

# NATURE'S SUNSHINE®

## FOR IMMEDIATE RELEASE

### **Nature's Sunshine Honored as a Top Company by Direct Selling Association**

LEHI, Utah, June 12, 2015 — Nature's Sunshine Products (NASDAQ: NATR) ("NSP"), a leading natural health and wellness company engaged in the manufacture and direct selling of nutritional and personal care products, was recognized by the Direct Selling Association (DSA), a national trade association of firms that manufacture and distribute goods and services directly to consumers, as one of the 20 largest direct selling companies in the United States based on 2014 U.S. net sales. DSA President, Joseph N. Mariano, presented Nature's Sunshine Chairman and CEO, Gregory L. Probert, with the award at the DSA's annual meeting in San Antonio, Texas.

"This award is a testament to the great work of our tremendous distributors in the field and the support that our corporate team provides them," said Probert. "Nature's Sunshine has a 43-year history as an innovator and industry leader in the health and wellness sector, and we're excited to add to that legacy by growing the company to new and even greater heights."

According to the DSA's 2015 Growth & Outlook Report, the wellness category represents the largest major product group within the direct selling channel, growing from 21.4% in 2007 to 30.1% in 2014.

"It's no surprise that wellness products continue to lead the direct selling channel," Probert added. "And with our focus on innovative, premium quality products, Nature's Sunshine is well positioned to take advantage of these trends as more people understand and pursue the benefits of a healthy lifestyle."

"I want to congratulate Nature's Sunshine not only for their longevity and track record of success but also for their devotion to their distributors, customers and the DSA," said Mariano. "By working together with industry leading companies like Nature's Sunshine, we continue to ensure that ethical business practices and customer satisfaction are priorities in the marketplace."

#### **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 640,000 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 four 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; NSP Russia, Central and Eastern Europe; Synergy WorldWide; and China and New Markets). 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](http://www.naturessunshine.com).

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