

NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS TO PRESENT AT THE B. RILEY CONSUMER CONFERENCE

LEHI, Utah, September 7, 2016 – 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, Chairman and Chief Executive Officer, and Stephen Bunker, Executive Vice President, Chief Financial Officer and Treasurer, will present at the second annual B. Riley & Co. Consumer Conference in New York, NY on September 13, 2016.

Nature's Sunshine Products' presentation is scheduled to take place at 11:00 a.m. ET. 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 following the 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 554,000 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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