



NATURE'S SUNSHINE

FOR IMMEDIATE RELEASE

Nature's Sunshine Products' Patent-Pending AnxiousLess Formula Indicates Success of New Product Development Strategy

LEHI, Utah, April 23, 2014 – Nature's Sunshine Products, Inc. ("NSP"), a leading natural health and wellness company, launched a new patent-pending formula that addresses "situational anxiety." Nutrition Business Journal's 2013 U.S. Supplement Business Report includes situational anxiety in the category of mood, currently a \$507 million business. NSP's unique formula was born of a new two-pronged product development strategy: 1) to generate original intellectual property (IP) through in-house R&D and clinical trials and; 2) to leverage third-party IP to create innovative products that equip NSP distributors with first-mover advantage. NSP introduced the formula in a new product, AnxiousLess, six months ago. Since that launch, AnxiousLess has been so well received by distributors and customers alike that it is already one of NSP's top 10 best-selling products.

"AnxiousLess is a natural, non-drowsy formulation that combines a clinically tested herb (*Scelletium tortuosum*) with additional nutrients often found at the lower end of the normal range in healthy people experiencing occasional anxiety," explained Dr. Matthew Tripp, NSP Chief Scientific Officer.

People experiencing occasional anxiety are believed to exhibit insufficient brain levels of the neurotransmitter serotonin. AnxiousLess helps maintain an environment that maximizes beneficial levels of serotonin signaling to maintain a state of calm in three ways: 1) it increases the amount of serotonin available to receptors, enhancing calming signals; 2) it inhibits an enzyme that blocks serotonin-induced calming messages in the brain; and 3) it provides nutrients essential for nervous system health.

In testing the formulation, NSP found that the combination of *Scelletium tortuosum* in a specific ratio with L-theanine, zinc, magnesium and vitamin B1 led to a 57% improvement of PDE4 enzyme inhibition (the enzyme that breaks down calming messages to the brain), as opposed to *Scelletium* alone. This increased inhibition is thought to result in more abundant, longer-lasting calming messages, which would positively impact the user's mood and confidence levels. NSP has filed a provisional patent application on this unique composition. The in-house findings also led Hani Charles Soudah, MD, a board-certified internist practicing in St. Louis, MO, to try the product with a small number of his own patients and measure the effect of AnxiousLess on 10 physiological and psychological parameters

associated with situational anxiety. The results showed a persistent decline (indicating reduced anxiousness) across all parameters.

“AnxiousLess has seen very strong uptake in the U.S. market due to our unique formulation supported by clinical research,” confirmed Gregory L. Probert, NSP Chairman and Chief Executive Officer. “More than 90% of our sales leaders have purchased the product and we’ve seen exceptional results in key areas including high sales, low product cannibalization, quick market penetration and sponsoring. We will continue to aggressively implement our new innovative, science-driven product development strategy including ongoing investment in our R&D personnel, equipment and labs.”

This investment in clinically researched product offerings will ensure that NSP will continue to be an industry leader as people worldwide take ever-greater responsibility for their health and well-being.

Wynne Roberts, NSP President and Chief Operating Officer added, “Sales leaders are excited to use the product for recruiting purposes because of how well it samples. We received reports that many consumers taking AnxiousLess experienced the product’s calming benefit in less than 60 minutes.”

Nature’s Sunshine Products expects sales will continue to climb as more distributors and customers experience the benefit and business-building potential of this innovative product.

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 724,000 Independent Managers, Distributors and customers in more than 40 countries. 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 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 Sunshine Heroes Foundation. Additional information about the Company can be obtained at its website, www.natr.com.

Contact:

Steve Bunker
Chief Financial Officer
Nature’s Sunshine Products, Inc.
Lehi, Utah 84043
(801) 341-7303