

NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE LAUNCHES PATENT-PENDING PROGRAM TO REVERSE CARDIOMETABOLIC DYSFUNCTION

LEHI, Utah, April 18, 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, launched a new patent-pending program at its April National Convention that addresses many of the most prominent health trends associated with poor metabolic function. Nature's Sunshine's new IN.FORM program was clinically studied in the Hughes Center for Research and Innovation and demonstrates superior health benefits to other published programs on the market today.

The results of the IN.FORM program speak for themselves. Using the median figures, study participants who received the IN.FORM supplements lost 17 pounds of fat and 26 pounds overall. They also saw great improvements in other key health indicators already in the healthy range, such as triglycerides, LDL cholesterol, total cholesterol and insulin levels.

When compared to the control group who only used the program diet, those individuals who used the complete IN.FORM product system experienced over 50% greater fat loss, over 50% more weight loss and between a 66% and 80% greater decrease in other key cardiovascular health indicators already within the healthy range.

“New scientific research is deepening our understanding of how poor metabolic function affects overall health,” said Dr. Matthew Tripp, Chief Scientific Officer of Nature's Sunshine. “We designed the IN.FORM program to target gut health and to comprehensively address cardiometabolic function at its roots.”

The patent-pending IN.FORM program combines Nature's Sunshine's exclusive products with positive lifestyle changes to provide a holistic, multi-mechanistic solution with powerful results, including reductions in weight, fat, triglycerides and total cholesterol already within the healthy range.

Approved by an independent review board, the clinical study consisted of two intervention arms. The control arm received a special high-protein, high phytonutrient food plan along with lifestyle changes and exercise recommendations. The IN.FORM arm also received targeted nutritional supplements in addition to the food plan, lifestyle changes and exercise recommendations.

The IN.FORM program includes Nature's Sunshine's Metabolic Age Support Shakes, high-protein meal replacements featuring heart-healthy phytosterols and prebiotic fiber that feed the healthy bacteria of the microbiome. It also features CardioxLDL™, a unique patent-pending

combination of powerful antioxidants that work to reduce the oxidation of cholesterol, a critical factor in cardiovascular health, and to support healthy cholesterol levels.

The IN.FORM program also provides a powerful probiotic containing 11 strains of friendly bacteria to help replenish the beneficial microflora of the intestines, and berberine, which works to combat endotoxins that interfere with optimal gut performance and healthy glucose metabolism. IN.FORM is rounded out with essential daily nutrients from a multivitamin and heart healthy omega-3 fish oils.

“Nature’s Sunshine is proud to introduce the latest breakthrough innovation in natural health care with the clinically studied IN.FORM program,” said Gregory Probert, Chairman and CEO of Nature’s Sunshine. “Nature’s Sunshine is all about transforming lives through natural health, and that’s exactly what the IN.FORM program seeks to accomplish. We are excited to add to the clinical proof behind our industry-leading, high quality supplements.”

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 (“NSP”) manufactures most of its products through its own state-of-the-art facility 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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