

NATURE'S SUNSHINE[®]

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS TO ANNOUNCE FIRST QUARTER 2017 FINANCIAL RESULTS AND TO HOST CONFERENCE CALL ON WEDNESDAY, MAY 10TH

LEHI, Utah, May 2, 2017 — Nature's Sunshine Products (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 it will report its first quarter 2017 financial results for the period ended March 31, 2017, on Wednesday, May 10, 2017, after the market close. Members of Nature's Sunshine Products' senior management team will host a conference call that same day at 5:30 p.m. Eastern Time. The call will be broadcast live over the Internet hosted on the Investor's Events section of the Company's website at www.naturessunshine.com.

Nature's Sunshine Products' First Quarter 2017 Conference Call Details

Date: Wednesday, May 10, 2017

Time: 2:30 p.m. Pacific Time
3:30 p.m. Mountain Time
5:30 p.m. Eastern Time

Dial-In: 1-877-423-9813 (domestic)
1-201-689-8573 (international)

Conference ID: 13661600

Webcast: Investor section of the Company's website at www.naturessunshine.com

For those unable to participate during the live broadcast, a replay of the call will also be available beginning that same day at 8:30 p.m. Eastern Time, until 11:59 p.m. Eastern Time, on Wednesday, May 24, 2017, by dialing 1-844-512-2921 (domestic) or 1-412-317-6671 (international) and entering the replay pin number: 13661600. The webcast will remain on the Investor's Events section of Nature's Sunshine Products' website at: www.naturessunshine.com for 90 days.

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 550,000 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.

Contact:

Scott Van Winkle
Managing Director
ICR
(617) 956-6736