

NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE HONORED AS A TOP GLOBAL COMPANY BY DIRECT SELLING NEWS

LEHI, Utah, April 25, 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, announced today it was recognized by *Direct Selling News (DSN)*, a global trade publication serving direct selling and network marketing executives, as one of the top 100 global direct selling companies in the world and one of the top 50 direct selling companies in North America.

“This honor is truly a recognition of the remarkable efforts of our distributors in the field and the support they receive from our corporate team,” said Gregory L. Probert, Chairman and CEO of Nature's Sunshine. “Nature's Sunshine enjoys a tremendous history of sharing wellness around the world, and we're excited to continue to grow the Company and help people discover the benefits of natural health through our premium quality, science-based supplements.”

Direct Selling News rankings are based on the annual total revenues of each company. With 2015 revenues of \$325 million, Nature's Sunshine was ranked #51 in the 2016 *DSN* Global 100 and #30 in the 2016 *DSN* North America 50.

Nature's Sunshine has regularly appeared on the *DSN* Global 100 list since its inception in 2010 and has been ranked on the *DSN* North America 50 list both years it has been published.

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 576,000 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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