation is scheduled to take place on Tuesday, September 23, 2014 at 8:35 a.m. ET.

The presentations will be webcast live and will be available on the Investors section of the Nature's Sunshine Products' website at www.naturessunshine.com for the 90 days following each event.

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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