

NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS ANNOUNCES PARTICIPATION IN B. RILEY & CO.'S 16TH ANNUAL INVESTOR CONFERENCE

LEHI, Utah, May 5, 2015 – 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 Probert, Nature's Sunshine Products' Chairman of the Board and Chief Executive Officer and Stephen Bunker, Executive Vice President, Chief Financial Officer and Treasurer, will participate in B. Riley & Co.'s 16th Annual Investor Conference to be held May 12 – 14, 2015, at the Loews Hollywood Hotel in Los Angeles, California. Nature's Sunshine Products' presentation is scheduled to take place on Tuesday, May 12, 2015, at 11:00 a.m. PT.

The presentation will be webcast live and will be available on the Investors 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 660,000 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.

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