



NATURE'S SUNSHINE

FOR IMMEDIATE RELEASE

**NATURE'S SUNSHINE PRODUCTS TO ANNOUNCE FIRST QUARTER 2014
FINANCIAL RESULTS AND TO
HOST CONFERENCE CALL ON WEDNESDAY, MAY 7TH**

LEHI, Utah, April 23, 2014 – 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 it will report first quarter 2014 financial results for the period ended March 31, 2014, on Wednesday, May 7, 2014, at 9:00 a.m. Eastern Time. Members of Nature's Sunshine Products' senior management team will host a conference call that same day at 5:00 p.m. Eastern Time. The call will be broadcast live over the internet hosted on the Investing section of the Company's website at www.naturessunshine.com.

Nature's Sunshine Products' First Quarter 2014 Conference Call Details

Date: Wednesday, May 7, 2014

Time: 2:00 p.m. Pacific Time
3:00 p.m. Mountain Time
5:00 p.m. Eastern Time

Dial-In: 1-877-407-0789 (domestic)
1-201-689-8562 (international)

Conference ID: 13580675

Webcast: Investing 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 8:00 p.m. Eastern Time, until 11:59 p.m. Eastern Time, on Wednesday, May 21, 2014, by dialing 1-877-870-5176 (domestic) or 1-858-384-5517 (international) and entering the replay pin number: 13580675. The webcast will remain on the Investing 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 340,000 active 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 three 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, Asia Pacific and Europe; NSP Russia, Central and Eastern Europe; and Synergy WorldWide). The Company also supports health and wellness for children around the world through its partnership with the Little Heroes Foundation. Additional information about the Company can be obtained at its website, www.natr.com.

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