

NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS' CHIEF OPERATIONS OFFICER JOINS BRIGHAM YOUNG UNIVERSITY'S GLOBAL SUPPLY CHAIN MANAGEMENT ADVISORY BOARD

LEHI, Utah, May 27, 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, today announced that Sue Armstrong, the Company's Chief Operations Officer, was named to the Global Supply Chain Management (GSCM) Advisory Board of Brigham Young University. The Advisory Board helps shape the educational experiences that students receive during their undergraduate and MBA studies in the Marriott School of Management at Brigham Young University.

Ms. Armstrong spent 18 months as a volunteer at Brigham Young University in 2013 in which she secured internships for several of the University's engineering and supply chain students at NSP's manufacturing plant in Spanish Fork, Utah.

"We seek advisory board members who hold executive positions within the areas of operations, logistics and purchasing," commented Cynthia Wallin, Associate Professor of Global Supply Chain Management at BYU. "Ms. Armstrong has been a terrific supporter of BYU Global Supply Chain students for the past several years, providing expert advice at résumé and interview workshops, participating in panel discussions and volunteering as a case competition judge. We are thrilled Ms. Armstrong is officially joining our advisory board and look forward to her many contributions."

The GSCM Advisory Board meets in Provo, Utah twice a year. Its members serve on committees, speak in classes, mentor students and help them gain practical, hands-on experience through "real world" projects.

"I'm honored to represent Nature's Sunshine through this appointment and will seek to strengthen our connection to a great university with a strong business school and reputation," said Ms. Armstrong. "From a personal perspective, I very much enjoy working with the students and relish the idea of helping the university improve its educational experience through the knowledge I've gained over the past 25 years of my career."

NSP's Chairman and Chief Executive Officer, Gregory L. Probert added, "With her strong background in operations and her proven track record of driving improved operational performance, it's no surprise to see Ms. Armstrong recognized in this way." He continued, "This appointment is a testament to Ms. Armstrong's expertise and the quality of our executive team at Nature's Sunshine. We are excited for her opportunity to serve within our community at BYU."

Prior to joining Nature's Sunshine Products, Ms. Armstrong served as Senior Vice President, Value Chain at Metagenics, a leading manufacturer and distributor of high quality dietary supplements and medical foods sold through health care practitioners in the U.S. and pharmacies abroad. Prior to Metagenics, Ms. Armstrong served as Vice President, Global Supply Chain at Carl Zeiss Vision, a global leader in ophthalmic lenses and eye care solutions. She has achieved impressive results in the areas of working capital and inventory improvement, on-time delivery, procurement cost savings, and manufacturing efficiencies using lean methodologies. Ms. Armstrong is a native of the United Kingdom (U.K.) and has a Bachelor of Science degree in Chemistry from the University of Sheffield in the U.K.

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.naturesunshine.com.

Contact:

Stephen M. Bunker
Chief Financial Officer
Nature's Sunshine Products, Inc.
Lehi, Utah 84043
(801) 341-7303