

NATURE'S SUNSHINE®

FOR IMMEDIATE RELEASE

NATURE'S SUNSHINE PRODUCTS APPOINTS RICHARD D. MOSS TO BOARD OF DIRECTORS

LEHI, Utah, May 30, 2018 – Nature's Sunshine Products, Inc. (NASDAQ:NATR), a leading natural health and wellness company engaged in the manufacture and direct sale of premium-quality nutritional and personal care products, today announced the appointment of Richard D. Moss as a member of its Board of Directors. Mr. Moss is a senior finance executive with extensive experience in corporate finance, tax, risk management, and strategy in consumer-product and health care related businesses.

"We are excited to welcome Rick Moss to our Board of Directors," said Gregory L. Probert, Nature's Sunshine's Chairman and Chief Executive Officer. "Rick brings a wealth of financial, corporate development, and related experiences to Nature's Sunshine that I am confident will be highly beneficial in our continuing efforts to transform the business. We look forward to his guidance and strategic thinking as a member of the Board."

Mr. Moss was most recently Chief Financial Officer at Hanesbrands Inc., a leading Fortune 500 apparel company, where he served in that capacity from 2011 until October, 2017, after which Mr. Moss remained at Hanesbrands in an advisory role until his retirement on December 31, 2017. He also led several financial functions, including treasury and tax, at Hanesbrands from 2006 to 2011. Prior to joining Hanesbrands, Mr. Moss was Vice President and Chief Financial Officer from 2002 to 2005 for Chattem Inc., which markets over-the-counter branded personal care products and dietary supplements, including skin care and pain treatments such as Aspercreme, Cortizone-10, Icy Hot, and Pamprin. Mr. Moss has also worked extensively in a variety of industries in his career, from consumer products to banking to transportation, including such companies as Sealy Corporation, Saturn Corporation (a General Motors subsidiary), and First American National Bank. Mr. Moss received his B.A. and MBA from Brigham Young University.

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 495,000 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 NSP China). 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.