

NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS TO PRESENT AT THE SIDOTI SPRING 2016 EMERGING GROWTH CONVENTION

LEHI, Utah, March 23, 2015 – 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, Nature's Sunshine Products' Chairman and Chief Executive Officer, and Stephen Bunker, Executive Vice President, Chief Financial Officer and Treasurer, will present at the Sidoti Spring 2016 Emerging Growth Convention to be held at the New York Marriott Marquis at Times Square in New York, NY on Thursday, March 31, 2016.

Nature's Sunshine Products' presentation is scheduled to take place at 3:00 p.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.

About the Sidoti Emerging Growth Convention

The Sidoti Spring 2016 Emerging Growth Convention will focus on companies with market capitalizations of \$600 million and less, connecting their executive management teams with Wall Street's top small- and micro-cap institutional and high-net-worth investors, research and investment banking professionals and other key stakeholders in the micro-cap investment community. The convention will feature approximately 80 public companies with solid franchises. Past attendance was approximately 400, including nearly 275 registered institutional investors.

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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