

NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS' SCIENTISTS MAKE GROUNDBREAKING CARDIOVASCULAR DISCOVERY ON PROARGI-9+ FORMULA

LEHI, Utah, October 22, 2015 – Nature's Sunshine Products, Inc. (NASDAQ: NATR) ("Nature's Sunshine"), a leading natural health and wellness company engaged in the manufacture and direct selling of nutritional and personal care products, announced today that it has made several remarkable discoveries regarding the ability of its ProArgi-9+ formula to support circulatory function and inhibit myeloperoxidase, an enzyme that is known to oxidize LDL cholesterol. Following these discoveries by the Company's scientists at The Hughes Center for Research and Innovation, Nature's Sunshine filed a United States provisional patent application on the ProArgi-9+ formula.

"Numerous studies have shown the cardiovascular benefits of L-arginine," explained Nature's Sunshine's Chief Scientific Officer, Dr. Matthew Tripp. "However, our preliminary in vitro and human studies showed that the unique combination of ingredients in our ProArgi-9+ formula enhances the effects of L-arginine within the body in several ways."

The body converts the amino acid L-arginine into nitric oxide to support healthy circulatory and cardiovascular function. Although L-arginine alone can increase the surrogate marker of saliva nitric oxide, this is a gradual process. In testing ProArgi-9+, Nature's Sunshine found that its formula significantly and rapidly increases the level of nitric oxide in the body.

Previous studies have also shown that L-arginine has no significant effect on myeloperoxidase, an enzyme that inhibits nitric oxide production. Additionally, L-arginine has no significant influence on inhibiting the oxidation of LDL cholesterol. The Hughes Center's preliminary study discovered that the unique combination of ingredients found in Synergy WorldWide's ProArgi-9+ potentially inhibited myeloperoxidase and helps to reduce the oxidation of LDL cholesterol.

"This is why we invested millions of dollars to build The Hughes Center for Research and Innovation," said Nature's Sunshine's Chairman and Chief Executive Officer, Gregory L. Probert. "The knowledge we gain through the Hughes Center truly advances the science of feeling better and helps us transform lives around the world. These are the discoveries that set our brand apart from competitors in the market and help make Nature's Sunshine the world's premier provider of natural health supplements."

Opened earlier this year by Nature's Sunshine, The Hughes Center for Research and Innovation utilizes state-of-the-art instrumentation allowing scientists to analyze interactions between the body's systems and nutritional supplements at a molecular level, thereby guiding discovery to the most bioactive and efficacious formulations. The clinical evaluation of ProArgi-9+ is just one of several exciting studies being carried out by its scientists at this time.

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 625,000 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.

Contact:

Steve Bunker
Chief Financial Officer
Nature's Sunshine Products, Inc.
Lehi, Utah 84043
(801) 341-7303
investorrelations@natr.com